



# Klaviyo Expands AI Agents to Power the Autonomous B2C CRM

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Introduces Composer, expands Customer Agent skills and delivers faster, more trusted customer experiences

BOSTON--(BUSINESS WIRE)-- Klaviyo (NYSE: KVYO) is building toward an autonomous world where brands define outcomes and agents execute them. Today, Klaviyo took the next step in bringing that vision to life with the introduction of **Composer**, a new agentic experience that generates, optimizes and recommends full marketing campaigns and flows from a single prompt. Alongside it, Klaviyo added new skills to Customer Agent and continued a wave of platform innovation with more than 75 new features across marketing, data, and analytics.

## Composer: Go from idea to launch-ready campaign with just a prompt

With Composer, marketers describe what they want in plain language, and Composer builds a launch-ready campaign, including audience segments and messaging optimized across channels. A marketer could prompt Composer with, "build me a fun spring re-activation campaign, targeting lapsed customers across email and text" and in minutes have a campaign ready to refine and launch. The same conversational interface works for existing flows: ask Composer where a sequence is losing customers, and it tells you exactly what to fix.

Composer provides marketers with:

- Faster execution: Campaigns that once took days can now be generated in minutes.
- Better outcomes: Coordinated, context-driven campaigns informed by customer data, behavioral signals, and historical performance.
- Built-in control: Nothing goes live without human approval.

Every campaign Composer generates is grounded on real customer data and shaped by more than 14+ years of marketing intelligence and billions of consumer interactions - so outputs aren't based on generic best practices, but on what's proven to work across Klaviyo's 193,000 customers.

Composer is currently available in private beta, brands can sign up at [klaviyo.com/composer](https://klaviyo.com/composer).

## Software moves to the autonomous era

For decades, business software has required people to operate tools step by step. AI sped some of that up but people still had to do a lot of the execution. Now instead of operating tools, teams describe the outcome they want to achieve, and agents generate and execute the work within brand and business guardrails.

“The execution layer in software is moving from humans to agents,” said Klaviyo co-founder and co-CEO Andrew Bialecki. “What matters now is having both the agents that do the work, and the infrastructure that gives them the full picture of the customer. That’s what we’re building at Klaviyo.”

“We’re seeing a shift from AI assisting discrete tasks to taking on more complete workflows across marketing and customer engagement,” said Gerry Murray, Research Director, Marketing and Sales Technology at IDC. “Capabilities like Klaviyo’s Composer highlight how quickly this model is evolving, helping organizations move faster while maintaining control over the customer experience.”

## Customer Agent: Autonomous service built on real-time customer data

Klaviyo also released new out-of-the-box retail skills for **Customer Agent** — order tracking, returns and exchanges, subscription editing, and loyalty lookup — enabling brands to deliver automated service experiences without custom development or lengthy configuration. Each skill is built directly on Klaviyo's data platform, giving Customer Agent real-time access to the same customer profile that drives a brand's marketing.

Alongside the new skills, Klaviyo introduced Agent Guidance, giving brands precise control over how Customer Agent shows up in every customer conversation. Brands can define their agent's voice and tone, set communication style preferences, and configure escalation rules that specify exactly when Customer Agent should hand a conversation to a human — ensuring that the moments requiring empathy, nuance, or elevated judgment always reach the right person.

## Platform momentum: 75+ new features spanning marketing, data, analytics, and customer service

Composer and Customer Agent build on top of a broader wave of Q1 innovation across the Klaviyo platform - more than **75 new features** reflecting continued investment in the infrastructure that unifies customer data and the agents that act on it.

- Expanding into new channels and experiences
  - Klaviyo continues to extend how brands reach and engage customers with the general availability of

RCS messaging, enabling richer, more interactive mobile experiences, and Instagram auto-replies, allowing brands to respond and convert customers in real time.

- With Personalized Onsite Banners in Customer Hub, Klaviyo expands its personalization capabilities - allowing brands to deliver personalized offers, announcements, and VIP recognition directly at the top of the website, without code, complex setup, or third-party apps.
- Data Platform: strengthening how customer data comes together
  - Enhancements like advanced identity resolution for multi-email profiles improve how brands unify and understand customer data - ensuring every signal contributes to a complete, real-time view of the customer.
- Analytics & Personalization: turning signals into personalized experiences
  - Continued investments in audience optimization, personalized send time, and next-best product recommendations help brands act on insights faster and deliver more relevant, higher-performing experiences.
- Ecosystem: working with the tools brands already use
  - New integrations like WooCommerce for Customer Hub expands Klaviyo's onsite personalization capabilities across the broader commerce ecosystem, making it easier to connect your data, orchestrate workflows, and operate across the tools you already use.

Together, these updates reinforce Klaviyo's approach - bringing data, intelligence, and agents together across teams and channels to drive better customer outcomes.

## 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 193,000 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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