



Klaviyo Goes Headless, Opening Its Platform to Agents and Marketers Wherever They Work

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Introduces specialized personalization models, SQL inside the Klaviyo Data Platform, and expands its autonomous agents, with voice coming as a new channel

BOSTON--(BUSINESS WIRE)-- Klaviyo (NYSE: KVYO), the autonomous B2C CRM, today at K:BOS, its annual customer conference, announced major updates to its CRM platform so brands can get more out of their AI and agents, better understand their data and personalize every experience with models built for each decision. Klaviyo is also opening up its platform, so users can access Klaviyo from inside whatever AI tool they already use.

Consumer businesses serve millions of customers and generate huge volumes of data in the process. Increasingly, they don't want to manage that data by logging into one piece of software - they want to run their CRM from wherever they already work, in Claude, in ChatGPT, in an agent they built themselves. Most platforms don't allow that - data stays walled off inside one UI, one workflow.

Wherever a business is on its AI journey, Klaviyo is ready for them, opening the full platform with a series of launches.

Klaviyo goes headless: opens Klaviyo to every agent, app, and experience

Klaviyo is opening up its platform with 260+ MCP tools and capabilities and 490+ APIs now accessible directly from Claude, ChatGPT, or any AI system a team already uses. A marketer can work from inside them, or an agent can read, write, and go live on its own, without ever opening Klaviyo's own interface. A few ways brands are already using this headless architecture include building a custom reporting dashboard in Cursor or Lovable with live Klaviyo data, and using the MCP to automate a weekly performance review that recommends what needs attention and post the findings straight to Slack.

"An agent is only as useful as three things; whether it understands a brand's data, whether it can reach that understanding from wherever it's running, and whether it can act on it for every individual customer. Most

platforms give a business one of those. With this launch, Klaviyo gives all three, built into one platform. That's what separates real infrastructure from a walled garden," said Andrew Bialecki, co-founder and co-CEO of Klaviyo.

SQL inside the Klaviyo Data Platform gives every marketer answers that used to need a data team

Klaviyo has always been a data platform. Today that means hundreds of APIs and integrations, processing more than 4 billion signals a day. As that foundation grew, brands started asking for more than access to their data. They wanted to actually understand it, and use it wherever their team and their agents already work.

Making sense of all that data has always required someone who can write a technical query. Today, Klaviyo is introducing SQL inside the Klaviyo Data Platform (KDP), closing that gap. A marketer can ask a question in plain language, through Composer, MCP, or another agent, and Klaviyo translates that prompt into a SQL query, runs it against the brand's own data, and returns the answer along with the SQL query that produced it.

Today, SQL can be accessed in Composer and MCP as a preview. It can query profiles, events, segments, lists, and catalogs, with forms, flows, and custom objects coming soon. Soon Klaviyo will also empower brands to add more context and definitions for every metric, including a brand's own custom properties and metrics - think of it as a semantic layer for the business.

Marketing Analytics evolves into Personalization, a new layer built into the platform

Getting personalization right means turning millions of individual signals into one precise answer for each person, at the same time. Personalization as a concept has always lived across the Klaviyo platform, scattered across different tools. Today, Personalization, formerly known as Marketing Analytics, brings it together in one layer, with new functionality, more control, and more transparency.

Instead of one giant model trying to do it all, specialized models now decide who to reach, what to show them, and when and where to reach them, for every customer, in real time. Each model shares the same context across every channel a brand uses, is transparent and configurable.

Composer gets more capable, and Customer Agent adds voice as a new channel

More than 138,000 Klaviyo users rely on Composer to analyze performance and create campaigns. Now, with access to SQL, Composer can go even deeper, with every answer backed by a citation a marketer can verify. You can now schedule tasks, like a monthly performance summary, or catch a declining campaign before it costs real revenue. Skills let a team save its own proven workflows, like subject line best practices, brand guidelines, or content hierarchy, so Composer doesn't need reminding every time. And segments can now be edited directly

inside Composer.

Composer is also the first functionality available on the new Klaviyo mobile app, so a marketer can check in on their work from wherever they are. More app functionality will be coming soon.

Customer Agent has already exchanged more than 1.3 million messages with customers. It now goes global out of the box, too, supporting customers in more than 100 languages with automatic locale detection through Shopify Markets, and the right catalog, pricing, and currency for every region. Coming soon, voice will be added as a new channel to Customer Agent, handling a full call start to finish with the full context of a customer's history before it says hello - no hold, no transfers, no repeating yourself.

Additional updates announced at K:BOS include:

- Customer Hub(Live): Expands to bring more web personalization functionality.
- Clicks to Bricks (preview): Target shoppers who are actually near your location.
- Klaviyo Mobile App (preview): Access Composer on Klaviyo's mobile app now, with more functionality coming soon.
- Compliance Hub (coming soon): See your compliance health instantly and stay ahead of new regulations as you scale.

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 205,000 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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Press Contact:

Danielle Zanatta

press@klaviyo.com

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