Klaviyo MCP server helps marketers move faster with AI

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Now available to all Klaviyo customers, the MCP server allows AI models like Cursor, Claude, and more to interact with Klaviyo

BOSTON, MA — August 20, 2025: Klaviyo (NYSE: KVYO), the only CRM built for consumer brands, today announced the general availability of its enhanced model context protocol (MCP) server, giving marketers the ability to connect AI tools like Claude Desktop, Cursor, VS Code, Windsurf, and other local or web-based tools directly with Klaviyo.

Available to all Klaviyo customers, the enhanced MCP server includes improved reporting context and a new remote server for broader accessibility. This makes it easier than ever for marketers to bring AI into their workflows with Klaviyo, giving more opportunity for speed and automation.

“At Klaviyo, we’re not building AI for show — we’re building it to drive real value. That means making it intuitive and no-code, so every marketer can take advantage without needing a data science team behind them,” said Adil Wali, Chief Product Officer at Klaviyo. “The MCP server is one piece of that strategy: it connects directly to a brand’s Klaviyo data and performance so they can move faster, get clearer insights, and identify the most impactful areas for improvement. In short, it’s about making AI practical and actionable.”

AI-first marketers know that scaling performance depends on training AI platforms to deliver better insights, recommendations, and content. The richer and more relevant the context provided to AI platforms, the more precise and impactful the output. But connecting AI platforms to that context hasn’t always been simple.

Marketers today juggle multiple tools, siloed systems, and limited resources—all of which slow down AI adoption. The remote MCP server changes that, offering secure online setup and real-time access to create, read, and update data through Klaviyo's APIs—without adding complexity to the martech stack.

"The Klaviyo MCP server is like chatting directly with Klaviyo," said Wiehan Britz, CEO of Magnet Monster. "I'm using conversational language to create and update profiles, organize segments, build campaigns, and analyze performance all in one place."

"Since the Klaviyo MCP server offers conversational AI capabilities, we can now instruct Cursor to directly leverage Klaviyo APIs and develop custom reporting dashboards," said Brian Whalley, Co-founder of Wonderment. "Having conversational AI capabilities as part of this process is such an elevated, easier, and faster experience compared to without."

What's new in the MCP Server

Klaviyo's MCP server makes it easy for marketers to accelerate their work in Klaviyo with AI tools. New capabilities include:

- Conversational chat interface: Customers can use natural language prompts, in any language, to ask questions and get actionable answers instantly. For example:
    - "Which of my new product campaigns is driving the most revenue?"
    - "How have my clickthrough rates changed in the last month?"
    - "Compare flow performance between my two Klaviyo accounts."
- Real-time personalized recommendations: AI uses account-specific context, like past performance and targeting to give tailored recommendations that improve results. For example:
    - "Suggest three new segments based on my top performing audiences."
    - "Draft subject lines for my weekly newsletter that are similar to top performers."
    - "How can I improve the open rate on my welcome flow?"
- AI-driven execution: Marketers can go from idea to execution fast by asking AI to create content directly in Klaviyo or in your AI tool. For example:
    - "Upload this list of profiles from my event."

    - “Draft an email announcing our fall sale.”
    - “Upload these images to my Klaviyo account.”
- Fast setup: The MCP server can be configured in minutes through a seamless OAuth authentication process or with a private Klaviyo API key.

To learn more, please visit: https://developers.klaviyo.com/en/docs/klaviyo_mcp_server

About Klaviyo

Klaviyo (NYSE: KVYO) is the only CRM built for B2C brands. Powered by its built-in data platform and AI insights, Klaviyo combines marketing automation, analytics, and customer service into one unified solution, making it easy for businesses to know their customers and grow faster. Klaviyo (CLAY-vee-oh) helps relationship-driven brands like Mattel, Glossier, Core Power Yoga, Daily Harvest and 169,000+ others deliver 1:1 experiences at scale, improve efficiency, and drive revenue.