Klaviyo Named to Forbes America's Best Startup Employers 2022 List

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Customer platform recognized for rapid growth and employee satisfaction

BOSTON, March 9, 2022 — **Klaviyo**, a unified customer platform, today announced it has been named to **Forbes' fourth annual America's Best Startup Employers** for the second year in a row. Out of the 500 companies listed, Klaviyo ranked within the top 100 based on employer reputation, employee satisfaction and growth.

"As a culture-first company, we know the decision to join an organization shapes many things in someone's life, and our mission is to foster an environment that excites our employees and encourages them to be remarkable," said Klaviyo's Head of Integrated Talent, Lisa Maronski. "We're thrilled these beliefs are reflected in our inclusion on this list."

In partnership with market research company Statista, the list is a result of a comprehensive evaluation of American companies founded between 2012 and 2019 that have been started from scratch and have at least 50 employees.

The firm reviewed articles, blogs and social media posts pertaining to each employer, searching for specific phrases, such as "corporate culture" and "employee engagement." Statista then assessed employee satisfaction, evaluating online reviews, as well as growth, examining the organizations' website traffic and headcounts over a two-year period.

Interested in joining us on our mission to help businesses grow by owning their brand and their relationships with their customers? We're hiring across all departments, including customer success, data science, engineering and more. For more information, visit **https://www.klaviyo.com/careers**.

ABOUT KLAVIYO

Klaviyo is a unified customer platform that helps online brands grow on their own terms. From mom and pop shops

to established brands, Klaviyo makes it easy for companies to acquire, delight and retain customers, without relying on third-parties, expensive custom integrations, or batching and blasting. With Klaviyo, brands can combine website behavior, in-store data and leverage over 250 native tech partner integrations to drive a fully unified strategy and create personalized email, SMS and advertising experiences. Innovative companies like Unilever, Bonobos, Taylor Made, and Citizen Watches sell more with Klaviyo. Learn more at www.klaviyo.com.