Klaviyo Launches AI-Powered SMS Assistant to Make Text Copywriting Easy

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BOSTON, MA – November 8, 2022 – Klaviyo, a unified customer platform that provides data-driven marketing tools, including email and SMS, for e-commerce businesses, today announced the launch of the Klaviyo SMS Assistant, an SMS tool to automate copywriting.

“As text messaging becomes an increasingly important marketing channel, we’re excited to provide our customers with a tool to make their copywriting easier, just in time for Black Friday Cyber Monday,” said Josh Siegel, VP, Text Messaging at Klaviyo. “Creating the right messaging that is compelling and tailored to the correct audience is one of the most time consuming parts of creating a new SMS campaign – and we’re excited to provide a solution for brands and marketers.”

Klaviyo’s SMS Assistant is the perfect tool for marketers who are considering SMS for the first time, as it eliminates the content creation learning curve for this new channel. Even for those more experienced with SMS marketing, this tool will cut down the time it takes to write content and help generate new ideas for impactful text message campaigns.

To create a campaign using the AI assistant, customers simply have to:

Select a campaign type out of four choices: Promotion, Product Announcement, Newsletter, Other. Based on the selection, the SMS Assistant will generate content using verbiage to match. For example, “Promotion,” will generate content related to urgency and sales.
Input information about the campaign: This will include the name of the product (optional) and a brief description of the campaign. The more information provided, the more relevant the generated ideas will be.
See your results: Click “Get Ideas” and the SMS Assistant will generate three messages based on your inputs. Clicking “Get More Ideas,” will populate additional options.

The SMS Assistant is available to all Klaviyo customers today. To learn more click **here**.

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 100K other paying users leverage Klaviyo to acquire, engage, and retain customers—and grow on their own terms. Learn more at klaviyo.com