Klaviyo Acquires Napkin.io

2022-11-07

Company's first acquisition marks continued commitment to developer community

Boston, MA – November 7, 2022 – **Klaviyo**, a unified customer platform that provides data-driven marketing tools, including email and SMS, for e-commerce businesses, today announced it acquired Napkin.io. Founded in January 2021 by Nick Sypteras, Napkin.io provides developers an easy and secure way to write and deploy code directly from a browser. The code, once live, can be set to run on a schedule, or deployed as an API endpoint. Napkin.io is Klaviyo's first acquisition and underscores the company's continued commitment to the developer community. As part of the acquisition, Sypteras will join the Klaviyo team, reporting to VP of Data Science, Ezra Freedman.

"Klaviyo is focused on providing the best possible experience for our customers – and that means opening up our platform to allow developers to build on top of our existing offerings," said Ed Hallen, co-founder and Chief Product Officer of Klaviyo. "Last year a few members of our team discovered Napkin.io and were immediately impressed with the power of the software, clear user interface, and unique feature set which are all Klaviyo-level quality. Further, Nick shares our vision and DNA as a builder and creator – and he is passionate about the developer experience. We're excited to see what we can build together."

"When I first started working with the Klaviyo team, I was struck by how similarly we think about empowering creators," said Nick Sypteras, founder of Napkin.io. "Napkin.io was founded on the premise that we need a more powerful way to turn an idea into running code quickly with no set up, no dependencies and no slog. Klaviyo customers know they can launch a campaign in an hour and go from an idea in the shower to money in the bank in the same day. As code continues to eat the world, it's only right that we have a more powerful way to support the ideas brands have to better serve their customers. I'm thrilled to become a Klaviyo and work alongside the team to build best-in-class solutions for our customers."

Earlier this year, Klaviyo committed to expanding its platform to enable developers at customers, partners, and freelancers to build new experiences on top of Klaviyo. To achieve this, Klaviyo launched new SDKs, a sample data tool to speed up Klaviyo onboarding, and a new developer portal making it easy to find API documentation, guides, and developer-specific content.

To continue to deliver on this promise, today, in addition to the acquisition, Klaviyo announced the public release of its new Klaviyo APIs. These new endpoints are more consistent and more connected, while enabling more programmatic access to new product areas. For example, developers can utilize Klaviyo's new Catalogs API to programmatically create, update, or delete catalog data in a customer's account to send more personalized messages ensuring accurate product information in Klaviyo. Over the coming months and throughout 2023, Klaviyo plans to continually release new APIs exposing more of its UI and enhance the overall developer experience.

To learn more visit **https://developers.klaviyo.com**.

ABOUT KLAVIYO

Klaviyo is a unified customer platform that gives online brands direct ownership of their consumer data and interactions, empowering them to turn transactions with customers into long-term relationships—at scale. With Klaviyo, brands can combine customer data with more than 220 native integrations to automate personalized email and SMS communications that make customers feel seen. Klaviyo makes it easy—no need to start from scratch, piece together multiple platforms, or rely on third-party marketplaces and ad networks. From mom-and-pop shops to established companies, innovative brands like Unilever, Living Proof, Solo Stove, Citizen Watches, and more than 100,000 other paying users leverage Klaviyo to acquire, engage, and retain customers—and grow on their own terms. Learn more at **klaviyo.com**.