



Klaviyo Enters the (Social) Chat

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New product, Klaviyo Social Marketing, is designed for the B2C CRM and turns social engagement into customer growth

BOSTON--(BUSINESS WIRE)-- Today, Klaviyo (NYSE: KVYO), the autonomous B2C CRM, announced the launch of Klaviyo Social Marketing; a new product built for connecting siloed social media engagement to omnichannel marketing strategies that drive revenue and more personalized customer experiences.

Social has become one of the most important channels for customer engagement. However, for most brands, interactions like comments, direct messages, mentions, creator partnerships, and user-generated content remain disconnected from the systems they use to understand, market to, and convert customers. Klaviyo Social Marketing brings those signals directly into the CRM, providing marketers with a complete view of every customer, and making it easy to leverage social engagement to create more personalized experiences across every channel.

With Klaviyo Social Marketing, marketers can:

- Turn followers into subscribers through Social Auto-replies that collect email, text, and WhatsApp consent and zero-party customer data
- Enrich customer profiles by capturing social interactions, content, and engagement signals; then use those insights to build more relevant audiences, design targeted campaigns, and automate tailored outreach
- Activate their best content across every channel by capturing owned and user-generated content in one centralized library; using AI-powered insights to automatically surface what's resonating and reuse top-performing assets across omnichannel campaigns and flows

"For years, social has been one of the richest sources of customer insight, yet it has largely existed outside the systems brands use to build customer relationships," said Jamie Domenici, Chief Marketing Officer of Klaviyo. "The future of marketing isn't about treating social as a separate channel. It's about making it part of a unified, omnichannel marketing strategy. By connecting social engagement to the rest of the customer journey, we're helping brands turn social interactions into lasting customer relationships."

Early customers are already seeing the impact. Australian swimwear brand Kulani Kinis uses Klaviyo Social Marketing to connect social engagement data with its broader customer experience strategy. Since implementing the solution, the brand has grown its global ambassador program to more than 130,000 members, quintupling its size; and has collected more than 4,800 user-generated social posts tagging the brand in the past year.

“For a long time, organic social was on an island while the rest of our marketing stack worked together. Klaviyo Social Marketing changed that by helping us connect social and ecommerce data, giving us a more complete view of our customers and making it easier to deliver more relevant experiences across channels. As we've scaled our brand ambassador program, that visibility has helped us better understand what content resonates and where our community is most engaged,” said Jemma Sears, Marketing Manager at Kulani Kinis.

The launch of Klaviyo Social Marketing expands Klaviyo's vision for an autonomous B2C CRM, helping marketers bring together customer data, marketing, service, analytics, and AI within a single platform. The social engagement signals captured through Klaviyo Social Marketing accelerate list growth and enrich the customer context used across Klaviyo's AI-powered marketing, service, and analytics experiences, empowering brands to deliver more personalized omnichannel marketing and richer customer relationships.

As of June 30, 2026, Klaviyo Social Marketing is generally available to all users. To learn more, visit klaviyo.com/products/social.

About Klaviyo

Klaviyo (CLAY-vee-oh) is an autonomous B2C CRM that powers more valuable customer experiences. We unify a flexible, scalable data platform, intelligence that gets smarter with every interaction, and action across Marketing and Service to help businesses turn real-time customer data into personalization at scale. High-growth enterprises like Mattel, TaylorMade, Glossier, Liquid Death, Daily Harvest and more than 196,000 other paying customers leverage Klaviyo's actionable infrastructure and our more than 350 integrations to deliver measurable outcomes through faster, higher-quality experiences.

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