



Klaviyo Strengthens Canva Partnership with Expanded Integration to Help Marketers Build Creative Campaigns Faster

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BOSTON & SYDNEY--(BUSINESS WIRE)-- Klaviyo (NYSE: KVYO), the autonomous B2C CRM, and Canva today announced a deepened commitment to their partnership with an expanded integration that enables marketers to design and streamline full campaigns in Canva and reach consumers wherever they are. Marketers can seamlessly bring their Canva designs into Klaviyo to personalize, refine, and deliver customer experiences at scale.

The expanded capabilities build on the rapid adoption of the existing Klaviyo-Canva integration, which launched nearly two years ago and quickly became the fastest-growing integration in Klaviyo's ecosystem. Today, more than 1 in 5 Klaviyo customers use the Canva integration, making it one of the most popular integrations in the platform.

"Canva is the AI content creation layer powering how businesses show up online," said Anwar Haneef, GM and Head of Ecosystem at Canva. "We handle the last mile of design, and by connecting directly with Klaviyo, marketers can take a polished, on-brand asset and immediately put it to work, reaching the right audience with a personalized message built to drive revenue."

Powering personalized customer experiences

Klaviyo and Canva view the value of data in the same way. They both rely on data to enhance user experience, fuel AI-powered design features, and deliver personalized content. This clear connection between design and data enables marketing teams to move faster from concept to execution - turning visually compelling campaigns into highly targeted experiences without rebuilding assets or switching workflows.

With the expanded integration, marketers can now:

- Import full design layouts into Klaviyo directly from Canva, eliminating the need to rebuild from scratch.
- Refine and personalize campaigns in Klaviyo using segmentation, automation, and customer data.
- Collaborate more efficiently across teams, enabling designers and marketers to work in their preferred tools

while maintaining a seamless workflow.

“Creative and marketing teams often work in separate tools, which slows down the path from design to campaign launch,” said Andrew Bialecki, co-founder and co-CEO of Klaviyo. “Our enhanced integration with Canva makes it even easier for marketers to move from beautiful design to personalized customer engagement in just a few steps. Together, Canva and Klaviyo help brands bring creativity and data together to deliver better customer experiences.”

Bringing Canva and Klaviyo to wherever marketers work

Together, Klaviyo and Canva empower marketers with a more powerful AI workflow. Cutting complexity and code leads to faster, better decisions and results for the consumers marketers are trying to reach.

Klaviyo is now more deeply connected to a rapidly growing base of Canva users building campaigns directly within the platform. Klaviyo will be featured in additional in-app placements to make it easier for Canva customers to discover Klaviyo and export designs.

For brands already using both platforms, the integration helps streamline collaboration between creative and lifecycle marketing teams.

“At Rooftop Cinema Club we’re consistently creating new campaigns for our loyal fans both in the U.S. and the UK and being that we’re spread across two continents, Klaviyo and Canva make it much easier for our teams to collaborate on campaigns,” said Jeaneen Bengtson, Director of Experience at Rooftop Cinema Club. “Our design team can build polished layouts in Canva, and our marketing team can bring those designs directly into Klaviyo to personalize and share. It saves our team time and helps us launch campaigns faster.”

About Klaviyo

Klaviyo (CLAY-vee-oh) is an autonomous B2C CRM that powers more valuable customer experiences. We unify a flexible, scalable data platform, intelligence that gets smarter with every interaction, and action across Marketing and Service to help businesses turn real-time customer data into personalization at scale. High-growth enterprises like Mattel, TaylorMade, Glossier, Liquid Death, Daily Harvest and more than 193,000 other paying customers leverage Klaviyo’s actionable infrastructure and our more than 350 integrations to deliver measurable outcomes through faster, higher-quality experiences.

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