

What is Rewind Backups for Klaviyo?

You've carefully curated your lists, campaigns, and profiles for years - but that revenue is at risk without a backup of your Klaviyo data.

You can't control when a list upload or a template edit goes wrong. What you can control is how quickly you recover. Rewind backs up the most essential parts of your Klaviyo account, like profiles and flows, so you can rest easy.

Prevent prolonged Klaviyo downtime

- Rebuild quickly in the event of mistakes and data loss.
- Ensure business continuity when making changes to your email programs.

Make changes in Klaviyo with confidence

- Rest easy with a safety net for the most critical parts of your Klaviyo account.
- Lower your risk when collaborating with others.

Keep your email lists up-to-date and intact

- Maintain your hard-earned email deliverability.
- Always have an up-to-date copy of your email lists and segmentation.

What is Rewind?

Rewind is a leading provider of SaaS Backups for products like Klaviyo. We have integrations with the most popular ecommerce apps to ensure business-critical data is automatically backed up and secured.

- ✓ Shopify & BigCommerce partner
- ✓ The only Shopify Plus certified backups provider
- ✓ 4.7/5 average rating on G2, 4.9 average review on Shopify
- ✓ Trusted by over 25,000 organizations worldwide to secure over 2 petabytes of data.



The screenshot shows the Rewind Backups dashboard for a Klaviyo account. The interface includes a navigation bar with 'VAULT', 'SUBSCRIPTION', and 'APPS' tabs. Below the navigation, there are 'Backup now' and 'Export' buttons. The main content area displays a list of email addresses under the 'All Items' tab, with columns for the email address, the type of update, and the update date.

| All Items | Statistics |
|---------------------------|---|
| lucas.silva45@example.com | Profile Updated Updated June 28, 2023 8:30am |
| n.kapoor@example.com | Profile Updated Updated May 11, 2023 10:22am |
| anaya.singh@example.com | Profile Updated Updated April 19, 2023 5:48pm |
| maya.gupta76@example.com | Profile Updated Updated March 13, 2023 9:03am |

FAQs

Doesn't Klaviyo back up my data?

Klaviyo provides platform-level backups, but they can't be used to restore the account-level data created on your instance (aka, all of your campaigns, lists, contacts, and other data items). In Klaviyo's terms of service, they state: ***“Customer is encouraged to make its own back-ups of the Customer Data. Customer shall have the sole responsibility for the accuracy, quality, integrity, legality, reliability, and appropriateness of all Customer Data and the means by which Customer acquired Customer Data, and for the adequate security, protection and backup of Customer's Data.”***

How can I restore from a Klaviyo backup?

Some parts of your Klaviyo account may be able to be restored by our team. [Click here](#) to learn what can and cannot be restored. In the event of data loss, please get in touch with us via live chat or by emailing help@rewind.com. For all other Klaviyo backups, access your backups in the Rewind Vault or export the data from your account to help you rebuild quickly.

How long are backups stored?

We store all of our backups for one year.

Get Started

If you have any questions or would like a custom quote for your organization, please reach out at partners@rewind.com.

Start free trial

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