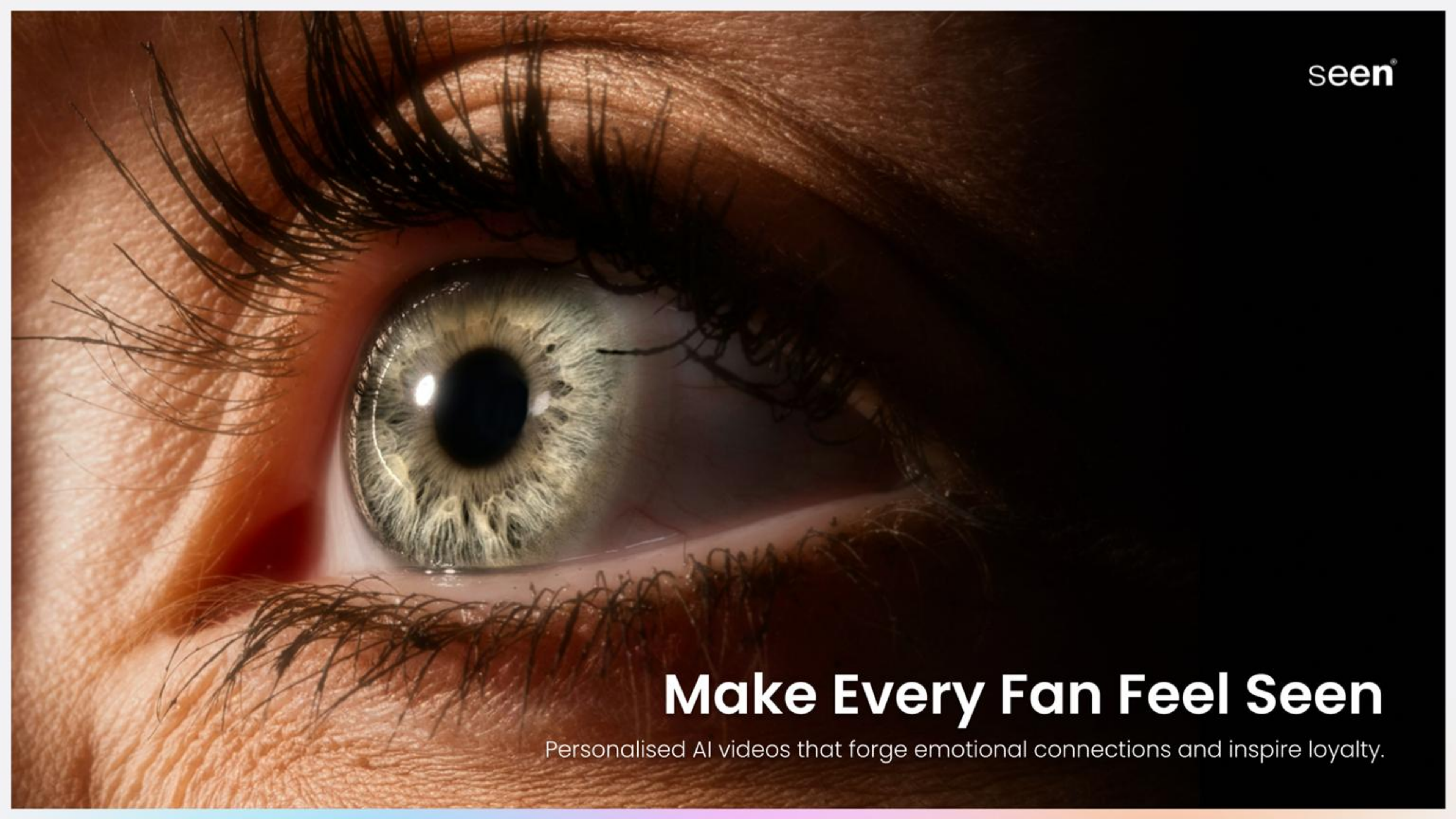






seen®

Make Every Fan Feel Seen

Personalised AI videos that forge emotional connections and inspire loyalty.

There is a global fight for our attention.

The average person sees thousands of ads daily, but remembers only about 100. In this noise, a brand must stand out to be seen.

8.25

Seconds

8.25

Seconds

6-10K

Ads / day

8.25

Seconds

6-10K

Ads / day

376.4 bn

Emails sent / day

We're more strategic with our attention than ever before.

59% of consumers say they are more deliberate about what they pay attention to compared to three years ago.



Gartner, 2024:
[*Top 5 Consumer Trends: Key Cultural Insights*](#)

Brands are spending more than ever to win that attention.

Global ad spend surpassed \$1 trillion, with digital making up nearly 75% of that total.



WARC, 2024
[*Global Ad Spend Outlook 2024/25*](#)



GroupM, 2024
[*This Year. Next Year. 2024*](#)

And video is the format that wins it.

But video alone isn't enough. Real impact comes from video that knows who it's talking to, at scale.

82%

of all internet traffic
is video

9 in 10

personalised video plays
are watched to the end

1 in 5

viewers click through
on the CTA

Demandsage, 2026: Video Marketing Statistics, Seen campaign data

At Seen we've realized the
challenge isn't reaching millions

It's making millions feel seen.

EUROSPAR 

NESPRESSO

Shell

coop

Carrefour 

Europris

ICA

 **DECATHLON**

Strawberry

 **RADISSON
HOTELS**

Miles & More
 **Lufthansa**

citizen


CIRCLE 

seen®

Hey,
Eunice



Nespresso

Campaign, Retail

Nespresso turned their 40th anniversary into 1.17 million individual celebrations, giving every loyalty member a personalised video rooted in their own coffee history with the brand, rolled out across 9 markets on 3 continents.

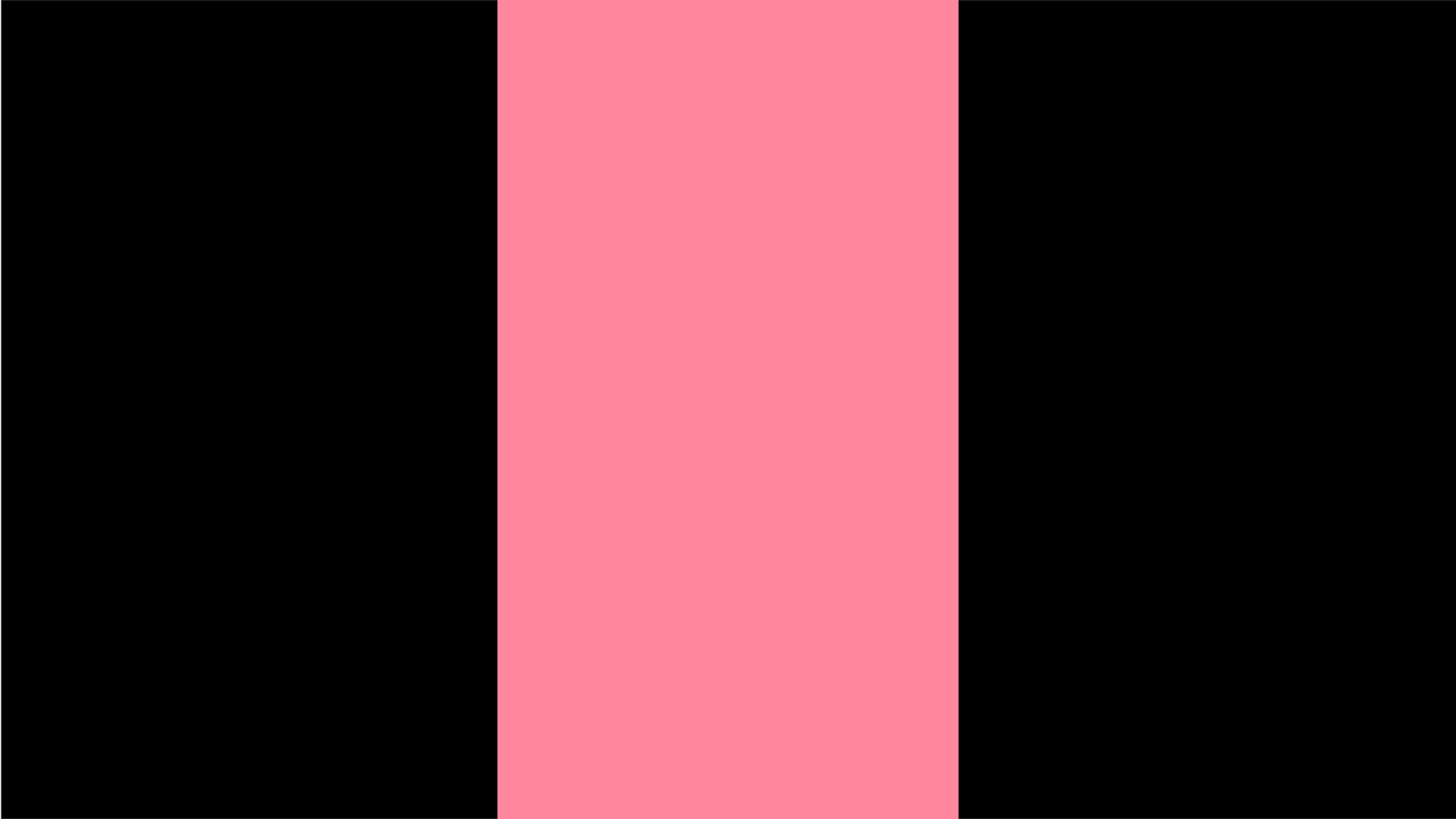
Data-points in use

First name, Years as a member, Favourite coffee, Coffee taste notes, Member segment.

Results

9 in 10 watched to the end

1 in 5 visits converted to a CTA click



seen®

Hey,
Eunice



Nespresso

Campaign, Retail

Nespresso turned their 40th anniversary into 1.17 million individual celebrations, giving every loyalty member a personalised video rooted in their own coffee history with the brand, rolled out across 9 markets on 3 continents.

Data-points in use

First name, Years as a member, Favourite coffee, Coffee taste notes, Member segment.

Results

9 in 10 watched to the end

1 in 5 visits converted to a CTA click

Personalised video enabled us to transform customer data into meaningful recognition, emotion, and connection at scale.



Laura Esquius

Global Loyalty Manager, Nestlé Nespresso SA

seen®



Shell / Ferrari

Campaign, Sports

Starring Ferrari F1 drivers Lewis Hamilton & Charles Leclerc, this personalised video aims to reward and delight Ferrari & Shell Motorsports digital fanbases through an exclusive VIP visit to the pit-lane during the Monza race-weekend.

Data-points in use

First name, Last name (Initial)

Results

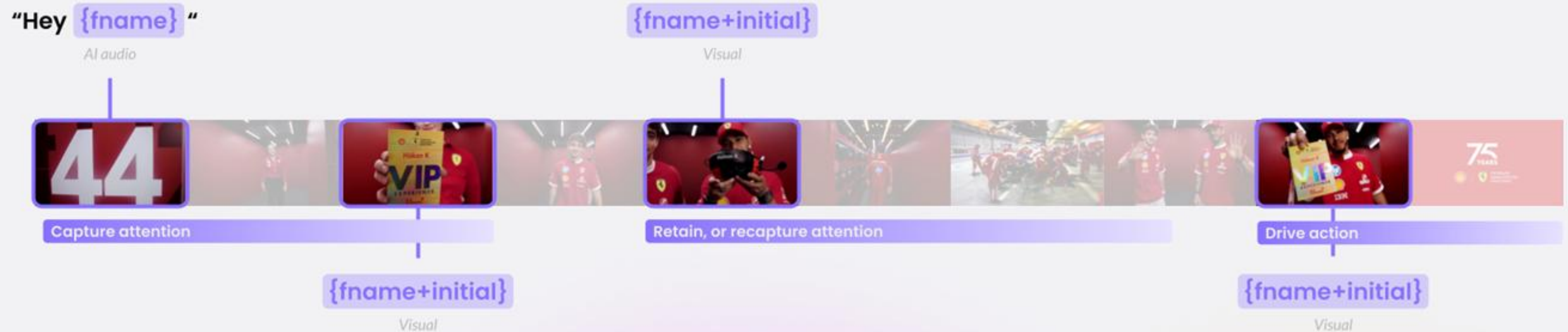
4% increase in Shell V-Power B2C volume

627k new marketing leads

44

Driving a 4% lift in global B2C sales

Breakdown of Shell's Scuderia Ferrari Campaign

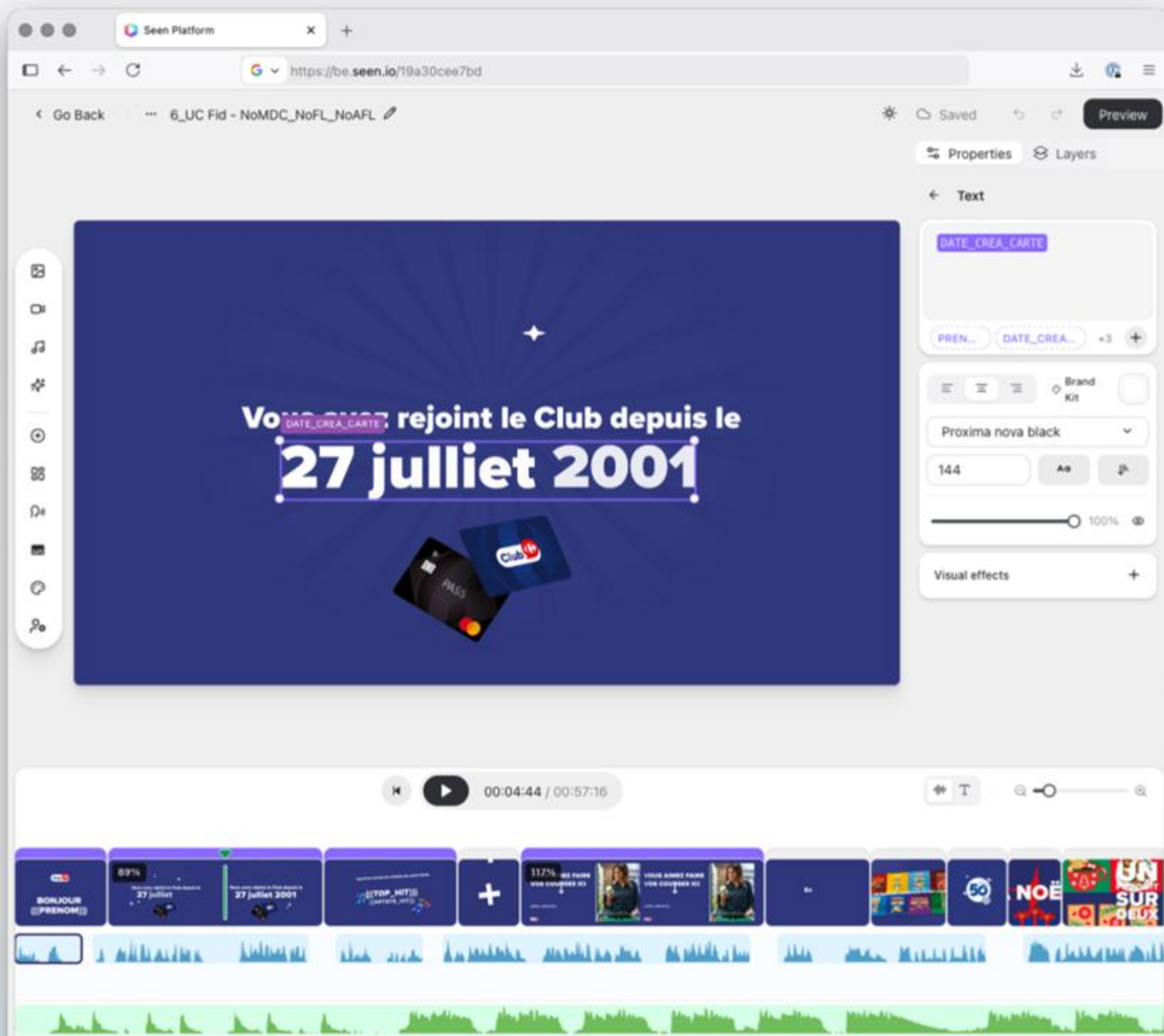


Magic happens when great creative and gen-AI personalization are used to touch fans' hearts and souls



Carol Chen

Global CMO Mobility & Convenience, Shell



Carrefour

Loyalty, Retail

Carrefour turned their loyalty retrospective into 3.5 million videos for Carrefour Club members, combining shopping history and nostalgia from each members' joining year, built in-house and launched in under 60 days.

Data-points in use

First name, Year joined, Favourite store, Top purchased products, Loyalty status, Accumulated benefits.

Results

49% completion rate

1 in 5 rewatched their video

Personalised video. At any scale.

We wanted to bring a more emotional dimension to Carrefour Club. To address this challenge, personalized video felt like an excellent idea.



Cassandra Cedomirovic

Customer Marketing Management, Carrefour France

The results we've delivered for our customers

**+25% CTR uplift, 10% CR uplift &
33% increase in retention**

SPARKS

WOMEN MEN FOOD HOME SPARKS



Ronald, welcome to Sparks

Say hello to personalised offers that reward you when you shop with Sparks. Simply open Sparks in the M&S app, activate your offers and shop. Complete an offer and you'll earn money into your digital Sparks wallet to spend on what you love at M&S. Ready to get started? Head to Sparks now to earn up to £20.

[Go to Sparks](#)

Discover your Sparks offers
Earn up to £20 into your digital
Sparks wallet

Earn £5 reward

Spend £35 in the Foodhall.

Whether you're planning a cosy night in, a family feast, or want to stock up



on iconic M&S treats, you'll find something irresistible waiting in our Foodhall.

[Activate offer](#)



Earn £10 reward

Spend £40 on fashion, home and beauty

Shop everyday essentials, standout statement pieces, beauty must-haves and sleek home accessories.

[Activate offer](#)



Earn £5 reward

Buy flowers and plants online

Celebrate with an expertly arranged bouquet, always with free nominated-day delivery and a five-day freshness guarantee.

[Activate offer](#)



[View all my offers](#)



Store Finder



Contact us

If you wish to update your email preferences or unsubscribe, you can do so [here](#) or by contacting our call center on 0333 014 8000. If you're receiving app push notifications and would like to stop receiving them, these can be switched off in the M&S app or in your phone settings. For more information about how we use data, please see our [Data Protection Policy](#).

M&S will never email customers with competitions or rewards that ask you to pay to win, or to submit payment details. If you receive an email that you're suspicious about or for more information on how to stay safe online, visit our [Help & Support page](#).

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Katie, welcome to Sparks

Say hello to personalised offers that reward you when you shop with Sparks. Simply open Sparks in the M&S app, activate your offers and shop. Complete an offer and you'll earn money into your digital Sparks wallet to spend on what you love at M&S. Ready to get started? Head to Sparks now to earn up to £20.

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Earn £10 reward

Spend £40 on fashion, home and beauty

Shop everyday essentials, standout statement pieces, beauty must-haves and sleek home accessories.

[Activate offer](#)



Ronald Griffin

Co-Founder & CEO



Elliot Rhoden

Senior Account Executive



Jack Tattersall

Senior Account Executive



Harvey Falconer

Business Development



Harry Laxton

Business Development



**Request your
Personalised Video**

seen.io/request-a-video