

Technology program guide

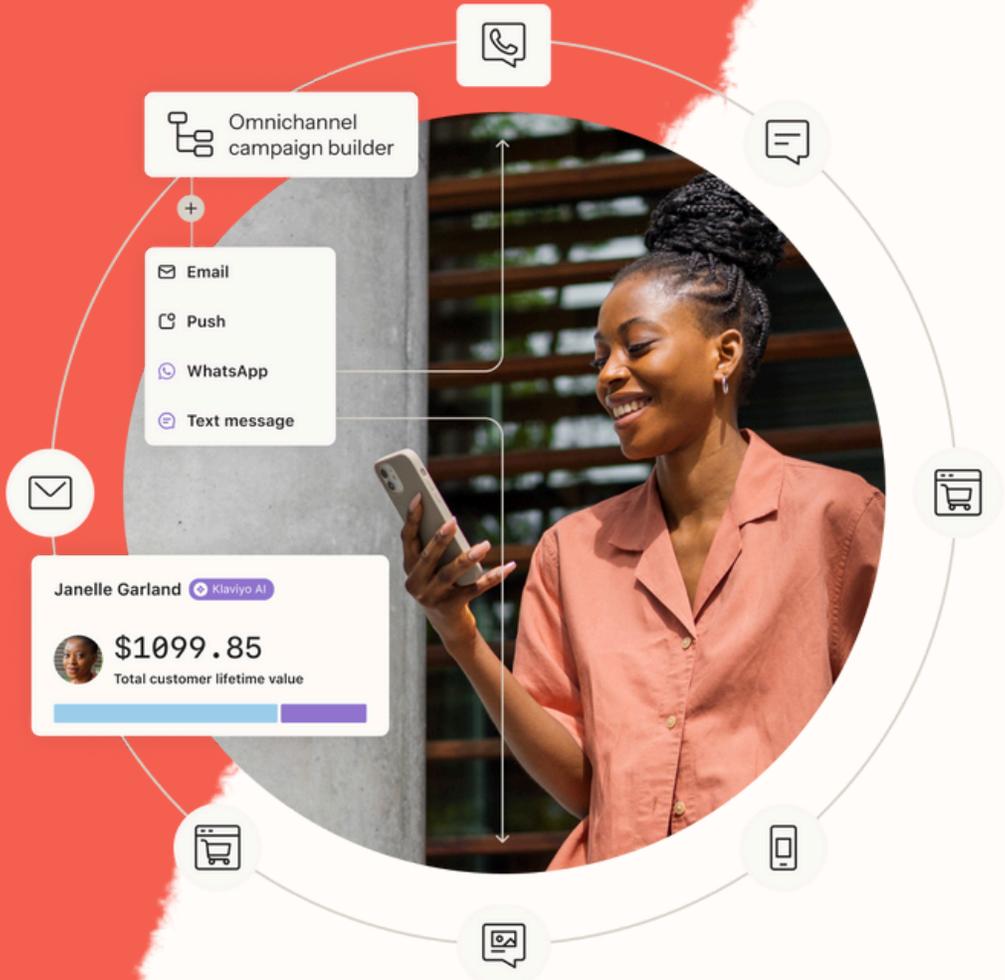


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Drive growth for your product—and your customers inside the Klaviyo ecosystem

Grow inside a high-intent, discovery-first ecosystem designed to accelerate adoption, amplify visibility, and scale customer impact.

6K+

Agency Partners

Tap into Klaviyo's network of marketing agencies and SI experts who help brands find, implement, and extend their stacks, giving your product wide exposure and a faster path to adoption.

[View the directory](#)

350+

Integrations built

Over 225 of which have created OAuth apps and are listed in our App Marketplace, natively connecting their products to brands actively searching for solutions and accelerating time to value.

[View the App Marketplace](#)

Trusted by over 183,000 customers with 228% average Klaviyo ROI*

Our customers' diverse technology strategies and stacks present a unique opportunity for deep partnership, enabling us to align closely, co-innovate, and drive joint outcomes in customer acquisition, growth and long-term retention.

**DOLLAR
SHAVE
CLUB**

VANS

**TRUE
FOOD
KITCHEN**

vuori

MATTEL

Unilever

DAILY HARVEST

**corepower
YOGA**

klaviyo

K:PARTNERS

*Forrester Study, 2023

Guiding principles of the K:Partners Technology Program

Our mission is to help Klaviyo customers grow by extending the power of the Klaviyo platform through our technology partner ecosystem.

The K:Partners Technology Program gives developers and product innovators the tools to create connected experiences, scale adoption, and grow within Klaviyo. Open to all partners building an OAuth App and passing the review as defined in the Program Requirements, success is measured by the impact and adoption of your app.



The program is grounded in two core principles that reflect our strategy, values, and expectations for mutual success



BREADTH

Expand valuable apps available to our Klaviyo customers

From development to discovery, we've built structured resources that help you launch, verify, and grow without added complexity.



DEPTH

Drive integration adoption with our Klaviyo customers

The program is designed to help you increase product usage, retention, and long-term value across the Klaviyo ecosystem.

Marketplace experience

Market to multiple audiences

- ✓ Publicly accessible (no Klaviyo account required) and powered by Klaviyo SEO strategy
- ✓ One-stop-shop for your prospects to discover validated solutions to innovate and scale their technology stacks
- ✓ Hub for Klaviyo sales team and agency partner ecosystem to direct customers to evaluate and install partner technologies

Enable seamless accessibility

- ✓ Streamlined, consistent installation experiences
- ✓ Prebuilt Flow templates offer an accelerated onboarding experience and reduced cost to serve
- ✓ Comprehensive Marketplace listings guide interested prospects to your content and team

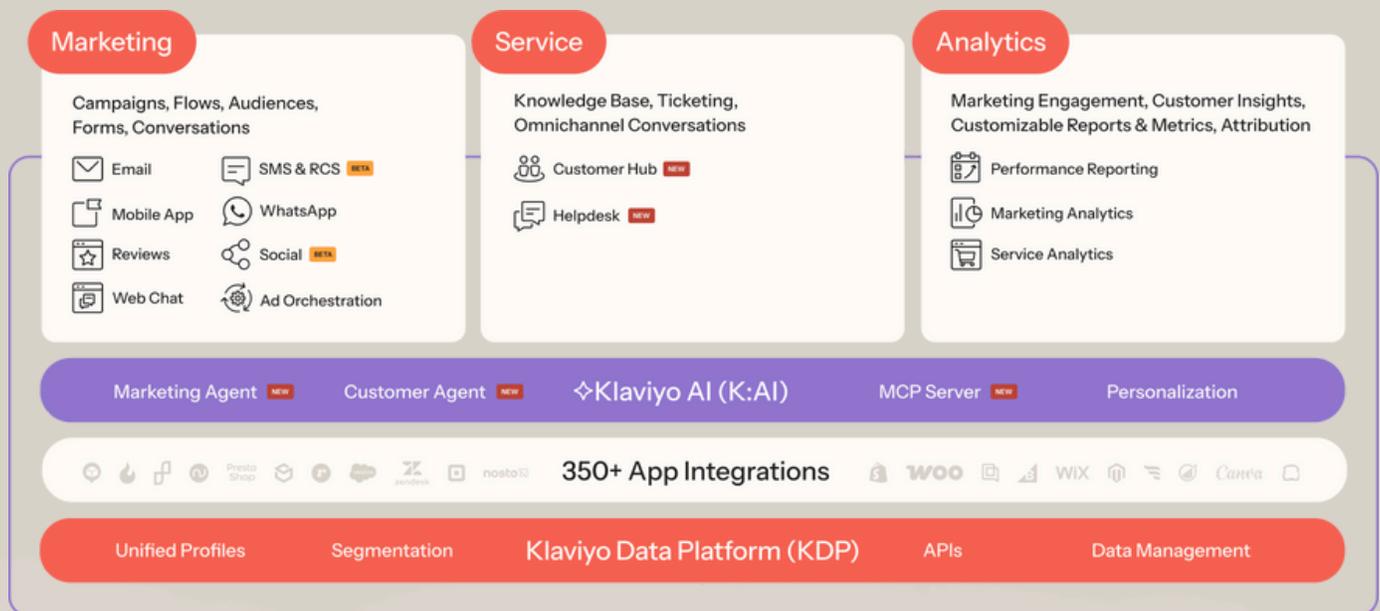
The screenshot displays the Klaviyo Marketplace interface. At the top, there is a search bar labeled "Search marketplace" and a "View all categories" button. Below the search bar, a personalized greeting "Hi Robin Collection" is shown. The main heading reads "Let's fuel your business with apps". Underneath, a section titled "Popular apps for your business" features a grid of app cards. Each card includes an icon, the app name, the builder (e.g., "Built by Klaviyo"), a brief description, and a category tag. The apps shown are: HelpScout (Support & help desk), Pinterest Audience (Advertising), Recharge (Rewards & loyalty), Amazon Buy with Prime (Payment), TikTok Audiences (Advertising), RetentionX (Journey optimization), Gatsby (Advertising), Canva (Design & content), Wufoo (Design & content), AdRoll (Advertising), Smile: Loyalty & Rewards (Rewards & loyalty), and Littledata (Journey optimization).

Klaviyo's 2026 priorities

Our intent is to make it clear where we're investing, giving partners the insight to align their technologies and integration strategy with our biggest opportunities. By leaning into our go-to-market priorities, industries, and customer segments, partners can accelerate growth right alongside Klaviyo.

GTM Priorities	Klaviyo is focused on driving innovation in AI, extending the platform beyond Marketing into Service and Analytics, and accelerating international growth across EMEA and APAC.
Focus Industries	Klaviyo has traditionally focused on retail and ecommerce. That focus has expanded to other B2C industries including restaurants, food and beverage, hotels, and health & wellness.
Customer Segments	Klaviyo supports customers of all sizes across Entrepreneur, Small Business, Mid-market, and Enterprise. Scaling the latter two is a key 2026 focus.

The Klaviyo platform

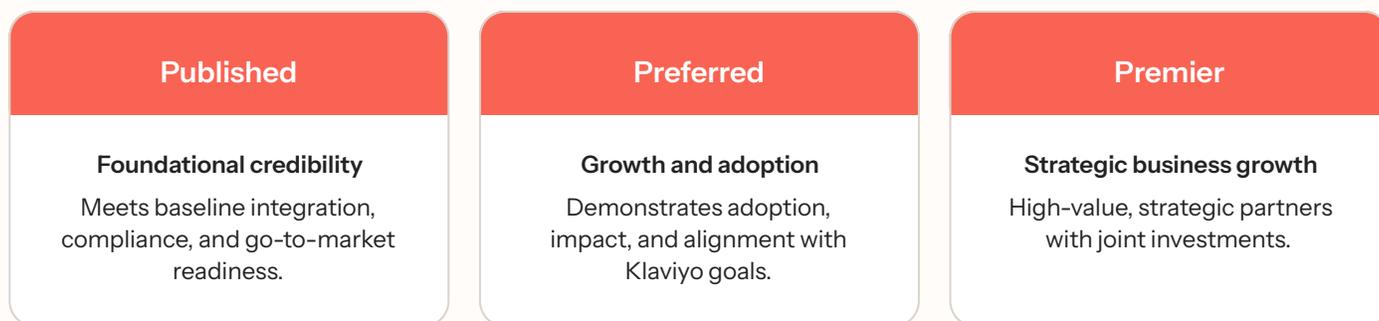


Partner overview & program requirements

The K:Partners Technology Program is built with simplicity and accessibility at its core. We have designed the program to recognize, support, and grow ecosystem partners who bring value to customers through integrations, innovation, and collaboration.

The program is structured into three tiers: Published, Preferred, and Premier, each reflecting deeper alignment and greater benefits. Once approved, all partners gain placement in the Klaviyo App Marketplace and unlock access to resources to facilitate growth & visibility within the Klaviyo ecosystem.

Tiers



Published app partners

Published Apps meet Klaviyo's baseline standards for security, reliability, and integration quality. These partners have completed Klaviyo's technical verification process, ensuring customers can confidently adopt their solutions knowing they are tested and trusted to work seamlessly within the Klaviyo ecosystem. To be considered a Published App you need to be approved through our verification process which ensures you've achieved the [app listing requirements](#).

Preferred app partners

Preferred apps are those that have been adopted by a significant base of customers. They've not only met functional requirements, but have been tested in real-world use cases, demonstrating reliability, scalability, and clear value. Their broad adoption signals trust and confidence that they can support diverse business needs effectively. As a result, Preferred Apps benefit from expanded promotion to customers, agencies and our field.

Premier app partners

Premier Partners represent Klaviyo's most strategic relationships. These partners demonstrate significant enterprise impact, deep technical alignment, and a shared commitment to innovation and growth. Partnerships are governed by custom agreements tied to mutual business goals.

Partner overview & program requirements

Partner selection timelines and criteria

Preferred app partners

Leveraging the criteria below, Klaviyo (at its discretion) may select partners quarterly for promotion to the Preferred App tier.

1. >\$10M Aggregate Associated ARR*
2. Flow Template(s) deployed**
3. Comprehensive Marketplace listing & supporting assets, including:
 - a. Listing page video
 - b. Landing page
 - c. 1+ customer stories
 - d. One-pager

Premier app partners

Annually in Q4, at its' discretion, Klaviyo will determine priority strategic partners who are aligned with business objectives.

Performance reporting

Klaviyo provides performance dashboards in our Partner Portal to track installs, ARR impact, and customer adoption. Program performance will be reviewed quarterly to assess impact and tier eligibility.

Partner terms

Before you can participate in our partner program, you must agree to the click through terms we surface through our registration process. You can review these terms at any time on our [legal page](#):

Klaviyo Technology Partner Agreement
Business Partner Code of Conduct
API Terms of Use
Acceptable Use Policy
Klaviyo's Partner Data Processing Addendum
Klaviyo's Privacy Notice



Program benefits

Program benefits

Benefit Type	Benefit	Published Apps	Preferred Apps
Developer Resources and Support	At-scale developer resources	X	X
	Technical support and guidance	X	X
	Klaviyo account access	X	X
	App verification	X	X
App Accessibility and Visibility	Dedicated Marketplace listing	X	X
	Partner badging	X	X
	Starter Kit	X	X
	App-created Flow Templates	X	X
	Branded app metrics	X	X
	App performance reporting	X	X
Enablement	Partner Portal	X	X
	Partner Demand Center	X	X
	Partner Battlecard		X
	Klaviyo Agencies and Field - Featured enablement		X
Accelerated Adoption	Spotlight feature in Marketplace		<i>Eligible by invitation</i>
	Inclusion in customer-facing integrations newsletter		<i>Eligible by invitation</i>
	Sponsorship opportunities for Klaviyo events		<i>Eligible by invitation</i>
	Klaviyo Academy course		<i>Eligible by invitation</i>
	Co-Marketing		<i>Eligible by invitation</i>

Benefit definitions

Developer resources and support

At-scale developer resources

Access to Klaviyo's comprehensive [developer ecosystem and portal](#), including:

- **API Documentation:** Detailed and up-to-date documentation to streamline integration and development processes.
- **Resources & Guides:** Practical resources and step-by-step guides to help partners build and optimize apps.
- **Developer Community:** A dedicated space for knowledge-sharing, troubleshooting, and networking with other developers in the Klaviyo community.
- **Office Hours -** Klaviyo's team hosts office hours on up to a weekly basis that can be attended by Partners and tuned to support app scoping, development, and acceleration of the app verification process.
- **Onboarding Webinars -** Klaviyo's team may host webinars that partners can join to learn best practices for developing and submitting their applications.

These resources empower partners to efficiently develop, deploy, and maintain high-quality apps.

Klaviyo account access

Partners have access to and must sign up for a [Klaviyo Account](#) in order to create & manage partner applications.

App verification

Klaviyo conducts submission verification where we provide feedback to check that each application meets program requirements for usability, security, and contractual compliance. The process functions to give customers confidence that the solutions they adopt are purpose-built and validated.

Technical support and guidance

On request, you'll have access to a Klaviyo with expertise in API's and the OAuth framework to talk through options for building your app and any enhancements. Once development commences, you'll have access to our team to answer questions and provide guidance as you proceed to submission and the verification stage.

App accessibility & visibility

Dedicated Marketplace listing

Applications listed in the Klaviyo App Marketplace are accessible to both logged in (customers who can install the app) as well as non-logged in traffic from the Klaviyo.com website. Listing must include company/app overview, install guide(s) and offers the option to link landing pages and assets that include demo videos, free trial sign up, customer stories and other content at partners' discretion. The content of the listing and updates are subject to Klaviyo review and full requirements may be found [here](#).

Partner badging

Showcase your credibility with an official Klaviyo partner badge, representing that your app is a verified solution within our ecosystem. Displaying your badge on websites and marketing materials helps signal to brands that your app is purpose built and endorsed by Klaviyo.

Starter kit

The Starter Kit offers practical guidance and templates to support you in launching and promoting your App.

Branded app metrics

Within our customers' metrics tab, your App will have a branded logo next to the metrics that your app drives. This functions to visualize the value of the integration and your product. Learn more on [branded metrics](#).

App performance reporting

From your Klaviyo account, access app performance metrics—including API usage and error data. This can be used to better support customers troubleshooting issues and to surface the most widely adopted use cases.

App-created flow templates

Ability to create pre-built flows to simplify customer onboarding & adoption of your application. Learn more about [flow templates](#). Subject to Klaviyo review and approval.

Benefit definitions

Enablement

Access to Partner Portal

Gain access to tools and resources for planning and tracking your partner journey, including app performance visibility, referral submission and tracking, and additional resources under development.

Access to Partner Demand Center

A centralized hub with resources to help you build and enhance your Klaviyo integration, align and position our technologies together, and drive visibility through best practices, guides, and templates—fueling adoption and growth within the ecosystem.

Partner Battlecard

Preferred App partners will be invited to submit a Battlecard—an internal resource designed for Klaviyo’s field teams. This asset will highlight the partner’s technology, clearly articulate its value proposition, and explain how it is differentiated from other solutions in the same category. The Battlecard will help our teams position the partner’s technology effectively in customer conversations.

Klaviyo Agencies and Field: Featured enablement

In ad-hoc and/or structured formats, partner content will be proactively shared with Klaviyo’s field teams and agency partners. Content may be shared through both asynchronous (such as internal repositories) and as well as synchronous (such as internal webinars) channels.

Co-marketing and demand generation

Spotlight feature in the Marketplace

The Spotlight section in the Marketplace functions to feature partner listings, intended to drive greater engagement from current and prospective customers, as well as agency partners looking to enhance their clients’ tech stacks.

Inclusion in customer-facing integrations newsletter

By invitation, opportunity to highlight your app in Klaviyo’s quarterly newsletter, sent to over 300,000 active users to drive awareness and adoption.

Sponsorship opportunities for Klaviyo and joint events

Opportunity to participate in and sponsor premier Klaviyo events, such as K:BOS, K:LON & K:SYD, connecting with a targeted audience of ecommerce leaders and professionals. This benefit may extend to our partner events, such as Partner Days and standalone events we may host ad-hoc or attach to third party conferences.

Klaviyo Academy course

Klaviyo Academy is an online learning platform offering courses, resources, and certifications designed to help users deepen their expertise with the Klaviyo platform. Preferred Apps Partners may be invited to participate in Klaviyo Academy programs that highlight our technology partner ecosystem and showcase its value to our customer community.

Co-marketing

Preferred Partners may be eligible for invitation to engage with Klaviyo on co-marketing initiatives such as:

- Klaviyo-backed content collaboration - we may participate in certain partner-owned content development by request: providing insights, testimonials, research, etc. Klaviyo may also offer promotion of joint partner content through Klaviyo corporate channels - including social media.
- Speaking opportunities on Klaviyo-hosted webinars - by invitation, showcase your expertise as a featured speaker in Klaviyo-hosted webinars, helping reach a wider audience.
- Klaviyo produced & distributed assets & virtual events, which may include, but not limited to webinars, customer stories, and industry guides.
- Invitations for key prospects to Klaviyo-hosted events



Ready to join the ecosystem?

The key requirement to join the Klaviyo K:Partners Technology Program is to develop an OAuth app. Consult the [developer portal](#) for step-by-step guidance on delivering a best-in-class solution.

Still have questions after reviewing the resources?

Contact technologypartners@klaviyo.com

