



Klaviyo Launches AI Agents that Work Together to Drive Revenue for Consumer Brands

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Built into the same CRM platform, Composer and Customer Agent share intelligence across marketing and service, getting smarter with every interaction

BOSTON--(BUSINESS WIRE)-- Today, Klaviyo (NYSE: KVYO), the autonomous B2C CRM, announced that Composer, its AI marketing agent, is moving to public beta along with major advancements to Customer Agent. Two agents built into Klaviyo's CRM platform, working from the same real-time customer data across marketing and service to drive revenue.

Brands are investing in AI but most aren't seeing the return. Generic AI gives generic results because it doesn't know your brand voice, your customer history, or which signals actually matter. It treats every customer the same, and without the intelligence to read behavioral signals, purchase history, and real-time intent together, the revenue opportunity stays hidden.

Composer and Customer Agent are built to change that. Most platforms keep marketing and service in separate silos — agents that don't talk to each other, data that never crosses. Klaviyo tears that wall down. Built into the Klaviyo CRM platform, both agents work off the same real-time customer profile, and every action enriches the data the other uses. When Customer Agent resolves a conversation, it writes preferences, product interests, and intent signals back to the customer record — data Composer uses to build smarter marketing campaigns. When Composer launches a campaign, that engagement informs how Customer Agent personalizes the next interaction.

The more each agent works, the smarter both become, and the result is a flywheel that doesn't just improve experiences — it drives revenue over time.

"Businesses aren't struggling because they lack AI tools — they're struggling because most AI can't act on the context that matters," said Jamie Domenici, Chief Marketing Officer of Klaviyo. "The next era of consumer experiences will be defined by companies that can combine AI with deep customer understanding to move faster, personalize better, and turn customer insights into growth. Composer and Customer Agent help brands put that

understanding to work.”

Composer: The marketing agent that knows your business and grows it

Composer is now available in public beta, built to solve the two problems every marketing team shares: knowing where to focus and not having enough time.

Composer identifies the biggest opportunities, builds the campaigns to capture them, and executes the work automatically. Simply ask Composer what to focus on and it runs a full audit of every live campaign, flow, and segment to surface a ranked list of revenue opportunities. For example, it could identify an abandoned cart flow that's underperforming and hasn't been revisited in months, a welcome journey where new customers are dropping off before they make their first purchase, or a lapsed segment of high-value buyers who haven't heard from you in 90 days.

Select one, and Composer identifies areas to gain revenue, recommends what to do about it, and then builds the complete cross-channel campaign — email and text, audience and content — drawing on 14 years of customer context, best practices, and patterns from nearly 200,000 brands, plus your own campaign performance and signals. Everything happens inside Klaviyo, the campaign is ready to review and launch in minutes, and nothing goes live without approval.

Brands including AS Beauty, SPANX, and Dermalogica got early access in private beta and used Composer to uncover opportunities their teams hadn't had the capacity to find.

“The visibility Composer provided was unbelievable. It didn't just identify issues, it helped us understand the context behind them,” said Katherine Cabe, Senior Director of Retention Marketing, AS Beauty. “Composer's Flow Audit tool surfaced collision issues across our 113-flow library, showing us where automations were unintentionally competing for the same customers, creating unnecessary message volume, and potential revenue loss.”

Customer Agent knows your customer before they say a word

The same customer context that makes Composer smarter is what makes Customer Agent different. Most AI service tools don't know what a customer bought, what's in their cart, or what messages they've received — they answer blind, and it leads to a frustrating experience.

Customer Agent is different because it starts with the same customer data that powers Composer. Recommendations are sharper because they're informed by the full customer picture — not just what someone asked in service, but every marketing interaction they've engaged with.

Because Customer Agent is pre-trained on a brand's data, voice, and policies — and comes with pre-built skills for the most common retail interactions and multi-lingual support — brands can be live from day one with no engineering. Now brands can go further, creating any service experience they can imagine with a single prompt. A running brand could describe a “Find My Perfect Gear” quiz and Klaviyo AI builds the entire experience — the questions, the logic, the product recommendations. Once live, the agent checks its own performance daily, identifies what is not resolving, and keeps improving.

Through pre-built connectors and open APIs, Customer Agent doesn't just surface information, it acts. Instead of explaining a return policy, it completes the return. Instead of describing loyalty points, it applies them. It goes where customers are — configured once, running across web chat, email, SMS, and WhatsApp, or embedded in any custom surface a brand's team wants to build.

Composer public beta is **available beginning today**. Customer Agent is **available** as a full AI-powered service platform, with additional functionality rolling out throughout 2026.

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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