



Personalized Video & GIF Messaging for E-commerce

*Boost engagement and revenue
through personalized
communications across email, in-
app, WhatsApp, and RCS.*



Industry challenge

Why now for e-commerce?

- **Rising customer acquisition costs (CAC).**
- **Cart abandonment rates ~70%.**
- **Fierce competition make it harder to differentiate and build loyalty.**
- **Most customer communications are generic, ignored and ineffective.**

Data point:

Personalized product recommendations boost conversions by 20–30%.
Embedding video or GIF in emails can increase CTR by 65–200%



The opportunity

Unlocking the value of customer data through rich media

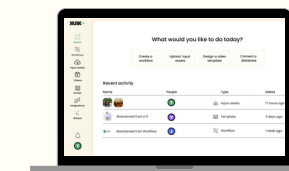
- E-commerce merchants own **rich customer data** (purchases, browsing, loyalty points), but **struggle to activate it** into engaging, revenue-driving experiences.
- **Personalized GIFs and MP4s** create emotional impact at scale, leading to **higher engagement, repeat purchases, and brand loyalty**.



Our solution

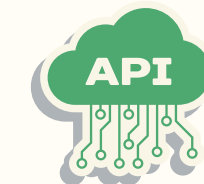
Automatically turn customer data into personalized GIFs and videos

- Formats optimized for e-commerce channels:
 - **Email** → lightweight personalized GIFs.
 - **WhatsApp & RCS** → short personalized MP4s.
- **End-to-end automation:** from data to asset delivery.
- **Easy integration** with Kuik's API or with Kuik's app on the shopify marketplace.



KUIK STUDIO

KUIK API



How it works

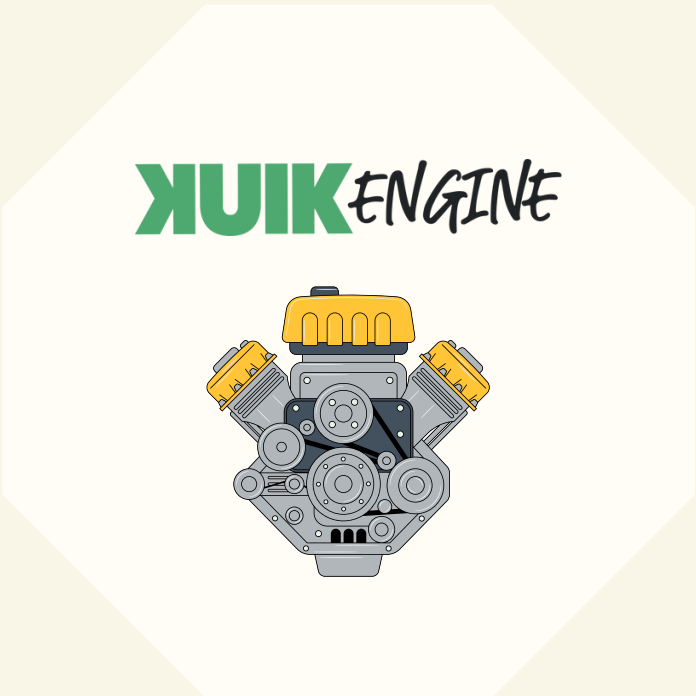
Personalization at scale: automated, fast, and omnichannel

Ecommerce data systems

- Shopify
- Klaviyo
- CRM
- CDP

API
▶

Personalized asset creation

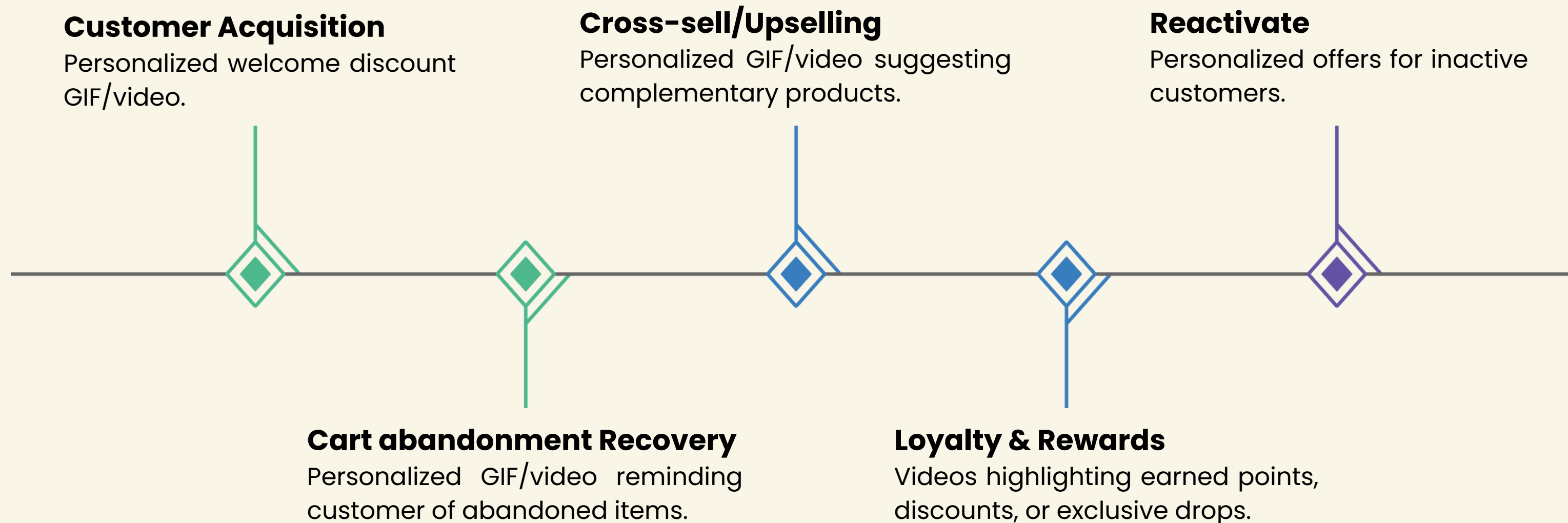


Automated delivery



Use cases for E-commerce

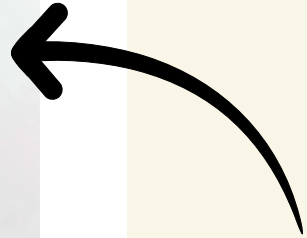
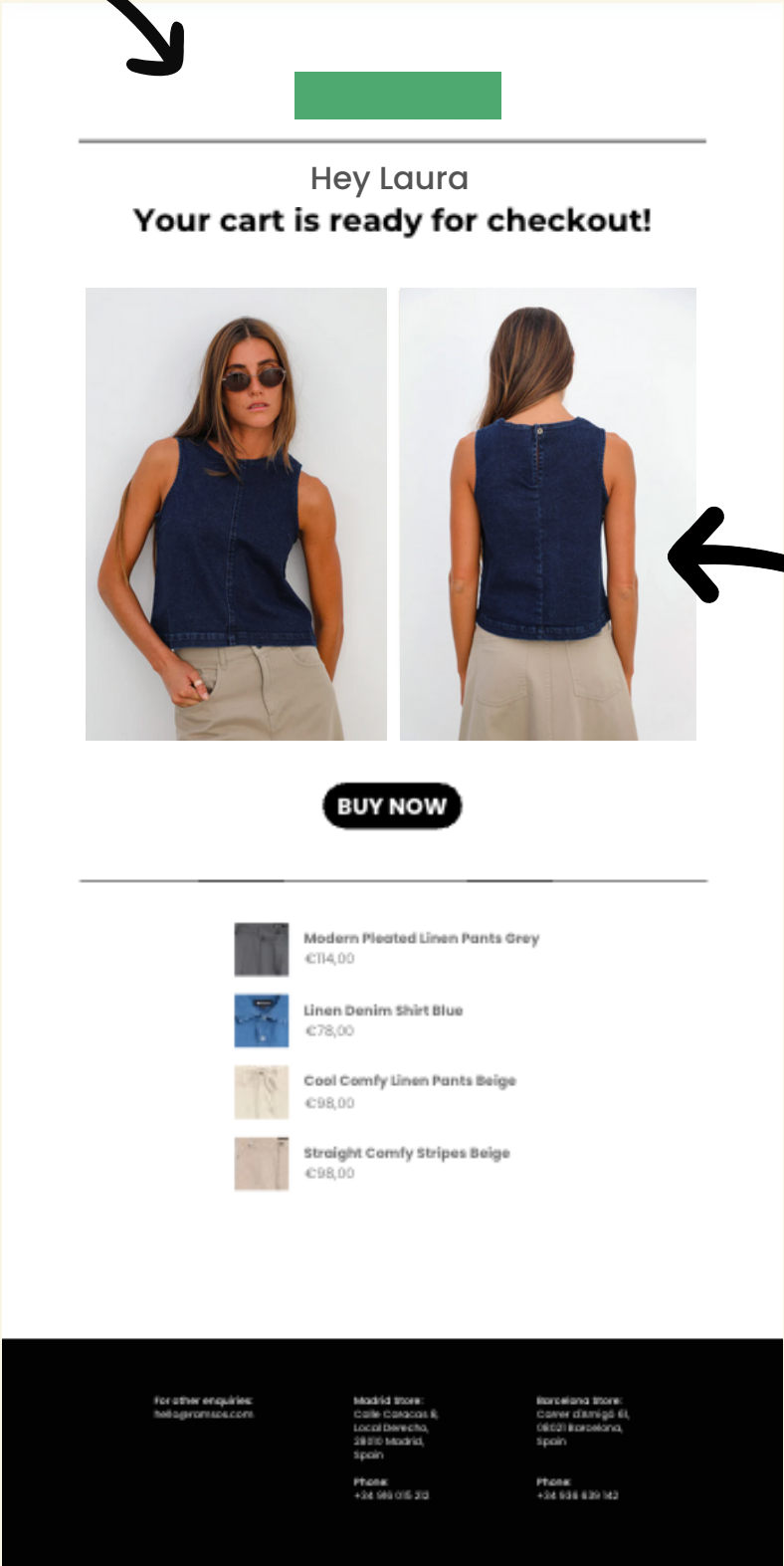
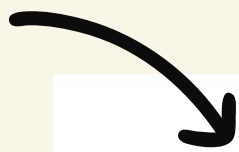
Personalized engagement across the entire customer lifecycle



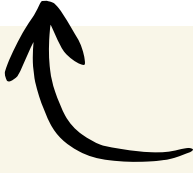
Case study

A Shopify plus brand with €10M ARR.

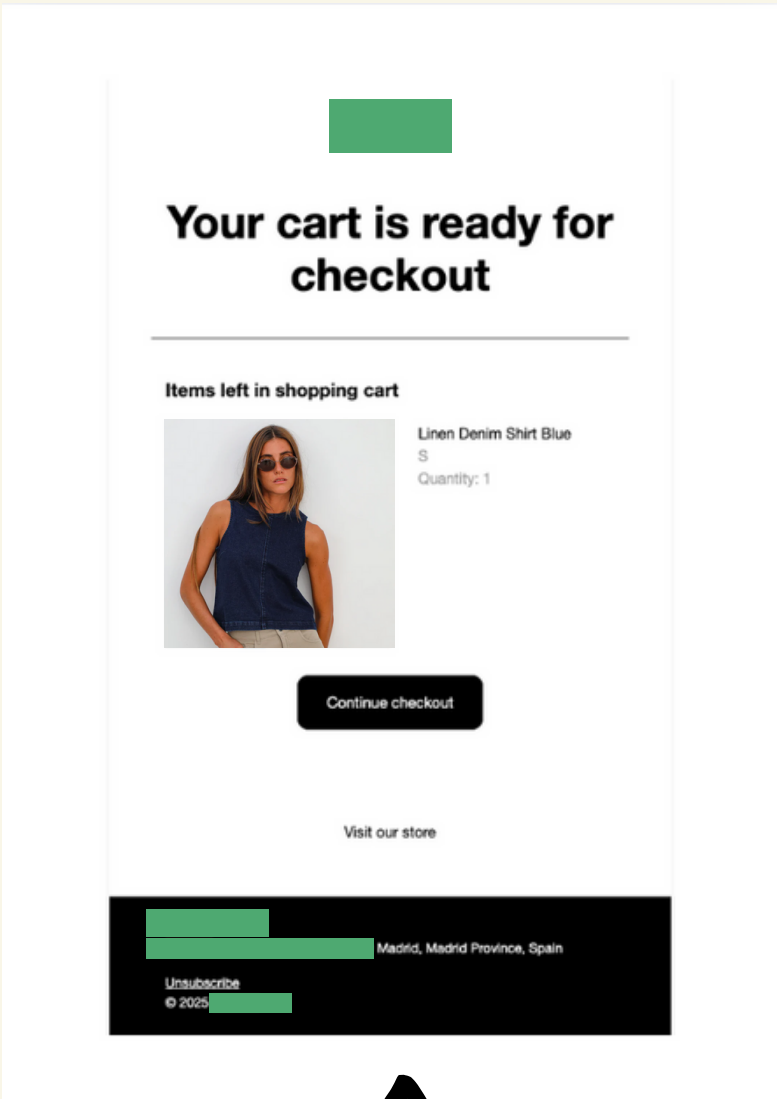
Dynamic email



Images change



Static email



Challenge

- High cart abandonment rate (~72%)
- Low cart recovery rate (~7%)

Solution

- Personalized GIF reminders with product images + discount codes via email.

Results

- +150% uplift in email CTR.
- 18% cart recovery vs. 7% baseline.
- +22% repeat purchase rate in 30 days.

Our videos

Professional, dynamic, limitless

Duration: flexible

Aspect ratio: flexible

Formats: MP4, GIF

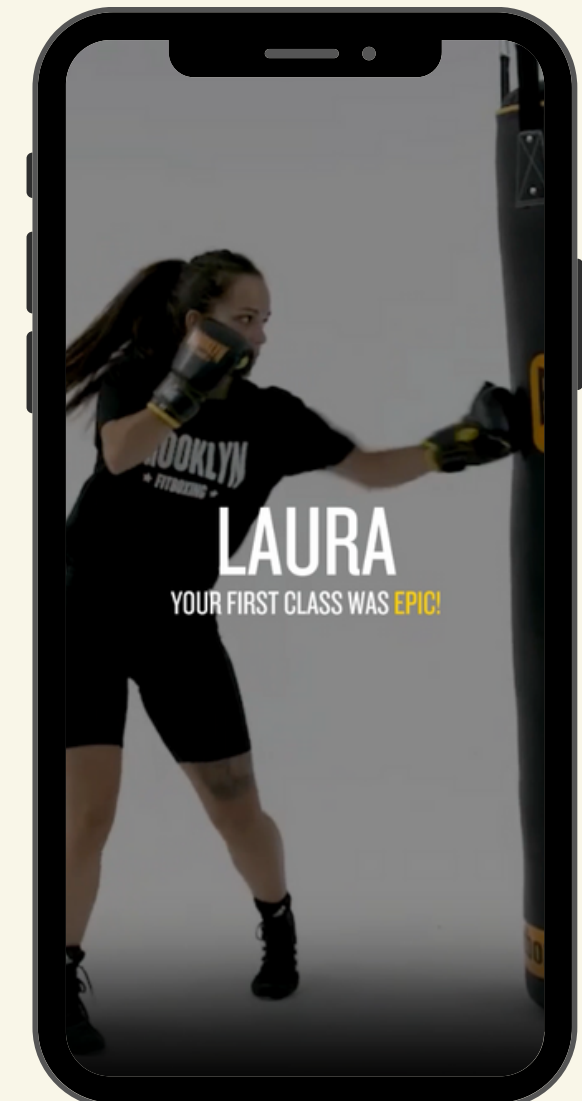
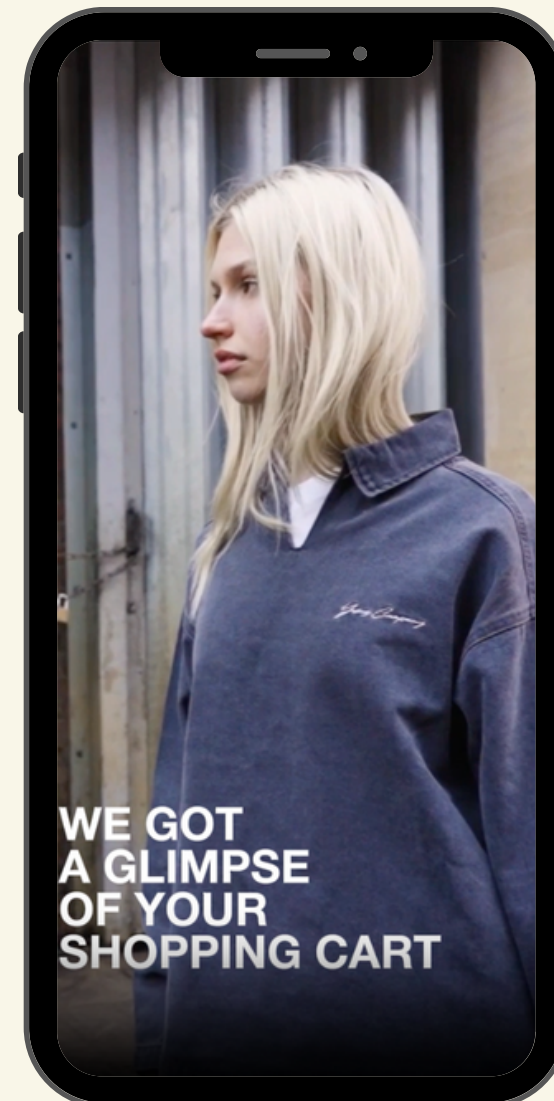
Generation time: 7 seconds

Structure: multi-scene

Effects: entry, exit, transitions

Sound: backing music, voiceover

[See examples](#)



Commercial model

Varies depending on use case and volume

Cart abandonment

Segment	GMV/month	Base fee	Commission
SMB	< €100k	-	15–20% recovered rev.
Mid-Market	€100k–€1M	€500 – €2,000	7–15% incremental recovered rev.
Enterprise/Plus	> €1M	€2,000 – 5,000	5–10% incremental recovered rev.

Other use cases

Sending Channel	Personalization fee per enriched send
Email	€ 0.032 – € 0.052
Whatsapp	€ 0.08 – € 0.12
RCS	€ 0.07 – € 0.13

About us

Our awards

SOUTH SUMMIT

"Best Digital and Technology solution 2025"

Our VCs

ABAC NEST

DRAPER B4

bluvoyager VENTURES

Our BAs



Juan Pablo Tejela



Juanjo Mostazo

Our Gov't partners



CDTI

enisa

Our accelerators

EthAum

seedrocket

CO-FOUNDER



TOM STEVENS

CEO

3 X Founder
Strategy and Product

CO-FOUNDER



JAIME ZABALLA

CRO

B2B Sales
Account Mgmt

CO-FOUNDER



JACK STEVENS

CTO

2 x Founder
Tech Stack and API



VADIM FEDOROV

CSO

2 X Founder, Phd
GenAI + Vid. Composition

Next steps

We invite you to run a pilot campaign with your customer base — and measure the uplift in engagement, CTR, and conversions.



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ХУИК