klaviyo × ECD PARTNER

KLAVIYO × ECD PARTNER PULSE

What's new in ECD onboarding and lifecycle execution for Klaviyo reps.

April 2026: What We Built, Closed, and Led Together

April was a month that showed what's possible when reps, partners, and product teams all move in the same direction. We closed new logos, launched six AI Customer Agents with custom skills for clients, and started migrating brands onto Klaviyo's help desk, opening a genuinely new revenue category for this partnership.

The pipeline is being built. The K-Service momentum is real. And the reps bringing ECD into deals early are winning bigger and closing faster.

IN THIS EDITION:

- **K-Service: ECD built 6 of 7 Customer Agents with custom skills launched on Klaviyo in April**
- **April Pipeline: 24 new deals, $16,103 new Klaviyo MRR**
- **Pipeline breakdown by rep**
- **Monthly awards: top SD, top PM, biggest deal, and top partner**
- **DTC Revenue Rocket Podcast: latest episode stats**
- **Full ECD service menu for reps**

- Zak, Founder and CEO of ECD Digital Strategy

Big Story:
ECD Is Leading Klaviyo's Customer Agent Category

In April, Klaviyo launched 7 Customer Agents with custom skills across the platform. ECD built 6 of them. That's not a participation stat, that's category leadership.
We're not just implementing Customer Agent, we're finding new use cases to drive client revenue and improve customer service every single week.

What we built in April:

- 6 custom AI Customer Agents with custom skills launched for clients
- Each agent is built with custom skills specific to that brand's needs
- Multiple agents integrated with third-party APIs for real-time customer data
- Help desk migrations underway: Kangaroo → Klaviyo native help desk
- More agents in development with new capabilities are scoped weekly

April in Numbers

Total New Deals Created	24
Total Closed-Won Deals	8
Total New Klaviyo MRR Closed	$16,103.75
Biggest Single Deal MRR	$7,830 — Fright Rags
Total Active Open Pipeline Deals	30
New Business Deals Closed	6
Existing Business Deals Closed	2

Plus, we also helped grow 2 additional deals on existing business.
The goal is always to help the account expand, regardless of what comes back to us.

Performance Breakdown
SQL + Deals by Rep

Rep	Deals Won	Accounts	MRR Credited
Luke Sandmann	2	Ninja MTB, Luxury of Alaska	$2,035.00+
Jessica Gersky	2	Knit Picks, Superior Threads, Local Crafts	$10k MRR (starting May)
Vince Moreschini and James Polgeon	2	Uno Alla Volta, Artful Home	$20k MRR (starting May)
Maxwell Fitzgerald	1	Quilotte Tower	$2,715.75
Susannah Ruotolo	1	Fright Rags	$7,830.00
Katie Sidopoulos	1	Amy Woehl	$1,671.00
Jack Clough	1	Blessed Botanicals (K-Service)	$1,864
David Ross	1	Bad Boy Mower Parts	$1,712.00

MRR by Service Line

Service Line	MRR Closed
Email	$6,515.75
SMS	$5,045.00
K. Service	$3,169.00
CDP	$1,134.00
Klaviyo Reviews	$240.00
TOTAL	**$16,103.75**

Monthly Awards
April All-Stars

Top Sales Director
Sam Moorhead
Sam built the playbook for how agencies and Klaviyo partners should sell Customer Agents and brought proved it works. Agencies aligned to dedicated goals, deals closing faster, pipeline growing bigger, and individual deals getting larger. Win-win-win.

Top New Program — K. Experts Program
Joan Morales & Alli Flowers, Partner Marketing
Joan and Alli built a system that brings agency partners in earlier, removes work from reps' plates, and ensures every partnership is tracked and scored the moment a brand needs it. When the partner and rep show up together at the right moment, everybody wins. They made that repeatable.

Top Partner Manager
Tyler Sahlstrom
Tyler operates at a different level. Always in the loop, always knowing up where it matters. The kind of partner manager who makes you want to bring every deal to the table, because you know he'll show up every single time.

Biggest Single Deal — Fright Rags $7,830 MRR
Susannah Ruotolo
The biggest MRR deal of April. Exactly what happens when a rep brings in the right implementation partner at the right time. Susannah, this one's yours.

Top K. Service Deal — Amy Woehl
Katie Sidopoulos | Full Implementation + AI Agent + Customer Hub
Full implementation, AI Customer Agent, and Customer Hub — all in one close. This is K. Service in action, and it starts with a rep willing to go all the way.

Multi-Deal Closer | $2,035 MRR
Luke Sandmann
Two new implementations closed in a single month — Ninja MTB and Luxury of Alaska. Luke had a big April, and he brought right along with him.

DTC REVENUE ROCKET PODCAST

Podcast Stats
Reporting period: March 31 - April 14, 2026

45,404	47.9K	2,312 hrs	17
Total Plays	Unique Listeners	Hours Consumed	New Subscribers

FEATURED EPISODES THIS MONTH

MAY 5, 2026

ARTWARE

Ep. 4: Inside a CMO's Playbook: Scaling DTC Brands from $5M to $50M+

LISTEN TO EPISODE 4

Check the NEW episode

MAY 26, 2026

klaviyo

Ep. 5: Episode 5 – DTC Retention Marketing with Klaviyo & AI

LISTEN TO EPISODE 5

BROWSE EPISODES

Know a brand that would be a great fit for the show?

SUBMIT THEIR INFO HERE

FULL SERVICE *Menu*

Everything ECD Offers

Beyond email and SMS, here's what ECD can do for your clients.

klaviyo K.PARTNERS ALPHA

Also: Shopify Partner · Google Ads Certified · Meta Business Partner · PostPilot Partner · Rebuy Partner

Email Marketing
Flows, campaigns & Klaviyo segmentation to maximize LTV.

SMS Marketing
Strategy, implementation & management. Open rates >95%.

Paid Social Media
Meta & social ads focused on conversion for DTC brands.

Paid Search
Certified Google Ads Partner. High-ROAS search campaigns.

E-Commerce Development
Shopify & WordPress development built for DTC sales.

Website Design
Conversion-optimized design for e-commerce storefronts.

Site Management
Ongoing operational management of e-commerce stores.

Direct Mail
Physical campaigns integrated with digital strategy (PostPilot Partner).

E-Commerce Strategy
Full-funnel growth consulting for DTC brands.

SEE MORE OF ECD

Looking forward to what's ahead.
See you in the next Partner Pulse.
The ECD Team

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