Klaviyo Named Marketing Partner of the Year by Australian Vendors in Partnership

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Recognition comes on the heels of company announcing presence in Sydney to further serve APAC region

BOSTON, MA and SYDNEY, AUSTRALIA — April 29, 2022 — **Klaviyo**, a unified customer platform, today announced it has been honored as Marketing Partner of the Year in Tech by the **Australian Vendors in Partnership** (VIP) Awards, which celebrate the solutions that power the retail ecosystem and the new ways that partnerships were formed and challenges overcome.

After receiving the award for Breakthrough Partner of the Year in 2021, Klaviyo received this recognition for empowering brands to understand their customers better, deliver personalized experiences in the channels that matter and learn what they need to build strong marketing strategies.

“We are thrilled to receive this award in recognition of our work cultivating and deepening relationships with global technology partners that share our mission to help organizations own their growth,” said Adam Ioakim, VP and Managing Director, APAC at Klaviyo. “This is an exciting time as we continue to gain momentum in the APAC region and help businesses create the best customer experiences possible.”

Vendors in Partnership established the VIP Awards for the solution provider community during NRF Retail Week in New York 2020. The event now includes Australian vendors forging stronger relationships, giving retailers a formal way to support, influence and recognize partners who integrate business methodologies based on shared success measures and service levels derived from the retailer’s needs. Finalists and winners are voted on by the public and an independent panel of judges.

“We want to acknowledge service to this industry by recognizing and celebrating a willingness to transform from within, create deep and perceptive partnerships, and great solutions. Klaviyo’s inception into the Australian market through an incredible partnership network has been a true inspiration to watch as they embody all these values,” said Ashley Hudson, Director of the Vendors in Partnership Awards. “Last year in our inaugural Australian Awards, I was delighted to Award the first APAC employee, Robert Gibson, with the Breakthrough Partner of the year award. I

am excited to see what comes next for this great solution and team."

Klaviyo's recently established Asia Pacific (APAC) presence in Sydney, Australia enables the company to more efficiently service current and prospective customers and address the demand across the APAC region for its platform, which enables brands to create personalized experiences and deepen the frequency and quality of customer engagement.

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 unlimited customer data with more than 250 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 90K other paying users leverage Klaviyo to acquire, engage, and retain customers—and grow on their own terms. Learn more at klaviyo.com.