

# moticnlab

cloud-based video personalization platform  
for digital agencies, video producers and corporations







Customers

Brand

Video Ad

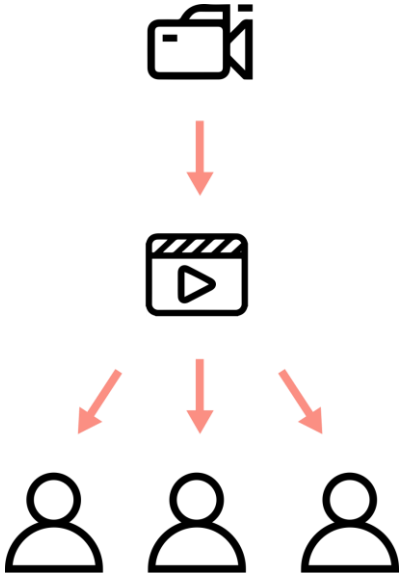
If every customer is **unique**,  
shouldn't **video ads** be **personalized**?

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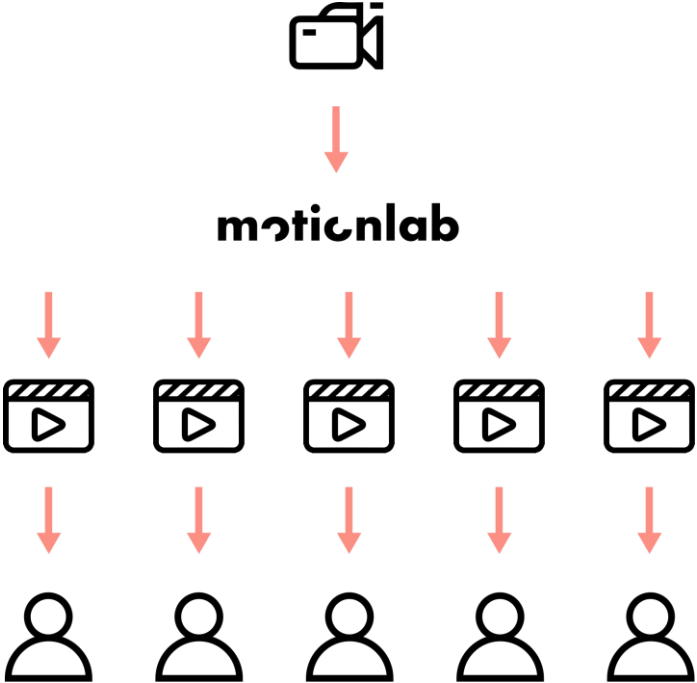
# Traditional advertising

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# Personalized advertising

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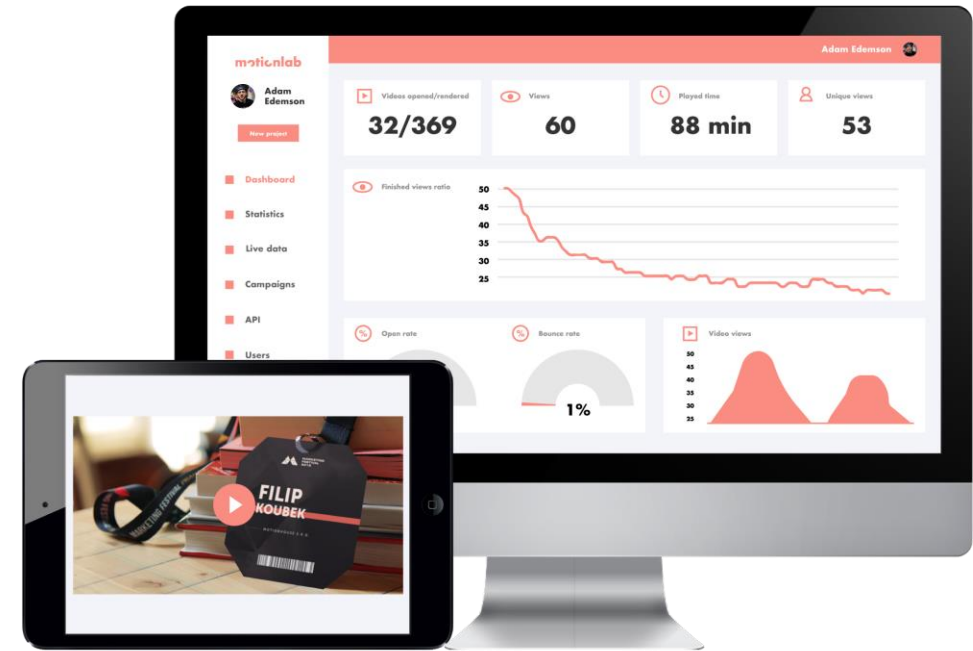
The logo features a stylized blue 'Q' icon on the left, composed of two overlapping curved lines. To its right, the word 'UNIQQA' is written in a bold, blue, sans-serif typeface.

**UNIQQA**

INSURANCE COMPANY

# motionlab

- Cloud-based video personalization platform
- SaaS tool for digital agencies, video producers and corporations
- On-demand / batch rendering mode
- Deep analytics and insights



800% sales boost

17% videos shared on soc. networks

86% videos watched to the end



# Core team

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Jan Sekerka



Strategy / Product



Filip Koubek



Sales / Marketing



Radek Pšurný



Creative / Technology



Václav Dajbych



Solution Architect



rockaway

# MOTIONHOUSE



MALL.CZ

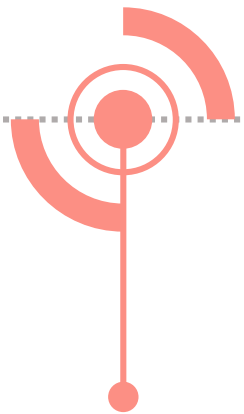


# Timeline

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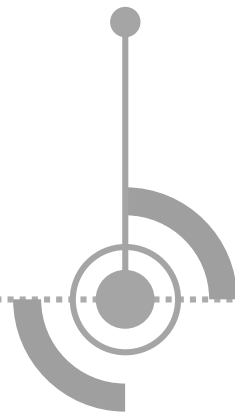
## START

- First idea formulated
- Internal mini-hackathon organized
- MVP built as a internal tool
- Market research
- Core team dedicated



**Q1/2018**

**Q3/2018**

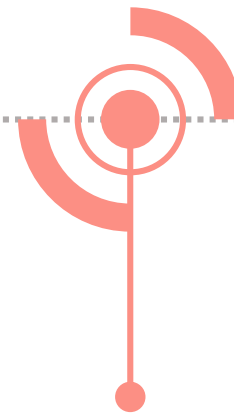


## FIRST CAMPAIGN

- First production campaign for Marketing Festival launched
- Established new entity
- 100% focus to PaaS model
- First developers hired only for Motionlab

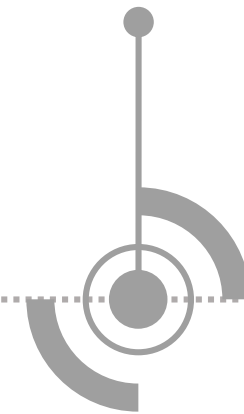
## US EXPANSION

- First campaigns for enterprises launched
- Opened temp-office in New York
- API access in production campaign
- Development of new sub-products



**Q1/2019**

**Q2/2019**



## PARTNERS ONBOARDING

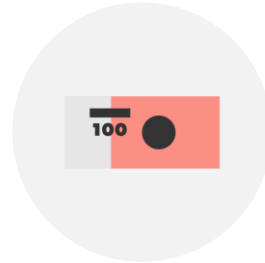
- First partners onboarded into Motionlab platform
- First customers from US
- Launch of Personalizard

# Main Industries & Verticals

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**RETAIL & E-COMMERCE**



**BANKING & INSURANCE**



**TELCO & MEDIA**



**CONFERENCES & EVENTS**



**ENERGY & UTILITIES**



# Clients & Partners

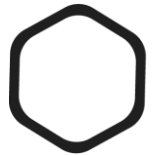
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MARKETING  
FESTIVAL

UNIQA

Microsoft



VENTUREOUT

15 81  
KRUŠOVICE  
KRÁLOVSKÝ PIVOVAR

H A R B I N G E R

HUGGIES<sup>BRAND</sup>

DDB<sup>°</sup>

Dentsu isobar

FULLART  
STUDIO

**motionlab**

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