Klaviyo and WooCommerce Team Up: A New Era of Marketing Excellence for Brands

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Klaviyo will now be the preferred marketing solution for WooCommerce’s 4 million brands

BOSTON--(BUSINESS WIRE)-- **Klaviyo** (NYSE: KVYO), the company that powers smarter digital relationships, today announced it has been named the preferred marketing automation partner for **WooCommerce**, the world's leading ecommerce platform. This partnership positions Klaviyo as the go-to marketing automation platform for WooCommerce users, empowering both Klaviyo and Woo, the company behind WooCommerce, with tools to drive growth and deepen customer engagement.

As an open-source ecommerce platform designed for WordPress, WooCommerce enables users to power complete commerce experiences, offering total freedom to design and customize their stores for an impactful brand presence. Powering 4 million **stores**, the platform attracts scaling businesses who prioritize seamless integration and centralized access to their tech stack. Today, more than 15,000 brands use the Klaviyo and WooCommerce integration to effortlessly gather and unify real-time data from their various tools and platforms. This consolidated data allows brands to easily create and manage personalized omnichannel marketing campaigns, streamline product reviews and improve performance through actionable insights—helping them build stronger customer connections and drive revenue.

Woo’s emphasis on flexibility and ownership paired with Klaviyo’s proven ability to support larger, more complex brands led them to choose Klaviyo over other basic email software providers.

With this expanded partnership, Klaviyo and Woo together will:

- Empower growing businesses:Businesses looking to scale their online revenue and introduce efficiencies can take full control of their store and customer data, using smart segmentation based on purchase behavior, preferences, and engagement history, all while keeping their focus on building their unique vision. Any brand has the ability to grow from a Wordpress website serving content to a small audience, to a multimillion dollar commerce engine.

- Give brands the tools to build without limits: Brands choose WooCommerce for its flexibility, allowing them to create web experiences that fit their specific needs. With its flexible data model and developer-friendly tools, Klaviyo makes it easy for businesses to use customer insights to create personalized omnichannel experiences that drive growth. For example,**My Community Made**, an online marketplace of handmade products, grew their total ecommerce revenue from 0% to 30% in three months with Klaviyo's WooCommerce integration by launching a more sophisticated targeting strategy.
- Reach new audiences beyond traditional D2C retailers:WooCommerce supports a diverse range of users, from content creators to service businesses like fitness studios and event organizers. Ecommerce is no longer just for D2C retailers—many businesses are now exploring online sales to grow their reach. Klaviyo's WooCommerce integration provides a simple yet powerful set of tools to help businesses of all types seamlessly expand into ecommerce and succeed in the digital space.**KaisaFit**saw 32x ROI with Klaviyo's WooCommerce integration by developing tailored communications based on precise customer segments.

"Today's consumers demand personalized experiences, and this collaboration empowers brands to deliver just that," said Steve Rowland, President of Klaviyo. "With Klaviyo's built-in data platform and WooCommerce's flexibility, businesses have everything they need to build direct connections with their customers and thrive in a competitive commerce landscape. This partnership also represents an important step in Klaviyo's expansion beyond retail to support a diverse range of businesses, from content creators to web developers, who are fostering communities and delivering value in unique ways. We're committed to ensuring that every brand using Klaviyo and Woo grows."

Woo's endorsement of Klaviyo builds on years of successful collaboration between the two platforms. Customers using WooCommerce and Klaviyo drive 46x average ROI and benefit from advanced segmentation, pre-built automations, and actionable insights—allowing them to deliver the right message to the right customer at the right time.

"At Woo, we're committed to giving merchants the tools and flexibility they need to succeed," said Tamara Niesen, CMO of Woo. "Our partnership with Klaviyo strengthens that commitment by offering marketers a powerful unified solution to scale their businesses. Instead of relying on dozens—or even hundreds—of extensions, we're focusing on delivering more value within our core product, while partnering with industry leaders like Klaviyo to provide complementary functionality. This approach not only saves businesses time and money but also frees up marketers and developers to focus on driving meaningful growth rather than just maintaining the status quo."

More information about the Klaviyo and WooCommerce integration can be found at **https://www.klaviyo.com/platform-integrations/woocommerce**.

About Klaviyo

Klaviyo (CLAY-vee-oh) powers smarter digital relationships, making it easy for businesses to capture, store, analyze, and predictively use their own data to drive measurable, high-value outcomes. Klaviyo's modern and intuitive SaaS platform enables business users of any skill level to harness their first-party data from more than 350 integrations to send the right message at the right time across email, SMS, and push notifications. Innovative businesses like Mattel, TaylorMade, Liquid Death, Stanley 1913, and more than 157,000 other paying customers leverage Klaviyo to acquire, engage, and retain customers—and grow on their own terms.

About Woo

Woo is the company behind WooCommerce, the world's leading ecommerce platform that powers more than 4 million online shops. Built on WordPress, WooCommerce's open-source software empowers anyone, anywhere, to sell anything with truly unlimited flexibility and control over how they build and evolve their business. Launched in 2011 and acquired by Automattic in 2015, Woo is a fully distributed company with employees based around the world.

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