

Make millions feel seen.

Personalised AI videos at scale.

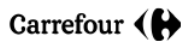
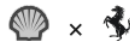
Ronald Griffin

Cofounder & CEO, Seen.io

Personalised video since 2017.

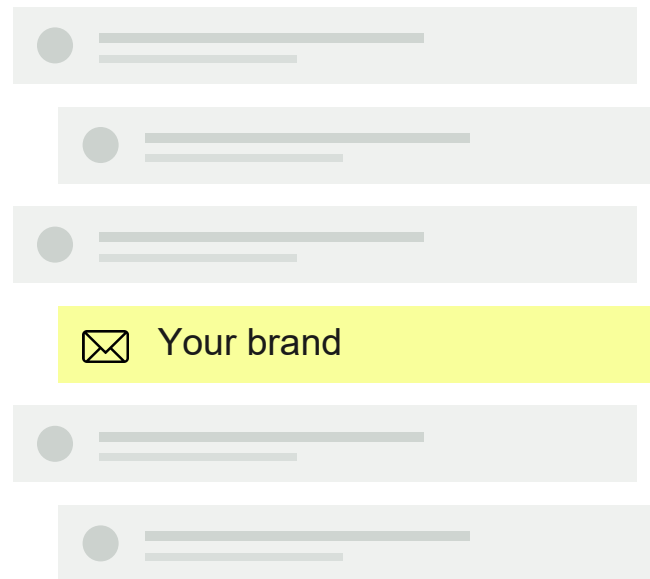


Forbes 30 Under 30 · 2024



The fight for our attention.

More messages. The same hours in a day.



WORLDWIDE EMAIL, 2025 PROJECTIONS

376.4bn

Emails sent and received
every day

47 sec

Average time on one
screen before switching.

Screen switching, not a universal human
attention span.

The competition for attention starts long before someone opens your message.

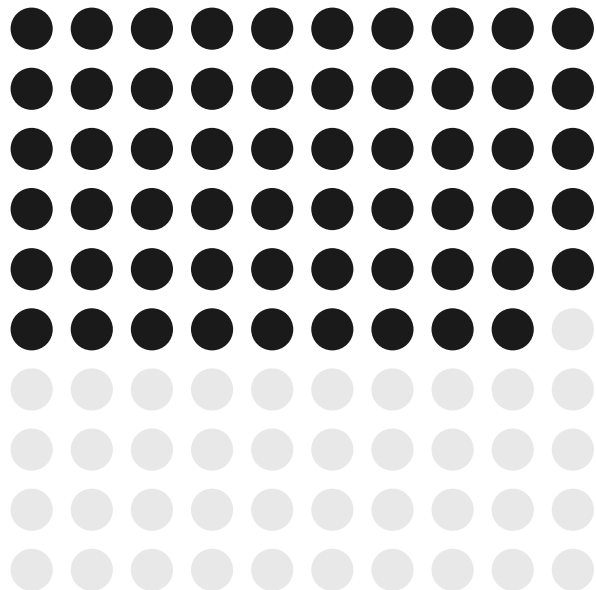
6,000–10,000

The amount of ads we see everyday.

Attention is a deliberate choice.

59%

of consumers are more deliberate about their
attention than they were three years ago.



59% / AS REPORTED IN 2024

We passed \$1 trillion in global ad spend.

\$1.3tn

↑ 8.9% YOY

Global advertising revenue forecast for 2026

~3×

Retail CAC over
10 years*

\$128bn

CRM software
market, 2024

We know more. The journey feels familiar.

WHAT BRANDS KNOW

A customer's history.

Their preferences.

The value they've earned.

WHAT CUSTOMERS RECEIVE

Another predictable email.

Another generic offer.

Little sense of recognition.

Turn what you know into something they feel.

Customer knowledge

History. Preferences.
Milestones.



Seen.io platform

Personalised AI videos
at scale.



Delivered in real time by email
or another CRM channel.

From fan to VIP.

Hamilton. Leclerc. Monza.
A personal invitation into
the Ferrari pit garage.

PLAT. Sign-up data / Customer record

First name

Last-name initial

[PLAY THE CAMPAIGN FILM](#)



A recognisable name becomes
a place inside the experience.

44

An experience with business impact.

+4%

V-Power B2C volume
during the campaign

672,814

New marketing leads
and personalised videos

Personalisation: first name
and last-name initial.



Carol Chen

Global CMO
Mobility & Convenience
Shell

“Magic happens when great creative and gen-AI personalisation are used to touch fans’ hearts and souls”

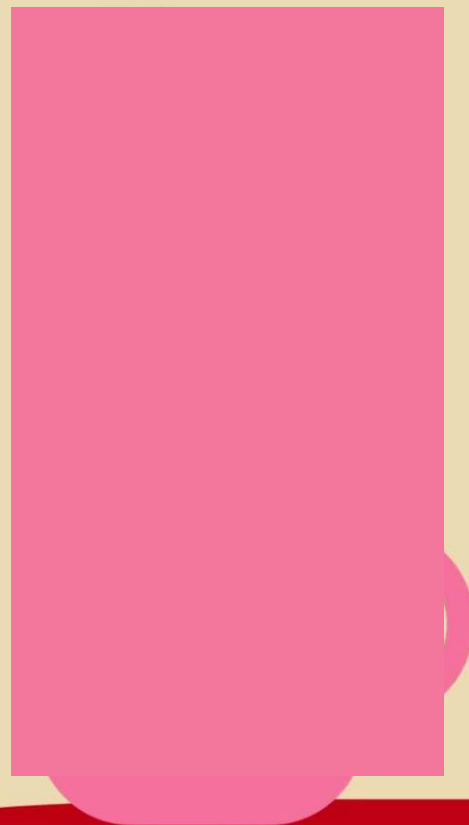
40 years. Your story.

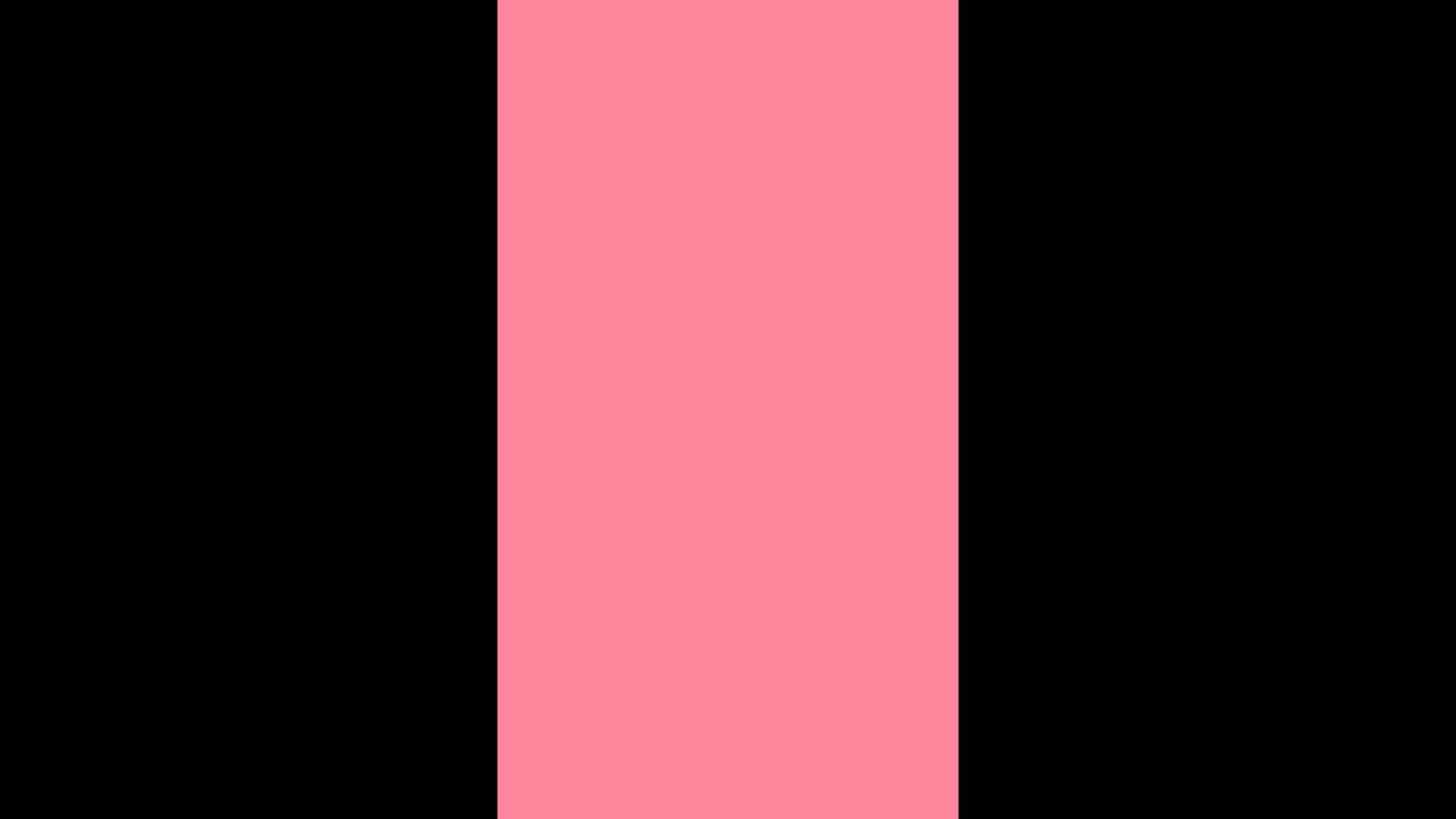
1.17 million individual celebrations.
9 markets. 3 continents.

CRM Customer data / Anniversary film

First name	Years as a member	Favourite coffee
Taste notes	Member segment	

[WATCH ONE MEMBER'S FILM](#)





We scaled recognition across 9 markets. That led to action.

40th anniversary · 1.17M videos · 9 markets · 3 continents

89%

Play rate

89%

Watch-through rate

1 in 5

Visits led to a CTA click

+10pp

Promotion conversion
vs. non-video emails

Separate Nespresso Greece
anniversary campaign



Laura Esquius

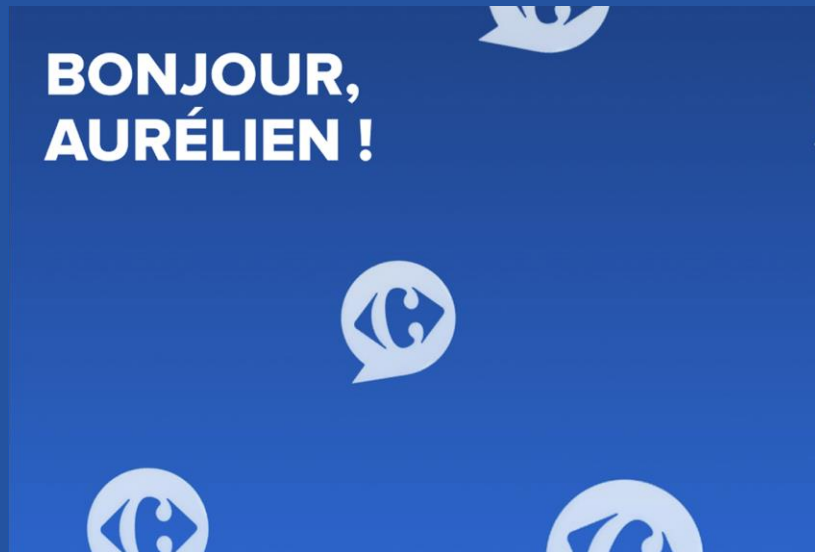
Global Loyalty Manager,
Nestlé Nespresso SA

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

A year
of loyalty.
Made personal.

3.5M

6 journeys. Built in-house.
Under 60 days.



CRM

Customer data / Year in review

First name

Year joined

Favourite store

Top products

Loyalty status

Accumulated benefits



Loyalty worth watching again

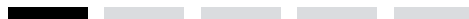
49%

Completed the full experience

Completion across the full experience, not just among those who pressed play.

1 in 5

Rewatched



8%

Click-through rate to the Carrefour app

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

Cassandra Cedomirovic

Customer Marketing Management, Carrefour France

Make millions feel seen.

One meaningful customer journey is a place to begin.

seen[®]

See your
own example.



seen.io

Personal video. More revenue.

AI video, made personal. Type your first name and watch a real campaign become yours.

Generate your personal video.



We'll use your details to personalise your video and follow up.

[Privacy policy](#)