Klaviyo Recognized in IDC MarketScape for AI-Enabled Marketing Platforms

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Company named a Leader in AI-Enabled Marketing Platforms for Small Businesses and a Major Player for Midsize Businesses

BOSTON--(BUSINESS WIRE)-- Klaviyo (NYSE: KVYO), the only CRM built for consumer brands, today announced it has been named a “Leader” in the IDC MarketScape: Worldwide AI-Enabled Marketing Platforms 2025 Vendor Assessment for Small Businesses (doc # US53601925, July 2025). Klaviyo was also named a Major Player in the IDC MarketScape: Worldwide AI-Enabled Marketing Platforms for Midsize 2025 Vendor Assessment (doc # US53683624, July 2025).

“At Klaviyo, we believe AI is more than a technology shift, it’s a business growth engine,” said Surabhi Gupta, Chief Technology Officer, Klaviyo. “By embedding AI into every part of our platform, from predictive intelligence to autonomous agents, we’re giving consumer brands the ability to understand their customers more deeply, act faster, and scale personalization like never before. Our vision is to make advanced AI accessible to every brand, so they can compete at the highest level and turn customer relationships into long-term business value.”

AI built in, not bolted on

Unlike legacy platforms that bolt on AI, Klaviyo has spent years building machine learning, predictive intelligence, and now generative and autonomous AI into the core of its platform. Powered by the Klaviyo Data Platform (KDP), which processes more than 2 billion events daily across 7.3 billion customer profiles, Klaviyo gives brands the ability to act on their data in real time to achieve winning results.

New AI features from Klaviyo include Smart Send Time, which automatically determines the best moment to reach each customer, and its MCP server, which connects AI tools with customer data. These innovations are designed to help B2C marketers move with speed and drive measurable impact.

Klaviyo was recognized for the following strengths in the report:

- AI-driven marketing automation for email, SMS, WhatsApp, and mobile push focuses on personalization and omni-channel engagement through an integrated data platform.
- The platform unifies data, analytics, and marketing automation to enable personalized customer experiences across multiple channels through the embedded Klaviyo Data Platform (KDP).
- Seamless integration with commerce platforms like Shopify enhances customer engagement and retention through targeted campaigns.
- AI-driven insights and automation capabilities optimize marketing strategies and improve campaign performance.

“With competition rising and consumer expectations shifting, brands must operate with greater speed and precision to stay ahead,” said Roger Beharry Lall, Research Director at IDC. “By embedding AI directly into marketing workflows, Klaviyo helps brands act on data in real time—delivering personalized experiences that build loyalty and drive measurable growth.”

“At AS Beauty, data is at the heart of everything we do,” said Scott Kramer, VP of Growth at AS Beauty. “Leveraging Klaviyo’s AI, we can see the full picture of our customers’ behavior in real time and automatically deliver the right message at the right moment. It’s helped us move beyond guesswork, personalize at scale, run smarter campaigns, and drive measurable growth. During key sales moments, these AI-driven insights helped us 4x revenue year-over-year by turning customer data into action instantly.”

Both IDC MarketScape studies evaluated how AI-enabled marketing platforms are embedding intelligence into customer engagement by using automation, precision, and personalization to drive results. The research is intended to guide marketing leaders toward solutions that move beyond experimentation and consistently deliver measurable business outcomes.

To learn why Klaviyo was named a Leader in the IDC MarketScape: Worldwide AI-Enabled Marketing Platforms for Small Businesses, download the excerpt here: **https://idcdocserv.com/US53601925e_Klayvio**.

About IDC MarketScape:

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each supplier’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of technology suppliers can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective suppliers.

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 176,000+ others deliver 1:1 experiences at scale, improve efficiency, and drive revenue.

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