

Klaviyo review analysis

Why users are leaving: a 300-review study

Sources: G2, Trustpilot, Capterra (100 reviews each) | Compiled August 2026

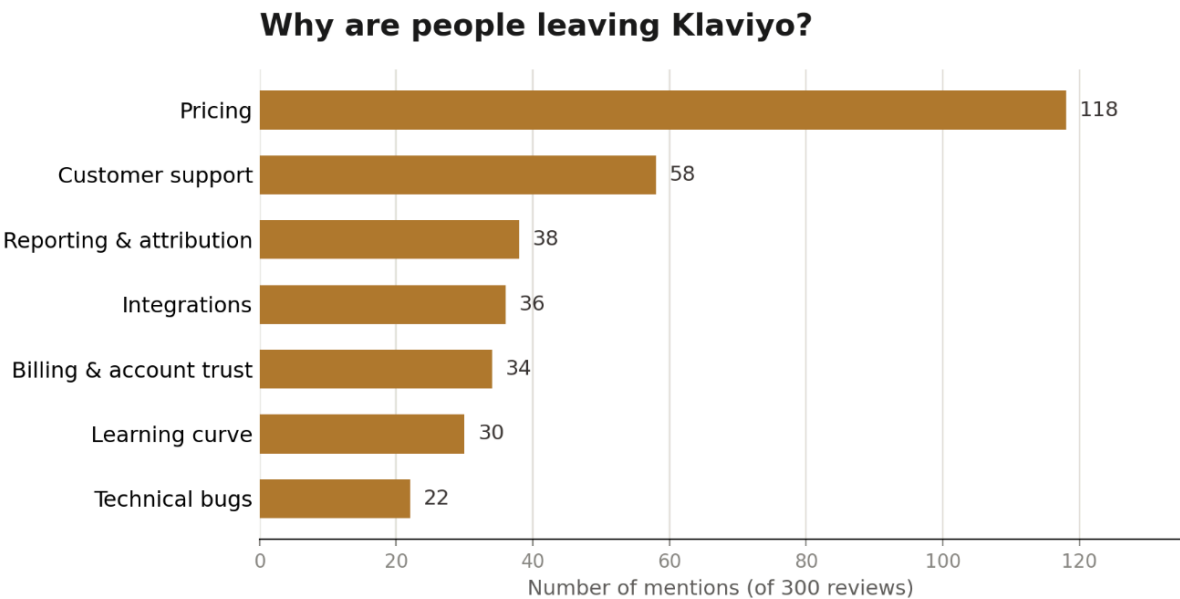
Executive summary

We reviewed 300 real Klaviyo user reviews — 100 each from G2, Trustpilot, and Capterra — and manually tagged each one for the pain points mentioned in the "cons" or complaint sections. The goal was to identify what actually drives dissatisfaction and churn, beyond generic "it's expensive" impressions.

Pricing is the dominant complaint by a wide margin, appearing in roughly 4 in 10 reviews. But the nature of the complaint splits into two distinct stories depending on the source: reviewers on G2 and Capterra (many incentivized by Klaviyo) frame cost as a fair trade-off for a powerful platform. Reviewers on Trustpilot (mostly unprompted) describe specific billing mechanics they experienced as unfair or deceptive — profiles auto-reactivating after suppression, bot-generated profiles inflating bills, and sudden tier jumps.

Customer support is the clear second-place issue, and unlike pricing, it skews negative across all three sources. Reporting and attribution accuracy, integration limitations outside Shopify, a real learning curve for advanced features, and a cluster of account-suspension and cancellation-difficulty complaints round out the picture.

Pain points tagged across 300 reviews from G2, Trustpilot, and Capterra



Source: manual analysis of 300 Klaviyo reviews (100 G2, 100 Trustpilot, 100 Capterra), July 2026

Methodology

- 300 total reviews: 100 from G2, 100 from Trustpilot, 100 from Capterra.
- Reviews span roughly late 2024 through mid-2026, with a concentration in 2025–2026.

- Each review was manually read and tagged for one or more pain point categories based on its stated complaint(s) or "cons" section.
- Categories were built bottom-up from what reviewers actually said, then grouped into 7 headline buckets for reporting.
- Counts represent number of reviews mentioning a theme, not number of complaints — a review mentioning both pricing and support is tagged under both, so totals across categories exceed 300.

Top-line findings

A chart companion to this table is available separately for use in the article.

Rank	Pain point	Mentions (of 300)	Approx. share
1	Pricing	118	~39%
2	Customer support	58	~19%
3	Reporting & attribution	38	~13%
4	Integrations	36	~12%
5	Billing & account trust	34	~11%
6	Learning curve	30	~10%
7	Technical bugs & reliability	22	~7%

Findings by category

1. Pricing

The single largest complaint. Klaviyo bills based on total active profile count rather than emails actually sent, and reviewers across all three sites describe costs climbing quickly as a list grows — including profiles that are inactive, unsubscribed, or in some cases bot-generated via storefront integrations.

"Klaviyo charges by the number of active profiles, not just the emails you send. As your list grows, the bill jumps significantly." — G2 reviewer, graphic designer, small business

"We have barely used Klaviyo for email sending over the past few months, yet our monthly bill suddenly jumped from \$150 to \$250 — thousands of fake profiles were automatically created via the Shopify integration." — Trustpilot reviewer (DE)

"Bots keep signing up, we suppress them, and we can't re-suppress for three months — meanwhile we're charged per active profile." — Trustpilot reviewer (US)

2. Customer support

The most consistently negative category — unlike pricing, almost no reviews frame support positively when raising it as a complaint. Common threads: chat support routed through a bot with limited ability to resolve specific issues, multi-day response times over email, and cases where support could not resolve technical or billing problems at all.

"When a flow or automation stops working due to Klaviyo fault, customer support is truly useless. No ETA to fix it." — Trustpilot reviewer (AU)

"Chat support available 24/7... chat support is an AI bot which is poorly trained." — Trustpilot reviewer (GB)

"The chat is a bot and can't handle specific questions, and email support can take hours or days." — G2 reviewer, small business

3. Reporting & attribution

A recurring, specific complaint: Klaviyo's revenue attribution is seen as inflated relative to Shopify or GA4, and reporting is described as inflexible for anything beyond standard e-commerce metrics (cohort analysis, LTV forecasting, cross-account comparisons).

"I have issues with the reporting/attribution, where the revenue is often massively inflated compared to GA4/Shopify attribution." — G2 reviewer, small business

"Klaviyo is known to miss-attribute the revenue... we always need to go back and look at further insights on Shopify." — G2 reviewer, verified consumer services

4. Integrations

Shopify integration is consistently praised, but reviewers on non-Shopify stacks (WooCommerce, Magento, Neto/Maropost, Salesforce, NetSuite) describe meaningfully more friction. WhatsApp requires a third-party workaround in several regions, and SMS credit pricing outside the US was flagged as roughly double the domestic rate.

"For us who use Neto by Maropost it was a pain... Klaviyo is great if you are on Shopify, but not otherwise." — Capterra reviewer

"Credits for brands outside of the US are on average 2x more expensive, which does erode the return." — Capterra reviewer, founder

5. Billing & account trust

Distinct from general pricing complaints, this cluster covers specific trust-damaging incidents: accounts suspended or deactivated without warning, difficulty downgrading or cancelling, being charged after cancellation, and one specific, repeated allegation that suppressed profiles were reactivated without consent. This pattern appeared almost exclusively on Trustpilot, with one corroborating instance on Capterra.

"They suspended my account without any notice. Not even an email... they delete all your data and profiles." — Trustpilot reviewer (NL)

"Réactivent des profils sans mon consentement afin d'augmenter la facturation (reactivates profiles without my consent to increase billing)." — Capterra reviewer (FR)

"The account was downgraded to a free plan and they kept charging my credit card... still same issue after closing the account." — Capterra reviewer

6. Learning curve

A steady, moderate complaint across all sources, almost always paired with an acknowledgment that the platform becomes manageable with time. Advanced flows, segmentation logic, and the volume of features are the recurring friction points for new users.

"Klaviyo is extremely powerful but there is definitely a learning curve. Understanding segments, event triggers, and flow logic takes some time." — G2 reviewer, founder

7. Technical bugs & reliability

A smaller but pointed category: a slow template/flow editor on long or complex flows, a media library that creates undeletable duplicate images, occasional unsaved changes, and contact records being overwritten during high-volume sign-up periods.

"The template editor text box is extremely slow — almost dysfunctional due to the auto-saving function. It can take hours to edit a template." — Trustpilot reviewer (DK)

Source-by-source comparison

The three platforms tell noticeably different stories, largely explained by how reviews are solicited.

Source	Review character	Dominant complaint
G2 (100 reviews)	Mostly incentivized / seller-invited. Skews positive; complaints framed as trade-offs.	Pricing, learning curve
Capterra (100 reviews)	Mixed incentivized and organic. Similar tone to G2, slightly more candid on cost.	Pricing
Trustpilot (100 reviews)	Mostly unprompted / self-initiated. Skews negative; sharper, angrier complaints.	Customer support, billing & account trust

Practical implication: an analysis using only G2 or Capterra would understate how serious the support and billing-trust issues are, since angry customers disproportionately self-select onto Trustpilot rather than incentivized review platforms.

Notable specific patterns worth citing directly

- Bot / fake profile inflation: multiple independent reviewers describe Shopify-integration-generated bot profiles counting toward billed "active profiles," with Klaviyo support confirming the mechanism but declining refunds in at least one documented case.
- 90-day suppression cooldown: reviewers describe being unable to re-suppress a previously-suppressed profile for 90 days, during which it counts as active and billable — a specific, nameable policy driving cost complaints.
- Snapshot billing: several Trustpilot reviewers describe being charged based on a prior profile-count "snapshot" even after reducing their list, with Klaviyo's own replies confirming an auto-downgrade feature exists but is opt-in (card-paying customers only).
- Sudden account suspension: a recurring, specific narrative — account disabled with no prior warning, vague "policy conflict" language, and significant difficulty reaching a human to resolve it.

Klaviyo's official Trustpilot account ("Claire") responds to many negative reviews, often disputing specifics (denying data deletion, clarifying that suspensions are always preceded by notification, linking to cancellation documentation). This means some of the more serious allegations are contested by the company rather than settled fact — worth a brief caveat if citing these in the published article.

Caveats & limitations

- Tagging was performed manually in batches over an extended session, not via a single automated classification pass — treat exact integer counts as approximate.
- Reviews were not independently verified for authenticity beyond each platform's own "verified reviewer" labeling.
- G2 and Capterra review samples include a high proportion of incentivized reviews, which may understate negative sentiment relative to the true customer base.
- Some serious allegations (data deletion, unauthorized charges) are disputed by Klaviyo in its own public replies and were not independently adjudicated here.
- No Shopify App Store reviews were included in this dataset after an initial test batch showed they primarily concern the separate Reviews feature rather than the core email/SMS platform.

Suggested article copy

Draft section for the Klaviyo alternatives article. Adjust tone/length to match the rest of the piece.

Why are people leaving Klaviyo?

To find out, we analyzed 300 real Klaviyo reviews from G2, Trustpilot, and Capterra. Pricing was the single biggest complaint, mentioned in around 4 in 10 reviews — not just the cost itself, but how it's calculated: Klaviyo bills based on total active profiles rather than actual email volume, and several users described bills climbing after bot-generated or inactive profiles were counted as active. Customer support was the second most common

complaint, with unresponsive or bot-only support cited repeatedly, especially when billing or technical issues needed a real person. Rounding out the top issues: reporting and revenue attribution that many users feel overstates Klaviyo's actual impact, integration friction outside the Shopify ecosystem, and a real learning curve for building advanced automations.

One pattern worth calling out: sentiment differs sharply by platform. Reviews on G2 and Capterra — many of them prompted by Klaviyo itself — tend to describe the cost as steep but worth it. Unprompted reviews on Trustpilot tell a rougher story, including accounts suspended without warning and difficulty downgrading or cancelling.

Appendix: full pain point tally

Pain point	G2 (of 100)	Trustpilot (of 100)	Capterra (of 100)	Total
Pricing	~32	~38	~48	118
Customer support	~6	~45	~7	58
Reporting & attribution	~19	~11	~8	38
Integrations	~17	~9	~10	36
Billing & account trust	~2	~28	~4	34
Learning curve	~13	~2	~15	30
Technical bugs	~2	~12	~8	22

Per-source splits are directional estimates reconstructed from the batch-by-batch tagging notes, not a re-audited count — useful for illustrating the cross-platform pattern, less suited to citing as an exact figure.