



Q2 2025 Investor Presentation

08.05.2025

A woman with dark hair, smiling, holding a tablet. The background is a blurred office setting. Overlaid on the image are several Klaviyo analytics widgets.

Dana Kim
dana.kim@abc.com

\$4,583.09
Customer Lifetime Value (CLV)

Expected date of next order: Feb 16, 2025
Avg time between orders: 1014 days
Average order value: \$122.08

REPEAT PURCHASERS CHURN RISK

Predictive analytics
Churn risk prediction

12,638

High-Performance Indexing

Streaming Architecture

Create with AI

Describe flow
When someone views a product and does not buy, send an SMS

Generate draft

Forward-Looking Statements and Disclaimer

This presentation includes certain “forward-looking statements” within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, as amended. Other than statements of historical facts, all statements contained in this presentation and accompanying oral commentary, including, but not limited to, statements about Klaviyo’s outlook for the third quarter of fiscal year 2025 and the full fiscal year ending December 31, 2025, and Klaviyo’s expectations regarding possible or assumed business strategies, potential growth and innovation opportunities, new products, potential market opportunities, and other similar matters, are forward-looking statements. Words such as “aim,” “anticipate,” “believe,” “contemplate,” “continue,” “could,” “estimate,” “expect,” “future,” “going to,” “guidance,” “intend,” “keep,” “may,” “opportunity,” “outlook,” “plan,” “potential,” “predict,” “project,” “shall,” “should,” “strategy,” “target,” “will,” “would” or words of similar meaning or similar references to future periods may identify these forward-looking statements, although not all forward-looking statements contain these identifying words.

Forward-looking statements reflect management’s beliefs, expectations and assumptions about future events as of the date hereof, which are inherently subject to uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. These risks include, among others, the following: our ability to achieve future growth and sustain our growth rate; our ability to successfully execute our business and growth strategy, such as the success of our investment in our key growth initiatives and our ability to recognize effective areas for growth; our ability to successfully integrate with third-party platforms; our relationships with third parties, such as our marketing agency and technology partners; unfavorable conditions in our industry; our ability to attract new customers, including mid-market and enterprise customers, retain revenue from existing customers and increase sales from both new and existing customers; our ability to leverage artificial intelligence and machine learning in our products; our ability to sustain strong international growth; the success of our marketing and sales strategies; costs and expenses associated with being a public company; the impact of macroeconomic factors, including tariffs; as well as other risks and uncertainties set forth under the caption “Risk Factors” and elsewhere in our Quarterly Report on Form 10-Q for the quarter ended June 30, 2025, as filed with the Securities and Exchange Commission (the “SEC”), and the other filings and reports we make with the SEC from time to time, which may be obtained on our Investor Relations website at <https://investors.klaviyo.com> and on the SEC website at www.sec.gov. Moreover, we operate in a very competitive and rapidly changing environment, and new risks may emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor(s) may cause actual results or outcomes to differ materially from those contained in any forward-looking statements we may make. In light of the risks, uncertainties, assumptions, and other factors, the future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Therefore, you should not rely on any of the forward-looking statements. Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. Other than as required by law, we undertake no obligation to update any written or oral forward-looking statements contained in this presentation or made in connection therewith to in the event of new information, future developments or otherwise.

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Numbers in this presentation are rounded for presentation purposes. Some of the numbers in this presentation may not tie due to rounding.



Statement Regarding Use of Non-GAAP Financial Measures

In addition to financial measures prepared in accordance with generally accepted accounting principles in the United States (GAAP), this presentation and accompanying oral commentary contain non-GAAP financial measures, including non-GAAP gross profit, non-GAAP gross margin, non-GAAP operating income, non-GAAP operating expenses, non-GAAP operating margin, free cash flow, and free cash flow margin. The non-GAAP financial information is presented for supplemental informational purposes only and is not intended to be considered in isolation or as a substitute for, or superior to, financial information prepared and presented in accordance with GAAP. Please see the Appendix for reconciliations of these non-GAAP financial measures to their nearest GAAP equivalents.

Our non-GAAP gross profit, non-GAAP operating income and non-GAAP operating expenses exclude significant expenses and income that are required by GAAP to be recorded in our consolidated financial statements, including, but not limited to, (i) amortization of prepaid marketing expenses, (ii) stock-based compensation and related employer payroll taxes, and (iii) restructuring expenses. Our non-GAAP gross margin is calculated as non-GAAP gross profit divided by total revenue. Our non-GAAP operating margin is calculated as non-GAAP operating income divided by total revenue. Free cash flow is defined as cash and cash equivalents provided by or used in operating activities less purchases of property and equipment and capitalization of software development costs. Free cash flow margin is a non-GAAP financial measure that is calculated as free cash flow divided by total revenue.

Stock-based compensation expense includes the net effects of capitalization and amortization of stock-based compensation expense related to capitalized software. Stock-based compensation expense has been, and will continue to be for the foreseeable future, a significant recurring expense in our business and an important part of the compensation provided to our employees. Because of varying available valuation methodologies, subjective assumptions, and the variety of equity instruments that can impact a company's non-cash expenses, we believe that providing non-GAAP financial measures that exclude stock-based compensation expense allows for meaningful comparisons between our operating results from period to period. When evaluating the performance of its business and making operating plans, Klaviyo does not consider these items (for example, when considering the impact of equity award grants, the company places a greater emphasis on the amount of overall stockholder dilution than the accounting charges associated with such grants). The amount of employer payroll tax-related items on employee stock transactions is dependent on restricted stock unit settlements, option exercises, related stock price, and other factors that are beyond Klaviyo's control and that do not correlate to the operation of the business. The expense related to amortization of prepaid marketing expense of warrants issued to Shopify is dependent upon estimates and assumptions; therefore, Klaviyo believes non-GAAP measures that adjust for the amortization of prepaid marketing expense provide investors a consistent basis for comparison across accounting periods. Klaviyo believes that the economic impact of the partnership is best measured in the form of stockholder dilution and as such have provided a reconciliation that shows the full dilutive impact of all outstanding equity instruments. Overall, Klaviyo believes it is useful to exclude these expenses in order to better understand the long-term performance of its core business and to facilitate comparison of its results period-over-period and to those of peer companies. All of these non-GAAP financial measures are important tools for financial and operational decision-making and for evaluating Klaviyo's own operating results over different periods of time.

We believe that all these non-GAAP financial measures provide useful information about our financial performance, enhance the overall understanding of our past performance and future prospects and allow for greater transparency with respect to decision making by our management, who use these measures as important tools for financial and operational decision-making and for evaluating Klaviyo's own operating results over different periods of time.

Investors are cautioned that there are material limitations associated with the use of non-GAAP financial measures versus their nearest GAAP equivalents. Other companies may calculate non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as tools for comparison. Further, stock-based compensation expense has been, and will continue to be for the foreseeable future, a significant recurring expense in Klaviyo's business and an important part of the compensation provided to attract and retain its employees to create long-term incentive alignment with stockholders.



THE ONLY CRM BUILT FOR B2C

Powered by its built-in Klaviyo Data Platform and AI insights, Klaviyo combines marketing automation, analytics and customer service into one unified solution, making it easy for businesses of all sizes to build meaningful relationships, drive smarter decisions and grow faster – without complexity.

Positioned to win & deliver durable growth at scale



One-of-a-kind integrated platform with data advantage

Redefining B2C tech stack with unmatched platform of data-driven, AI-powered marketing automation, analytics, and customer service



Large & growing market opportunity

Aligned with secular trends in large and growing segment - significant white space for growth and expansion



Momentum executing growth vectors

Clear and proven plan to add new logos, expand with existing customers, grow internationally, and move up-market



Proven & efficient business model

Track record of durable revenue growth, profitability, and cash generation at scale

Klaviyo Q2 FY25 by the numbers¹

\$293M

Revenue

108%

Dollar-Based Net Revenue
Retention Rate^{2,3}

42%

EMEA & APAC
YoY Revenue Growth

14%

TTM Free Cash Flow
Margin^{3,4}

32%

YoY Revenue Growth

176K+

Total Customers^{2,5}

3,291

Customers Generating Over
\$50K ARR^{2,5}
38% YoY Growth

14%

Non-GAAP
Operating Margin⁴

¹ All figures for the quarter ended June 30, 2025 unless otherwise noted.

² See Appendix for definitions of Dollar-Based Net Revenue Retention Rate, Customers, and Customers Generating Over \$50,000 of ARR.

³ For trailing twelve months (TTM) ended June 30, 2025.

⁴ See Appendix for Non-GAAP reconciliation.

⁵ As of June 30, 2025

Positioned to redefine the next era of B2C engagement

Channel first
marketing



Channel affinity
marketing

Standalone
CDP



Built in CDP

Siloed
interactions



Omnichannel marketing
(pre and post)

Human-led
decision making



AI-guided
decision making

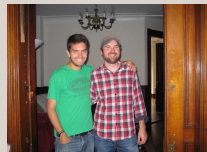
Klaviyo's evolution

Redefining growth for B2C businesses

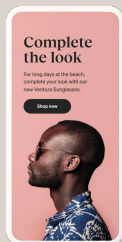
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We started with a simple idea: that businesses should own their customer data and use it to create better, more personalized experiences.

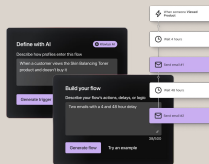
Andrew Białecki, CEO



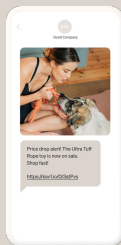
Database
2012



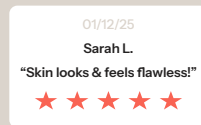
Email
2013



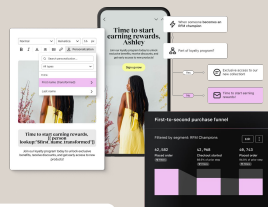
Attribution &
optimization
2018



SMS
2021



Reviews
2023



CDP
2023

Global
Multiple
languages &
SMS countries
2024

B2C CRM
2025

Built to scale

From best-in-class marketing automation to the only CRM built for B2C

KLAVIYO | The only CRM built for B2C

Marketing

Campaigns, Flows, Audiences,
Forms, Conversations



Email



SMS/RCS BETA



Mobile App



Ad Orchestration



Reviews



WhatsApp BETA



Web Chat

Service

Knowledge Base, Ticketing,
Omnichannel Conversations



Customer Hub BETA



Conversational AI Agent BETA



Helpdesk BETA

Analytics

Marketing Engagement, Customer Insights,
Customizable Reports & Metrics, Attribution



Performance Reporting



Marketing Analytics



Service Analytics

✦ Klaviyo AI



Presta
Shop



Zendesk



350+ App Integrations



Unified Profiles

Segmentation

Klaviyo Data Platform (KDP)

APIs

Data Management

Data-first, built-in

1:1 personalization at scale,
without complexity

All-in-one platform for B2C
marketing & service teams

Why Klaviyo

Powering personalization & automation at scale

Data and AI first, built in

- **Unified, real-time profiles**
Trained on behaviors, purchases, and context
- **No limits, no silos**
Connects systems seamlessly, actionable from day one
- **Intelligence built-in**
Faster setup and smarter decisions

1:1 personalization that improves itself

- **AI orchestration across channels, fully integrated and intuitive**
Email, SMS/RCS, WhatsApp mobile, and ad orchestration
- **Self-optimizing segmentation**
Using real-time & historical data to deliver perfectly timed interactions

All in-one, cohesive customer experience

- **All-in-one platform**
Marketing, analytics, and service together
- **Tailored for scale**
Handles high-volume transactions and personalization

Benefits to Klaviyo Customers

Rapid implementation

Automate 1:1 personalized, omnichannel experiences with faster time-to-value

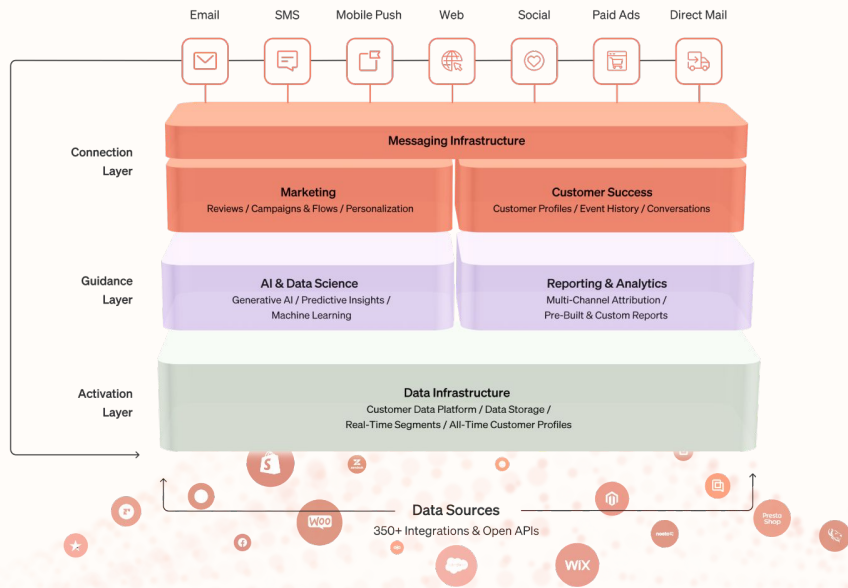
Ease of use at scale

Create advanced workflows and campaigns without needing IT support for even the most complex use cases

Unified view of data & clear attributable value

Effectively harness first-party data to drive Klaviyo Attributable Value¹ (KAV)

Our **data-first approach** is a competitive advantage



Vertically integrated tech stack

- **Unified** data layer and application layer
- **Built to scale** across applications and verticals

Comprehensive tools & features

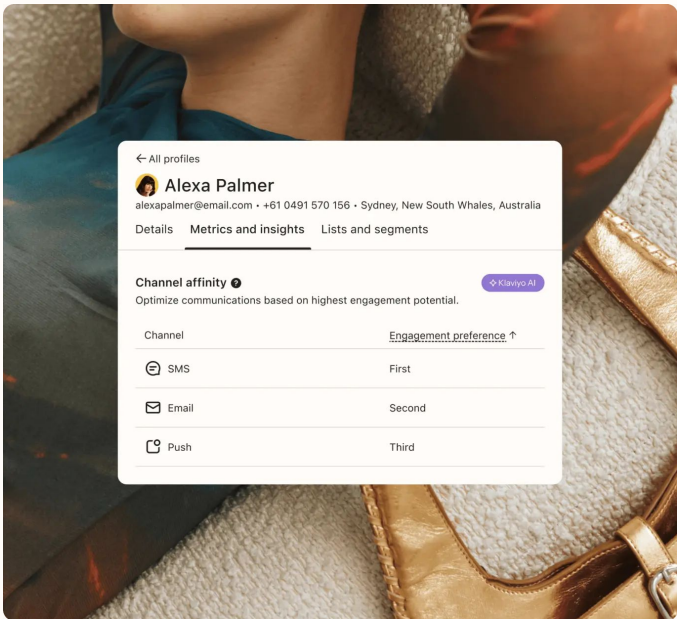
- **Reporting & analytics:** Advanced analytics, benchmarking and reporting
- **AI and ML-powered** insights and content creation

Klaviyo Data Platform (KDP)

- **Smart analytics:** Aggregates and processes customer, purchase, and behavioral data
- **Optimized data store:** Handles large volumes with speed and no expiration
- **Data center of gravity:** 350+ pre-built integrations (inbound & outbound) and open APIs

Built-in AI, everywhere

Guides decisions, automates execution, and improves results



Guidance for

SMARTER DECISIONS

- ◆ RFM analysis
- ◆ Catalog insights
- ◆ Suggested responses
- ◆ Reviews sentiment analysis
- ◆ Auto & custom monitors

Generation for

FASTER EXECUTION

- ◆ Segments AI
- ◆ Flows AI
- ◆ Email & Text AI
- ◆ SMS assistant
- ◆ Reviews responses

Automation for

HIGHER ENGAGEMENT

- ◆ Channel affinity
- ◆ Smart send time
- ◆ Guided sending
- ◆ Reputation repair
- ◆ Deliverability action center

Optimization for

CONTINUOUS IMPROVEMENT

- A/B testing for
- ◆ Forms
 - ◆ Email & SMS flow
 - ◆ Automated subject line
 - ◆ SMS campaign
 - ◆ Personalized campaigns

INTRODUCING WhatsApp

Beta

Enabling global growth with real-time, interactive conversations

Deepen relationships with engaging conversations

Engage customers in real-time with two-way conversations and rich media to build relationships, boost conversions, and drive loyalty

Reach customers where they are, at scale

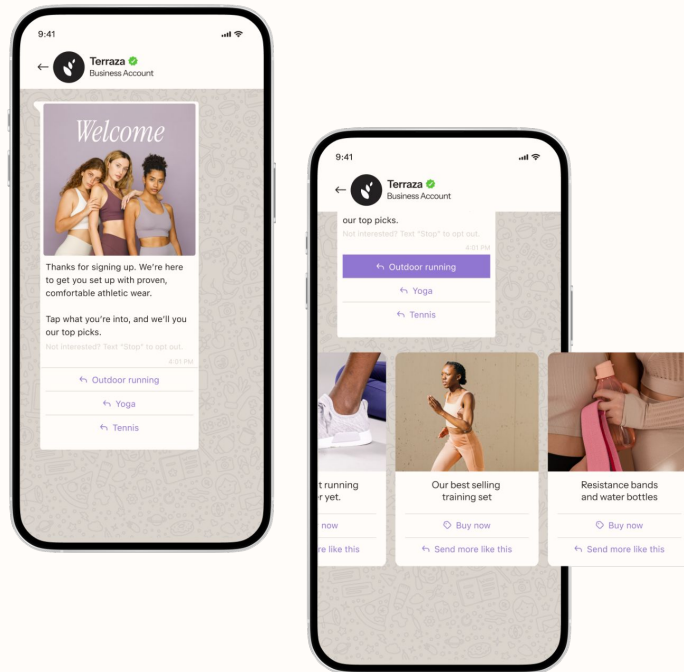
Optimize your omnichannel strategy across email, SMS, mobile push notifications, and WhatsApp to maximize ROI

Deliver personalization, track impact

Personalize interactions with data, activate insights with a built-in CDP, and measure performance to optimize the customer journey

Connect marketing and service effortlessly

Enhance customer experiences by connecting marketing and service data, creating seamless interactions at every touchpoint



INTRODUCING

Omnichannel Campaign Builder

Beta

Maximize engagement with seamless cross-channel coordination

One campaign hub for every interaction

Seamlessly orchestrate campaigns across email, SMS/RCS, mobile push, and WhatsApp with a new visual builder

Better visibility for teams

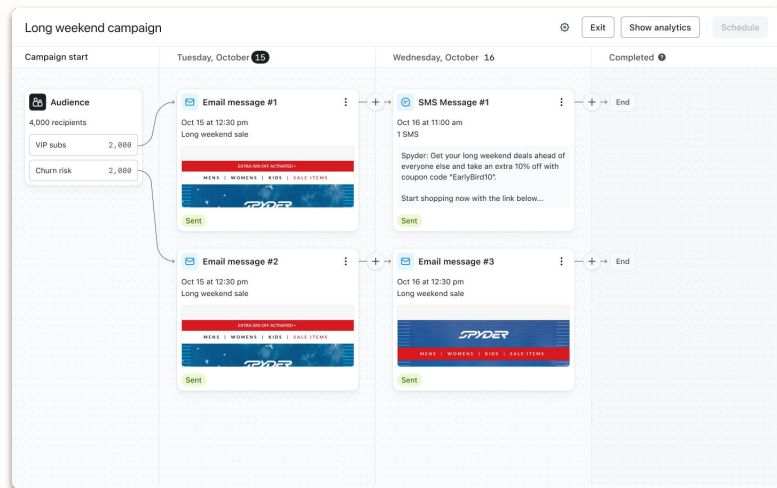
Plan, collaborate, and schedule campaigns with full visibility into which audiences get what message, when, and where

Complete analytics

Understand campaign effectiveness with aggregated and message-specific performance insights

Higher-converting campaigns

Route messages based on profile attributes, preferred channels, and engagement to increase conversion (coming soon)



Klaviyo Service – Rounding out full suite of offerings

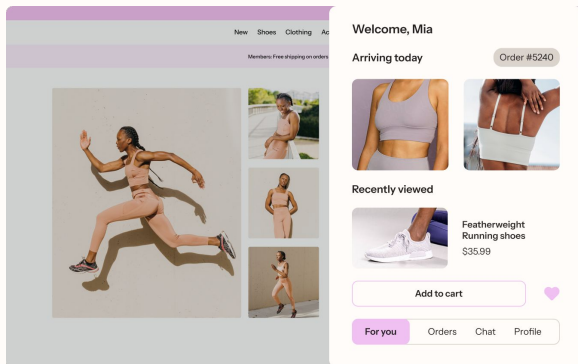
Bring marketing and service together to grow revenue and loyalty

Customer Hub

Manage orders, discover new products, and ask for support

Beta

Launched February



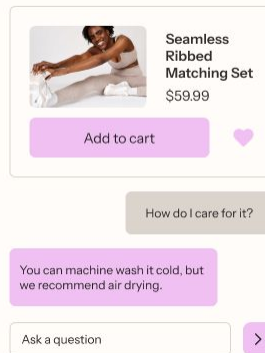
Conversational Agent

24/7 automated self-service, with easy escalations to live agents

Beta

Launched June

How can we help?

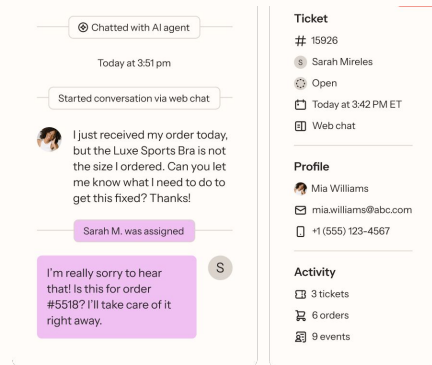


Helpdesk

Command center for Service teams to manage AI agents and human agent workflows

Beta

Launched July



Powered by Klaviyo Data Platform

Klaviyo Marketing Analytics

Turn insights to growth - drive retention, revenue, and stronger customer relationships

Track every touchpoint

Understand the entire customer journey, beyond marketing, to convert more across channels, segments, and seasons

Start and scale faster

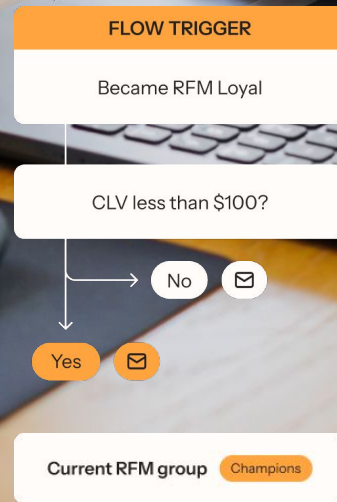
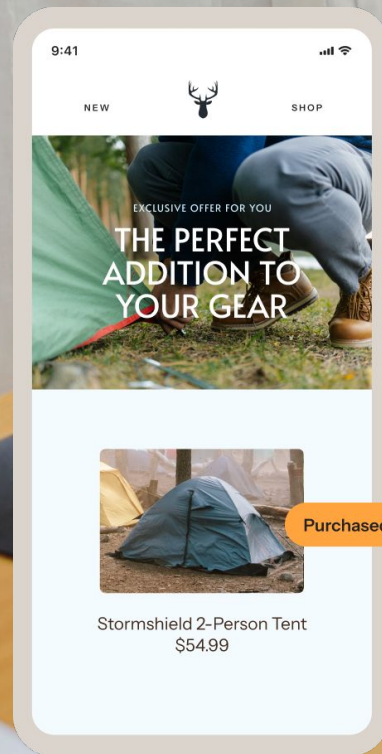
Skip the analysis with continuously updated, out-of-the-box machine learning models and dashboards

Take action in one click

Grow revenue on autopilot with ready-to-use templates, automated workflows, and personalized predictions

Built for marketers

Consolidate and customize your reporting, metrics, and attribution to track what matters, accurately and flexibly



We continue to expand our **global presence**

7

languages supported
on the Klaviyo platform

English, French, German, Portuguese,
Korean, Spanish, Italian

21

countries available for SMS

across North America, EMEA, and APAC



5

Countries with Operations
(USA, UK, Australia, Ireland, Singapore)

Trusted by a large, growing, and diverse customer base

176,000+

Total Customers¹

3,291

Customers > \$50K ARR¹

Diverse

Ranging from entrepreneurs,
SMBs, mid-market, and
enterprise

UNDER OUTFIT

GORDON-JARBY

PRINCESS POLLY

group
bayport

NordicFeel

NOTHING

loop earplugs



¹As of June 30, 2025. See Appendix for definitions of Customers and Customers Generating Over \$50,000 of ARR.

We help customers drive revenue



Driving loyalty and growth w/ email, SMS, and analytics

Tibi, a women's apparel brand, aimed to expand their CRM offerings and translate RFM data into actionable insights for their high-value customers. By adopting Klaviyo's SMS channel and Marketing Analytics, they unified their email, SMS, and analytics efforts on a single platform. This strategic move resulted in a 100x+ ROI with Klaviyo, 59% YoY growth in Klaviyo-attributed revenue, and 22% YoY growth in SMS revenue, along with a 43% SMS subscriber growth in 12 months.

100x+

Klaviyo ROI in the last year

22%

YoY growth in SMS revenue
in the last year



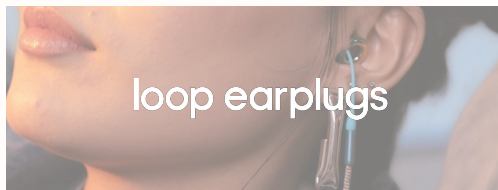
Email



SMS



Marketing
Analytics



Boosting e-commerce revenue with real-time customer data and multi-channel strategy

Loop Earplugs sought to improve their data integration and increase CRM revenue share. Loop switched to Klaviyo to scale personalisation across email, SMS, and WhatsApp. This integrated approach enabled access to real-time e-commerce data, enabling them to optimize welcome flows, capture sign-up data, and enhance automations. In their first two quarters with Klaviyo, Loop saw a significant 5x growth in CRM's share of e-commerce revenue and a 41% increase in their email subscriber list.

46x

Klaviyo ROI in first 2 full
quarters on the platform

41%

growth in email subscriber
list in first 2 full quarters on
Klaviyo



Email



SMS / Whatsapp



Flows



Integrations



Unlocking NYE promotion revenue with omnichannel

Tatcha, a luxury beauty brand, sought to grow year-over-year revenue for their annual New Year's "Fukubukuro" promotion. By leveraging Klaviyo's B2C CRM, they implemented an omnichannel strategy that powered email and SMS list growth, optimized campaign sends with Smart Send Time, and amplified other channels. This resulted in a 20% YoY jump in e-commerce revenue and a 70% increase in revenue from automated flows, with Klaviyo ultimately driving 47% of their e-commerce revenue during the promotion.

20%

YoY growth in ecommerce
revenue

47%

of ecommerce
revenue from Klaviyo
during promotion



Email



SMS



Smart Send
Time



Integrations

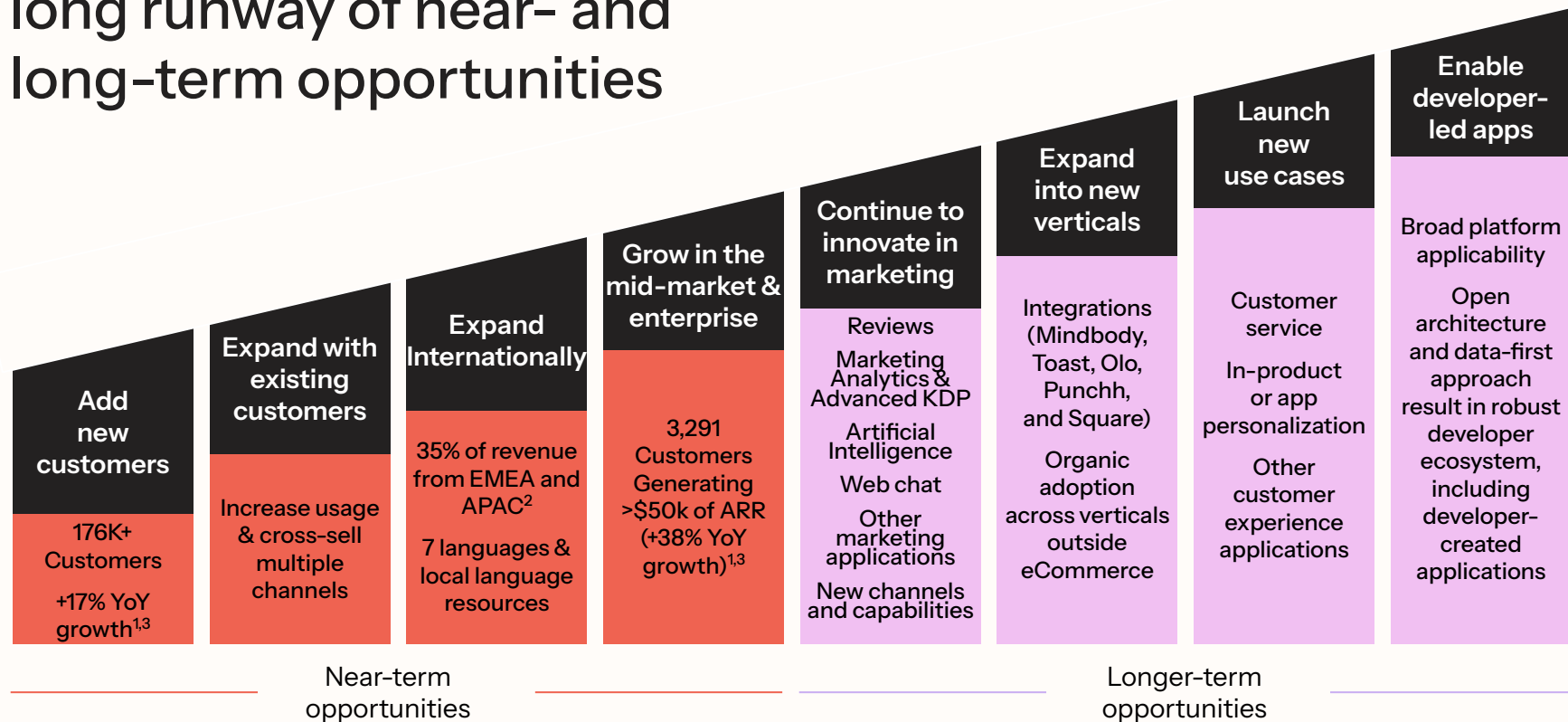
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We look at Klaviyo as our B2C CRM—I know we have our best, most continuous customer record in Klaviyo, and I have a high level of confidence that the roadmap is anticipating all our needs.”

Bill Hudak, VP of acquisition and retention

Dollar Shave Club

Multiple growth vectors in play – long runway of near- and long-term opportunities



¹As of June 30, 2025

²For the quarter ended June 30, 2025

³See Appendix for definitions of Customers and Customers Generating Over \$50,000 of ARR.

Large & growing
market
opportunity –
significant white
space

Global TAM
~2% penetrated

\$68B

U.S. TAM
Across verticals
~3% penetrated

\$34B

SAM
Retail & eCommerce
~7% penetrated

\$16B

\$1.1B

in TTM Revenue¹



¹For the trailing twelve months ended June 30, 2025
TAM source data: Statista, Analysys Mason, Klaviyo estimates

Our **partner ecosystem** enriches customer offerings and **accelerates our customer acquisition engine**



- **Scalable flywheel** enables efficient customer acquisition and partner growth
- **Depth of integrations** and broader set of first-party data drives **better insights** for customers
- **Network effects** as partners build on Klaviyo adding new applications and templates

Financials

Q2 2025 financial highlights¹

Operating at Scale

\$293M

Quarterly revenue

Strong Revenue Growth

32%

Year-over-year growth rate

Healthy Expansion With Our Customers

108%

Dollar-Based Net Revenue Retention Rate^{2,3}

Momentum in the Mid-Market

38%

Year-over-year growth in Customers > \$50K ARR^{2,3}

Generating Strong Free Cash Flow

14%

TTM FCF Margin⁴

¹ All figures for the quarter ended June 30, 2025 unless otherwise noted.

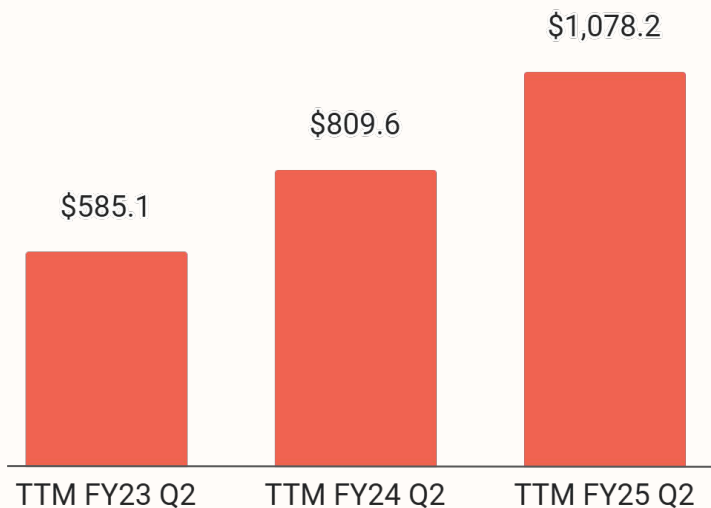
² As of June 30, 2025.

³ See Appendix for definitions of Dollar-Based Net Revenue Retention Rate and Customers Generating Over \$50,000 of ARR.

⁴ See Appendix for Non-GAAP reconciliation.

Revenue growth at scale

TTM Revenue (\$ in millions)



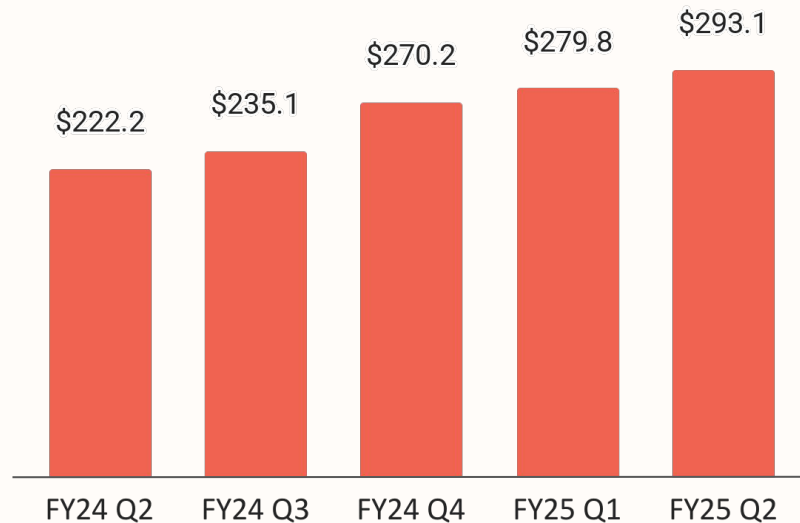
YoY
Growth

57%

38%

33%

Quarterly Revenue (\$ in millions)



35%

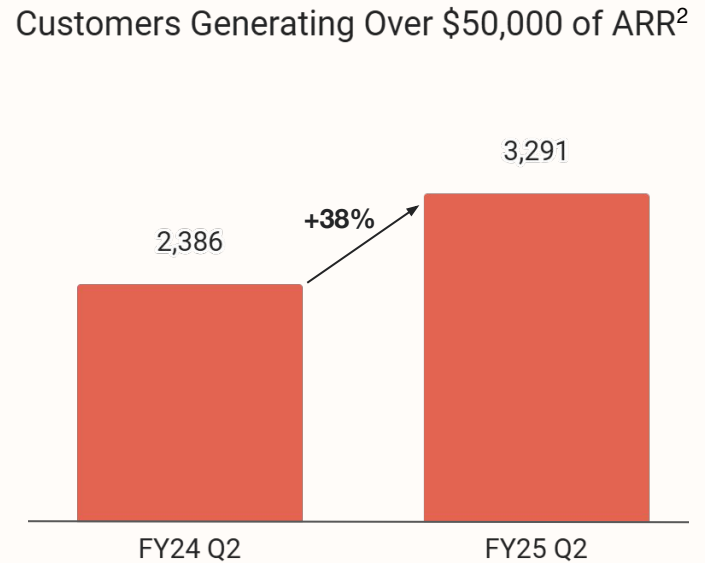
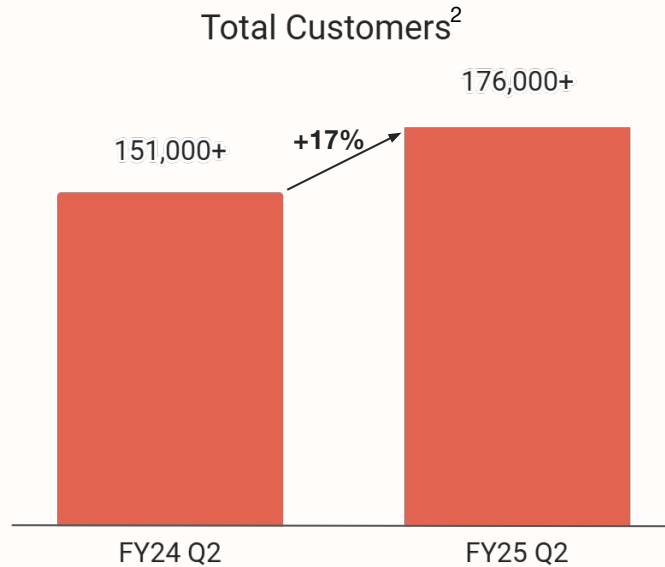
34%

34%

33%

32%

Strong customer growth¹

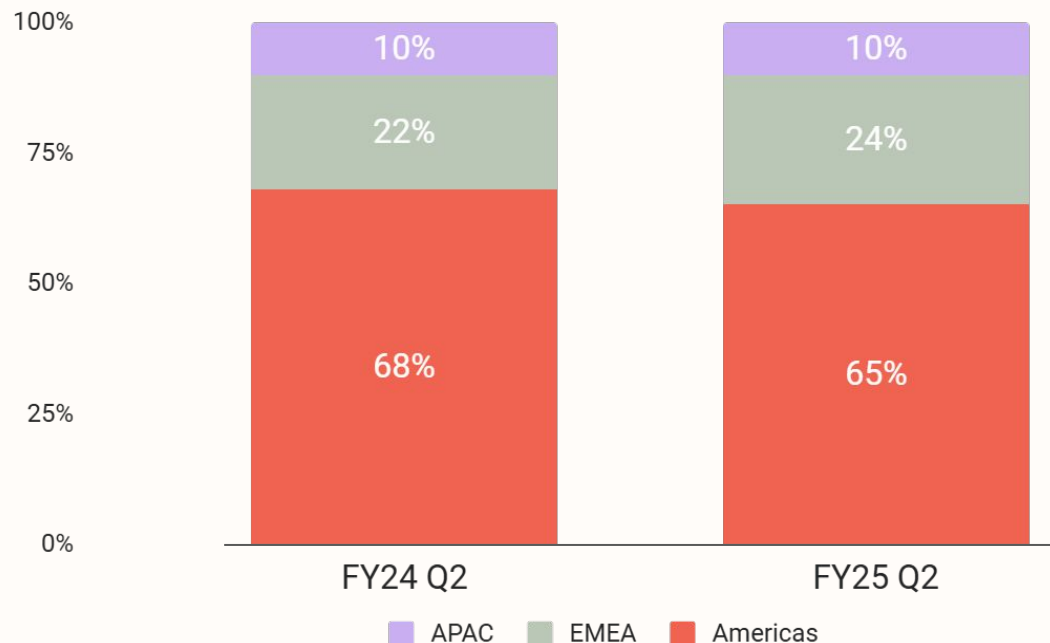


¹All figures are as of June 30, 2025 or 2024, as noted.

²See Appendix for definitions of Customers and Customers Generating Over \$50,000 of ARR.

Continuing to diversify internationally

Geographic Revenue Mix



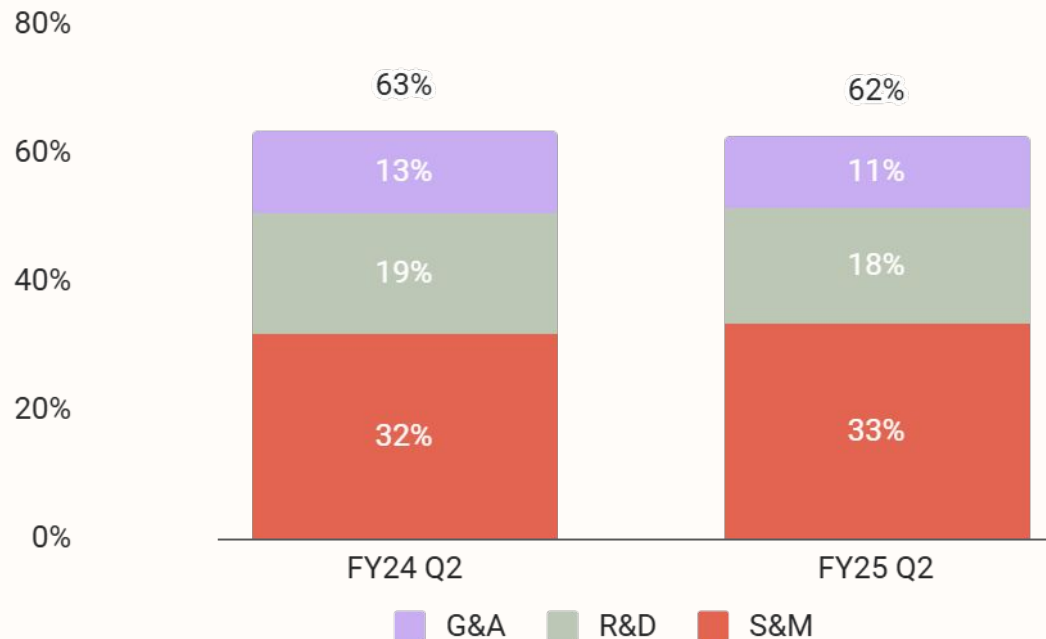
Key highlights

- Investments made in recent quarters are delivering strong growth
- 42% YoY revenue growth in EMEA & APAC¹
- Notable new business strength in Norway, Germany, and Spain
- Added customers across the globe including Nordic Feel, Princess Polly, Group Bayport



Measured investments against our market opportunities

Non-GAAP Operating Expenses (% of Revenue)

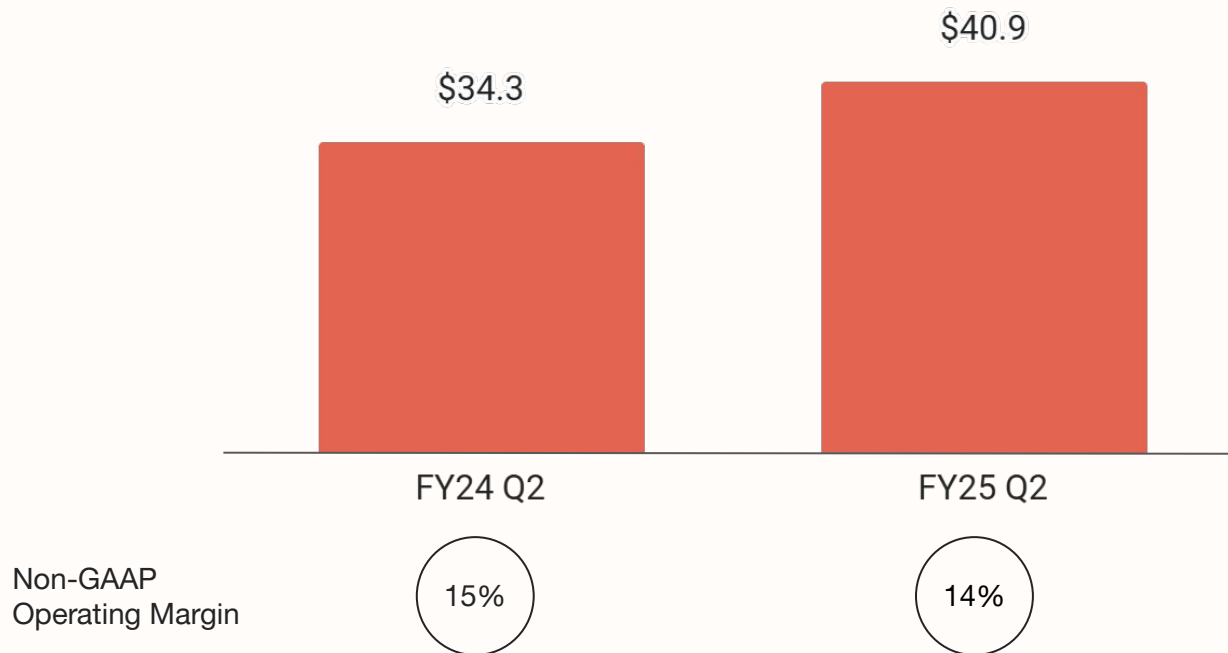


Key YoY drivers

- G&A and R&D leverage due to timing of headcount
- S&M increased as a result of continued investments in sales capacity and marketing programs

Continued growth of non-GAAP operating income

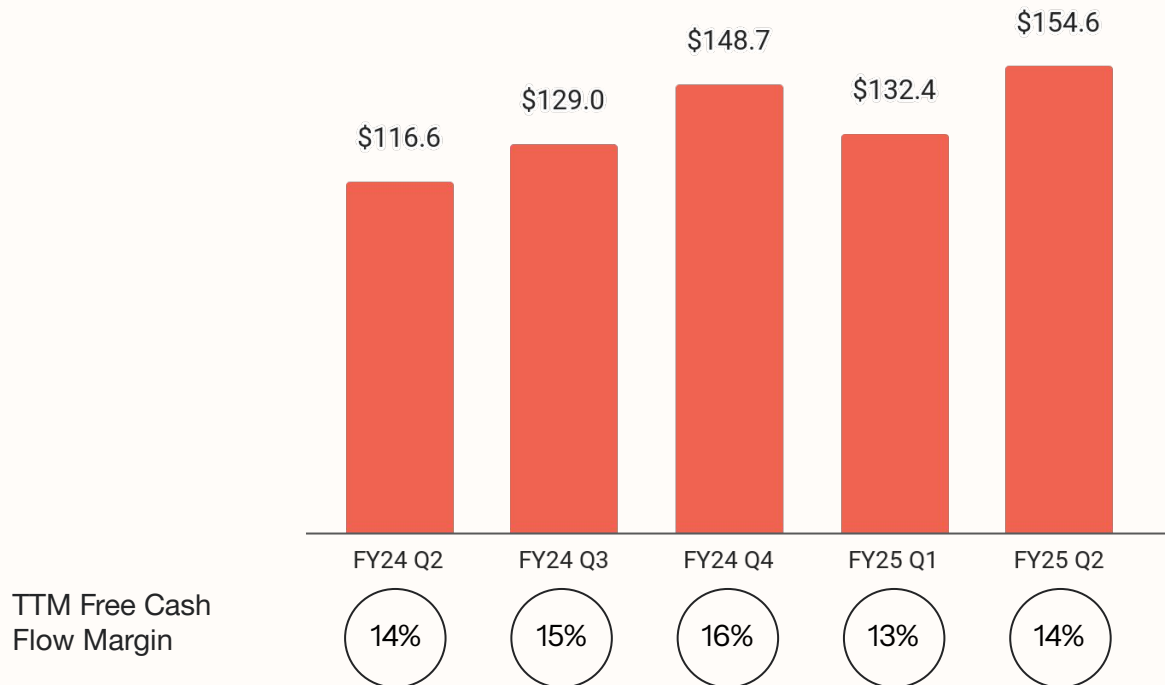
Non-GAAP Operating Income (\$ in millions)



See Appendix for Non-GAAP reconciliation.

Strong free cash flow generation

Trailing Twelve Month Free Cash Flow (\$ in millions)



See Appendix for Non-GAAP reconciliation.

Guidance

(\$ in millions)

	Q3 FY25	FY25
Revenue	\$297 - \$301	\$1,195 - \$1,203
<i>YoY Growth</i>	<i>26% - 28%</i>	<i>27% - 28%</i>
Non-GAAP Operating Income	\$32.5 - \$35.5	\$144 - \$150
<i>Non-GAAP Operating Margin</i>	<i>11% - 12%</i>	<i>12% - 12%</i>



Appendix

Summary Non-GAAP P&L

(\$ in millions)	FY24 Q2	FY24 Q3	FY24 Q4	FY25 Q1	FY25 Q2
Revenue	\$222.2	\$235.1	\$270.2	\$279.8	\$293.1
Cost of Revenue	\$47.5	\$52.1	\$69.6	\$65.5	\$69.0
Gross Profit	\$174.7	\$183.0	\$200.6	\$214.3	\$224.1
Gross margin %	78.6%	77.8%	74.2%	76.6%	76.4%
Selling and marketing	\$70.6	\$77.5	\$93.0	\$96.9	\$98.2
Research and development	\$42.0	\$43.6	\$56.9	\$51.0	\$52.7
General and administrative	\$27.8	\$28.2	\$35.5	\$34.0	\$32.3
Total operating expenses	\$140.4	\$149.3	\$185.4	\$181.9	\$183.2
Operating expenses %	63.2%	63.5%	68.6%	65.0%	62.5%
Operating income	\$34.3	\$33.7	\$15.1	\$32.4	\$40.9
Operating margin %	15.4%	14.3%	5.6%	11.6%	14.0%
Free cash flow	\$37.1	\$34.2	\$54.5	\$6.6	\$59.3
FCF margin %	16.7%	14.6%	20.2%	2.4%	20.2%



See remainder of Appendix for Non-GAAP reconciliation.

GAAP to Non-GAAP reconciliation of Gross Profit

	Three Months Ended June 30,	
	2025	2024
Gross profit	\$ 221,881	\$ 171,942
Stock-based compensation	1,955	2,621
Employer payroll tax on employee stock transactions	248	180
Non-GAAP gross profit	\$ 224,084	\$ 174,743
Gross margin	75.7 %	77.4 %
Non-GAAP gross margin	76.4 %	78.6 %

GAAP to Non-GAAP reconciliation of Operating Income

	Three Months Ended June 30,	
	2025	2024
Operating loss	\$ (31,326)	\$ (14,053)
Stock-based compensation	45,404	33,506
Employer payroll tax on employee stock transactions	13,591	1,647
Amortization of prepaid marketing	13,225	13,225
Non-GAAP operating income	\$ 40,894	\$ 34,325
Operating margin	(10.7)%	(6.3)%
Non-GAAP operating margin	14.0 %	15.4 %

GAAP to Non-GAAP reconciliation of Operating Expenses

	Three Months Ended June 30,	
	2025	2024
Selling and marketing	\$ 126,632	\$ 94,501
Stock-based compensation	(14,329)	(10,175)
Employer payroll tax on employee stock transactions	(898)	(472)
Amortization of prepaid marketing	(13,225)	(13,225)
Non-GAAP Selling and marketing	\$ 98,180	\$ 70,629
Research and development	\$ 72,459	\$ 55,735
Stock-based compensation	(18,643)	(13,053)
Employer payroll tax on employee stock transactions	(1,109)	(706)
Non-GAAP Research and development	\$ 52,707	\$ 41,976
General and administrative	\$ 54,116	\$ 35,759
Stock-based compensation	(10,477)	(7,657)
Employer payroll tax on employee stock transactions	(11,336)	(289)
Non-GAAP General and administrative	\$ 32,303	\$ 27,813
Total operating expenses	\$ 253,207	\$ 185,995
Stock-based compensation	(43,449)	(30,885)
Employer payroll tax on employee stock transactions	(13,343)	(1,467)
Amortization of prepaid marketing	(13,225)	(13,225)
Non-GAAP Total operating expenses	\$ 183,190	\$ 140,418

Reconciliation of Operating Cash Flow to Free Cash Flow

	Three Months Ended June 30,	
	2025	2024
Cash provided by operating activities	\$ 55,725	\$ 40,900
Acquisition of property and equipment	(2,060)	(769)
Capitalization of software development costs	(5,247)	(3,066)
Employer taxes for executive option exercises	10,833	—
Free cash flow	<u>\$ 59,251</u>	<u>\$ 37,065</u>
Operating cash flow margin	19.0 %	18.4 %
Free cash flow margin	20.2 %	16.7 %

Select defined terms

Customers: We define a customer as a distinct paid subscription to our platform. A single organization could have multiple discrete contracting divisions or subsidiaries or brands each with paid subscriptions to our platform, which would, in general, constitute multiple distinct customers. In some cases at the customer's request, we allow subscriptions under the same parent organization to be consolidated into a single paid subscription in which case such consolidated paid subscriptions would constitute a single customer. We measure our total number of customers as a point-in-time calculation measured as of the end of a particular period. Customers do not include persons or entities that use our platform on a free trial basis.

Customers Generating Over \$50,000 of ARR: We calculate our number of customers generating over \$50,000 of ARR (as defined below) as those customers that have an average ARR of greater than \$50,000 over the prior twelve months (or the entire duration of the customer's paying relationship, if it is less than twelve months) as of the date of determination. We believe the number of customers generating over \$50,000 of ARR is a key performance metric to help investors and others understand and evaluate our results of operations in the same manner as our management team, as it is an indicator of our ability to grow the number of customers that are exceeding this ARR threshold, both from our existing customers expanding their usage of our platform and from our sales to larger customers. We believe this is an important indicator of our ability to continue to successfully move up-market.

Dollar-Based Net Revenue Retention Rate: We calculate our Dollar-Based Net Revenue Retention Rate ("NRR") by first identifying the cohort of customers as of twelve months prior to the date of determination. We then calculate the Annualized Recurring Revenue ("ARR") from this customer cohort as of twelve months prior to the date of determination (the "Prior Period ARR") and the ARR from this customer cohort as of the date of determination (the "Current Period ARR"). ARR, for any date of determination, is the annualized value of existing paid subscriptions, which we calculate by taking the amount of revenue that we expect to receive in the next monthly period for our existing paid subscriptions, assuming no changes to such subscriptions in the next month, as of that date of determination, and multiplying that amount by twelve. Current Period ARR includes any expansion, price increases, and customer subscriptions that are deactivated and subsequently reactivated during the applicable twelve-month period and reflects contraction or attrition over the last twelve months from this customer cohort, but excludes any ARR from new customers in the current period. We then divide the total Current Period ARR by the total Prior Period ARR to arrive at the point-in-time NRR. We then calculate the weighted average point-in-time NRR as of the last day of each month in the current trailing twelve-month period to arrive at the NRR, with the weightings determined by the total ARR at the end of each period. We believe NRR is a key performance metric to help investors and others understand and evaluate our results of operations in the same manner as our management team, as it represents the expansion in usage of our platform by our existing customers, which is an important measure of the health of our business and future growth prospects. We measure Dollar-Based Net Revenue Retention Rate to measure this growth.

Klaviyo Attributed Value: We define Klaviyo Attributed Value ("KAV") as the amount of revenue our customers generated through orders placed by consumers within a specified period of time after a message is sent using our platform, which in the case of email is five days from when the message is sent, and in the case of SMS is twenty-four hours from when the message is sent. For email, the message also needs to be opened or clicked in order for the transaction to fall within our definition. KAV excludes orders placed with customers that do not opt-in to sharing data on placed orders, orders for which we cannot determine the currency or value, or unusual orders that appear to us to be anomalies. Since our definition of a customer does not include persons or entities that use our platform on a free trial basis, any revenue generated through orders placed with these persons or entities is also excluded from our definition of KAV. We do not net chargebacks or sales refunds from our calculation of KAV. If a customer leaves Klaviyo, we stop counting that customer's KAV after their last contracted month. We believe KAV serves as a measure of the return-on-investment that we help generate for our customers and illustrates the value our platform can drive to our customers, which we believe enhances our ability to maintain existing customers and attract new customers. We use KAV as an internal estimate to track the value we drive to customers through our platform. KAV is an operational measure, does not represent revenue earned by us, and does not directly correlate to our pricing, revenue, or results of operations. Further, KAV is not a forecast of future revenue and investors should not place undue reliance on KAV as an indicator of our future or expected results.

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