



Klaviyo strengthens AI capabilities with strategic acquisition of Agency team and technology

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Agency co-founder and CEO Elias Torres to be named Chief Product Officer as team joins Klaviyo

BOSTON--(BUSINESS WIRE)-- Klaviyo (NYSE: KVYO), the autonomous B2C CRM, has reached an agreement to acquire the team and technology of Agency, an AI-native customer success company led by co-founder and CEO Elias Torres, strengthening its AI capabilities across its CRM platform. Following the deal closing, Torres will become Chief Product Officer and will lead Klaviyo's agent product line, including Composer and Customer Agent, reporting to Andrew Bialecki, who will continue to serve as co-CEO overseeing Klaviyo's overall vision and business strategy.

Torres brings more than two decades of experience building customer-engagement software, and he and Bialecki go back just as far. Torres hired Bialecki as one of his first engineers at Performable, before HubSpot acquired the company in 2011. From there, Torres went on to co-found Drift, one of the first companies built around conversational commerce and later Agency, bringing that same premise to AI agents, while Bialecki went on to co-found Klaviyo. The two will accelerate what Klaviyo's agents can do as they build the autonomous B2C CRM for the AI era.

"Elias and I have always believed every customer should be treated like they're the only one. Agents give us a powerful new way to deliver on that belief. At Klaviyo, we've spent years building the data and infrastructure needed to create deeply personalized customer experiences, and Composer and Customer Agent demonstrate what that foundation can enable," said Andrew Bialecki, co-founder and co-CEO of Klaviyo. "Elias has been at the forefront of AI agents for support and sales for years, and he's exactly the kind of technologist and builder I've always respected. Together we're going to build on that momentum and enhance the experience our agents can provide for the businesses Klaviyo serves."

Today every consumer business needs two things: an agent that helps grow the business, deciding what to do next; and an agent that talks to the consumer directly, answering and acting in the moment. Klaviyo is already making that vision a reality with Composer and Customer Agent. Composer, Klaviyo's marketing agent, analyzes performance and figures out what to do next, building and optimizing campaigns and automations along the way;

while Customer Agent gives every business an always-on agent for its own customers, talking to them directly and acting in the moment. Both get better every time a customer interacts with either one, but what makes Klaviyo's agents stand out is the infrastructure they're built on.

An agent is only as good as the context behind it, and Klaviyo has spent more than a decade building that context with a real-time, unified view of consumer behavior across every business it serves. Klaviyo's data infrastructure now stores more than nine billion consumer profiles and ingests and indexes more than a quarter of a trillion data points every quarter. That's the kind of depth that separates an agent from one that only answers questions to one that actually understands what a customer wants and delivers an unforgettable experience. Very few companies have been able to deliver that at scale. By joining Klaviyo, Torres will be able to push this vision further.

"I've always been obsessed with transforming how businesses engage with their customers. At Agency, we built agents that proactively surface what customers need before they ask. But that's only half the picture. By joining Klaviyo, I get the other half, an understanding of consumer behavior that nobody else has, and the ability to scale faster," said Elias Torres. "Working with Andrew and the Klaviyo team I get to push that further and change how millions of consumers experience the businesses they buy from."

The transaction is expected to close in Q3 2026. Under the terms of the deal, Klaviyo will acquire Agency's proprietary software and related intellectual property, and Torres and other members of the Agency team are expected to join Klaviyo following closing.

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 205,000 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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