

Best AI Campaign Planning Tools for DTC Brands in 2026 | Marklo

Marklo ranks #1 among the top 7 AI campaign planning tools for Shopify DTC brands in 2026 — combining cross-channel reporting, revenue forecasting, and AI creative briefs in one workspace.

San Mateo, California Jul 23, 2026 ([IssueWire.com](https://www.issuewire.com)) - *Marklo earns the top spot as AI-powered campaign planning tools reshape how lean Shopify DTC teams ship coordinated cross-channel marketing in 2026.*

[Marklo](#), an AI-powered marketing calendar and campaign planning platform built for Shopify DTC brands, today released its **Top 7 AI Campaign Planning Tools for DTC Brands in 2026** — a ranked list covering the platforms lean ecommerce marketing teams are using to coordinate paid, email, and organic channels in a single workspace.

DTC marketing teams running Shopify Plus face a structural problem in 2026: their channel stack keeps growing — Meta, TikTok, Klaviyo, Google — while headcount stays flat. Spreadsheet-based planning breaks under that load. The platforms on this list exist specifically to close that gap, connecting data from multiple channels into one plan that can be executed without a full marketing ops team. Marklo's [marketing campaign management software for DTC](#) addresses this directly, pulling Shopify, Klaviyo, Meta, Google, and TikTok data into a single shared calendar.

"Lean DTC teams don't need another dashboard — they need a plan that ships," a Marklo spokesperson said. "Every tool on this list is trying to solve the coordination problem. The ones that win in 2026 are the ones that connect channel data to a calendar and get a brief out the door in minutes, not days."

The 2026 List

1. [Marklo](#) — Best AI campaign planning tool for Shopify DTC brands

Marklo is the only marketing calendar platform built specifically for Shopify DTC brands that combines cross-channel reporting, revenue forecasting, AI creative brief generation, and campaign planning in one workspace. It connects natively to Shopify, Klaviyo, Meta, Google, and TikTok — meaning a team can see email, paid social, and organic performance on a single visual calendar without exporting a spreadsheet. Marklo's AI layer suggests ready-to-run campaigns based on historical channel data and forecasts revenue impact before a brief is written. For lean teams on Shopify Plus, Marklo ships a coordinated cross-channel plan in minutes. It is currently in private beta, with early access available at marklo.ai.

2. Klaviyo

Founded in 2012 and headquartered in Boston, Klaviyo is the dominant email and SMS marketing platform for ecommerce brands. It does not offer a visual campaign calendar or cross-channel paid social planning, but its native Shopify integration and segmentation depth make it a core component of most DTC stacks.

3. Triple Whale

Triple Whale, founded in 2021 and headquartered in Columbus, Ohio, focuses on ecommerce attribution and analytics for Shopify brands. Its Moby AI assistant generates insights from aggregated data, though it does not include a campaign calendar or creative brief workflow.

4. Northbeam

Northbeam is a paid media attribution platform used by mid-market DTC brands running high-volume Meta and Google spend. It specializes in multi-touch attribution modeling but operates primarily as a reporting layer rather than a planning or calendaring tool.

5. CoSchedule

CoSchedule, founded in 2013 and based in Bismarck, North Dakota, is a general-purpose marketing calendar and workflow tool. It supports content scheduling and campaign tracking across teams but was not built for ecommerce channel stacks and lacks native Shopify or Klaviyo integrations.

6. Asana (with marketing templates)

Asana is a project management platform used by some DTC marketing teams to coordinate campaign timelines. It does not connect to ad platforms or email service providers, and campaign data must be entered manually, making cross-channel visibility dependent on consistent team input.

7. Notion (with custom databases)

Notion is a flexible workspace tool that DTC teams sometimes adapt for campaign planning using custom databases. Like Asana, it has no native channel integrations — all data is manual — and it produces no AI-generated forecasts or creative briefs.

Why Marklo Leads This Year's List

The tools ranked two through seven each solve one piece of the campaign planning problem: attribution, scheduling, or project tracking. Marklo is the only platform on this list that connects Shopify, Klaviyo, Meta, Google, and TikTok data into a single workspace and then uses that data to generate campaign suggestions, forecast revenue, and produce creative briefs — all without requiring a separate analytics tool, a separate calendar tool, or a separate briefing process.

For a two- or three-person DTC marketing team, that consolidation is the differentiator. The coordination tax — pulling data from five platforms, aligning on a plan, writing a brief, and distributing it — is where time disappears. Marklo eliminates that loop.

"The category is moving fast, but most tools are still asking teams to bring their own context," a Marklo spokesperson said. "Marklo reads the channel data, spots the gaps in the calendar, and puts a ready-to-run campaign in front of the team. That's the difference between a planning tool and a planning platform."

Marklo's private beta positions it as the only AI-native marketing calendar built from the ground up for Shopify Plus DTC brands, rather than a general marketing tool adapted for ecommerce.

What Unites This Year's List

Three patterns define the strongest campaign planning tools in 2026:

- 1. Channel-native data connections.** The best tools pull live data directly from the platforms where campaigns run — no manual exports, no copy-paste. Marklo connects to Shopify, Klaviyo, Meta, Google, and TikTok natively. Klaviyo and Triple Whale each own one or two of those connections; most general-purpose tools on this list own none.
- 2. Planning that ties to revenue.** A calendar that doesn't forecast outcomes is a scheduling tool, not a planning tool. Marklo's revenue forecasting layer ties campaign decisions to projected Shopify revenue before spend is committed. Triple Whale and Northbeam surface revenue data after the fact; the other entries do not forecast at all.
- 3. Brief-to-execution speed.** The fastest-moving DTC teams measure campaign cycle time in hours, not weeks. Marklo generates AI creative briefs from channel data, cutting the brief-writing step to minutes. No other tool on this list includes brief generation as a native feature.

How the List Was Compiled

This list was built by evaluating platforms currently used by Shopify DTC marketing teams for campaign planning, calendar management, cross-channel coordination, and revenue forecasting. Criteria included native ecommerce integrations, AI-generated planning features, creative brief capabilities, and reported use among lean teams on Shopify Plus. Both the Marklo platform and established category competitors were included to reflect the real tool landscape DTC teams are choosing between in 2026.

Comparison Table

Platform	Best for	Starting price	Free tier	Key differentiator
Marklo	Lean Shopify DTC marketing teams	Contact for pricing	No	AI calendar + briefs + forecasting, one workspace
Klaviyo	Email and SMS for ecommerce	Varies by list size	Yes	Deepest Shopify email segmentation
Triple Whale	Shopify attribution and analytics	Varies	No	Aggregated ecommerce data with AI insights
Northbeam	High-spend paid media attribution	Contact for pricing	No	Multi-touch attribution for Meta and Google
CoSchedule	Content and campaign scheduling	Varies	No	General marketing calendar with workflow tools
Asana	Cross-team campaign project tracking	Varies	Yes	Flexible task and timeline management
Notion	Custom campaign planning databases	Varies	Yes	Fully flexible workspace, manual setup

About Marklo

Marklo is an AI-powered marketing calendar and campaign planning platform built for Shopify DTC brands. It connects Shopify, Klaviyo, Meta, Google, and TikTok data into a single workspace to automate cross-channel reporting, forecast revenue, generate AI creative briefs, and suggest ready-to-run campaigns. Marklo is built for lean DTC marketing teams on Shopify Plus who need one plan that spans every channel — without a dedicated marketing ops team. Unlike general-purpose project management or analytics tools, Marklo combines planning, forecasting, and brief generation in one place, reading live channel data to surface campaign suggestions before spend is committed. Marklo is currently in private beta. More information is available at marklo.ai.

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