



SUCCESS STORY

Kvik: Achieving an Automated Omnichannel Setup

How Kvik scaled their personalised ad campaigns and reduced production time by **70%** across 8 markets with Zuuvi.

Customer Case



The Creative Performance Platform

Kvik

From Bottlenecks to Breakthroughs

Operating across 8 markets, Kvik's local marketing teams were stuck in a slow creative process taking over **three weeks to launch a single campaign**.

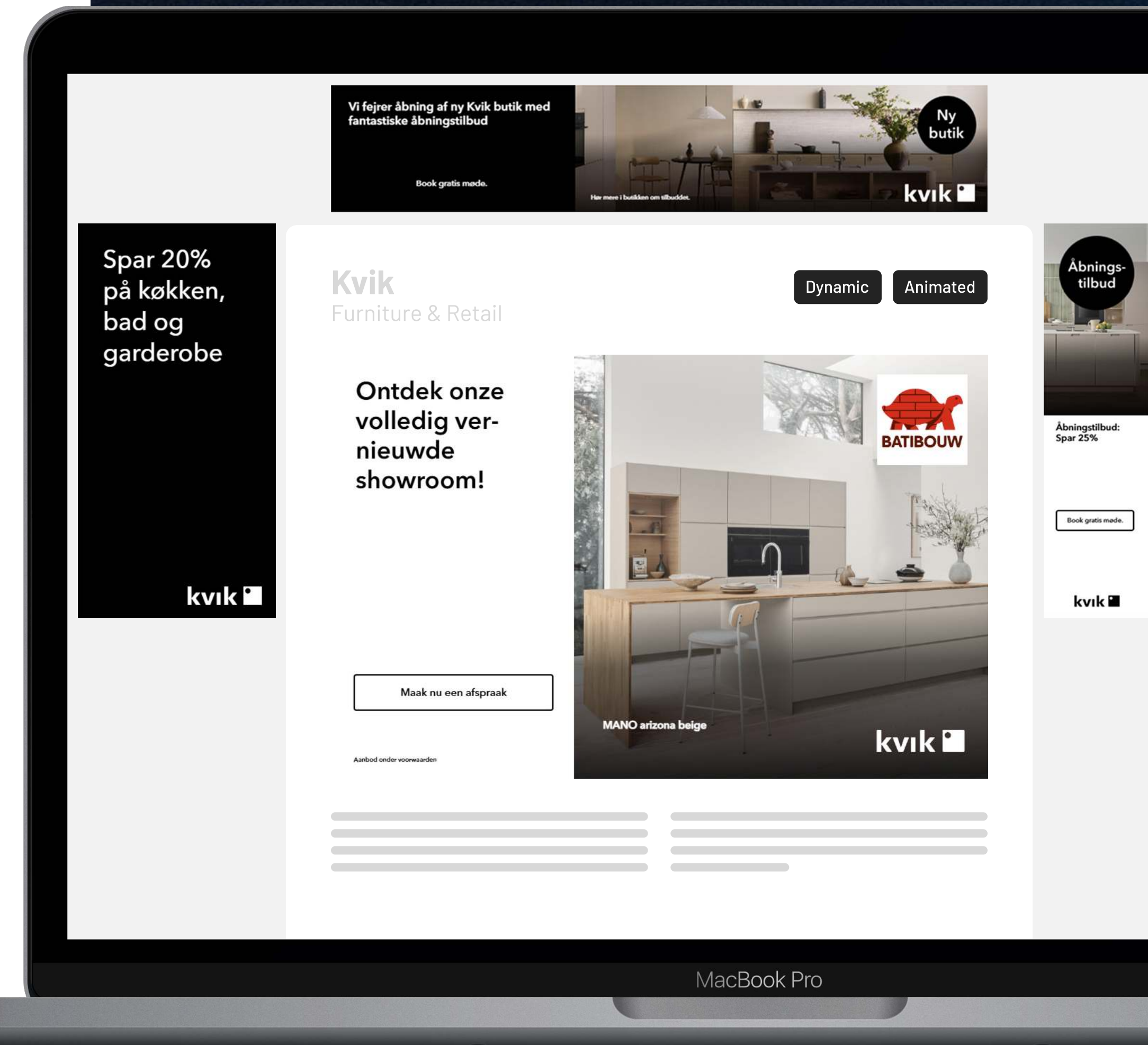
To move faster and personalise better, Kvik tapped into their **CDP data** and reimagined their ad production workflows - resulting in **highly targeted campaigns** in a fraction of the time.

Kvik's Goal: Personalised Digital Ads at Scale

Kvik set out to overhaul their digital advertising setup so they could move faster and deliver far more relevant campaigns.

Their aim was to **cut down on long production cycles**, empower teams to **react to market trends instantly**, and bring true personalisation into their creative workflows.

By tapping into their **CDP data**, they wanted to **automate large parts of their ad creation**, **tailor messaging to local audiences**, and still keep every asset **on-brand** across all markets.



See Kvik Ad Examples

The Creative Performance Platform

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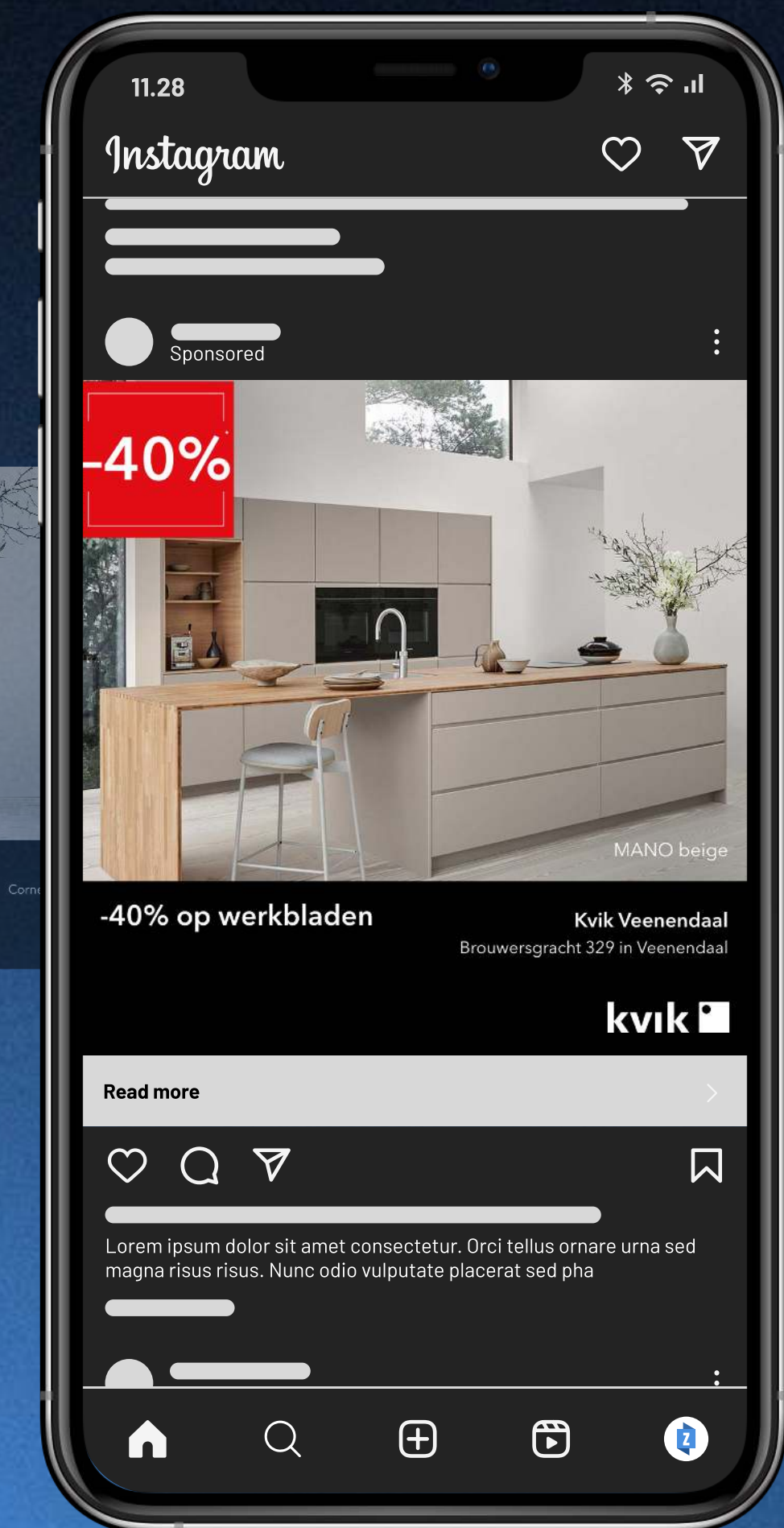
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[See Kvik Ad Examples](#)

ZUUVI



The Creative Performance Platform



Our Marketing Managers can brief directly into Zuuvi regarding what they want in their campaigns. If there's any changes, they can change it themselves right away.

Beforehand, if they found a mistake Friday afternoon, they could fix it the next Monday.

Now, they can just fix it on the fly.



Kenneth Rasmussen

Senior Team Leader, Graphics, Kvik

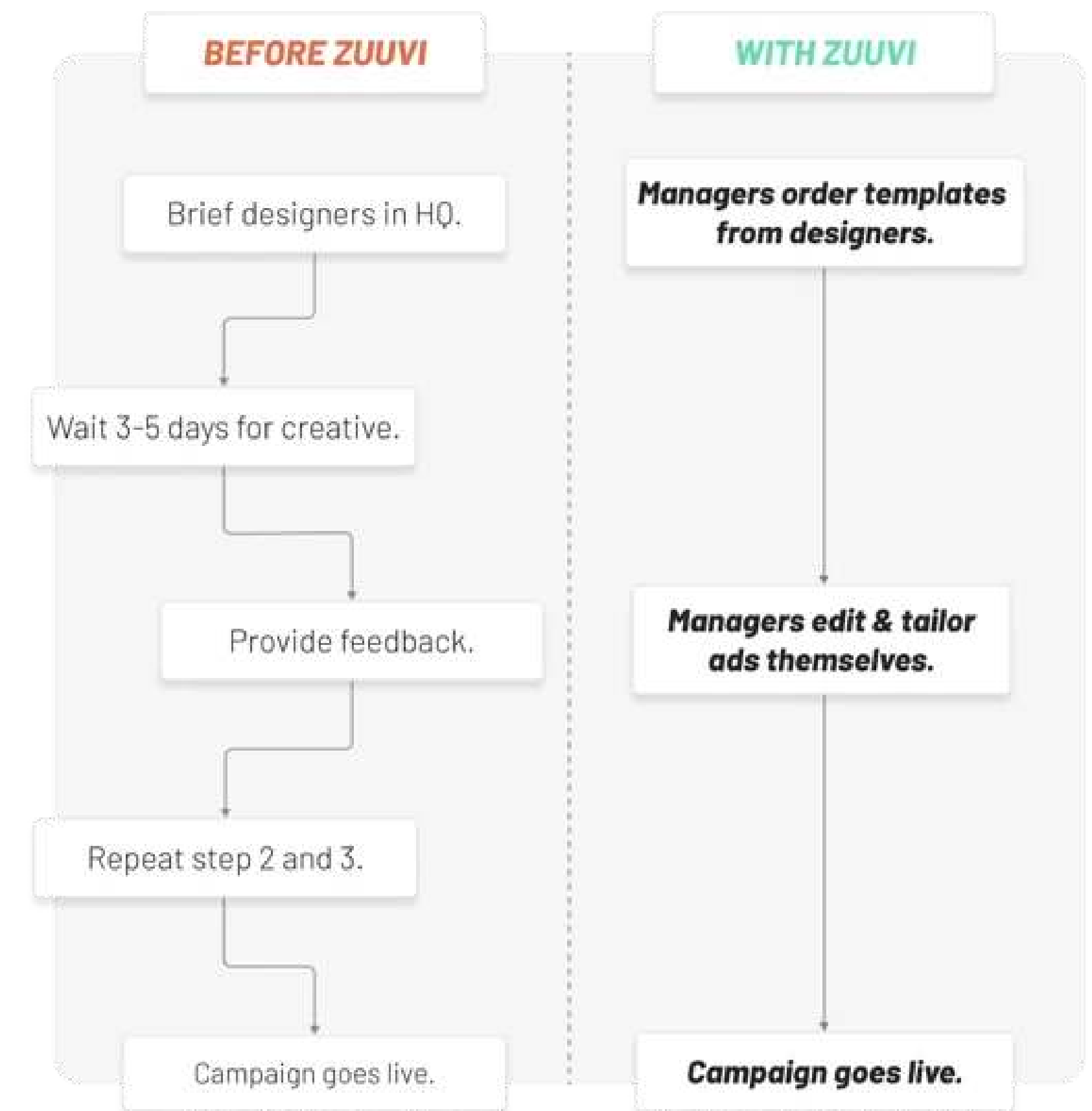
Kvik

Results: Automated, Local, On-Brand - Kvik's New Ad Workflow

To bring their vision to life, Kvik turned to Zuuvi's Creative Performance Platform. By **combining automation with creative flexibility**, they empowered local teams to take control of ad production without sacrificing quality or consistency.

The result was a smarter, faster, and more personalised approach to digital advertising.

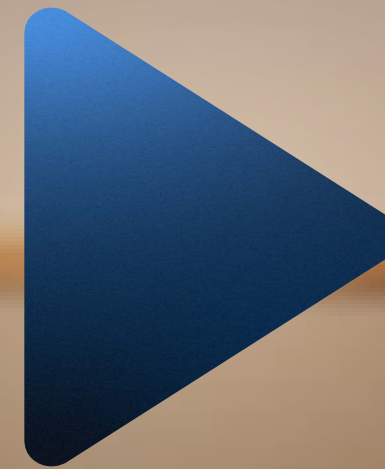
- ✓ Kvik implemented Zuuvi to enable local teams to build ad templates **without coding**.
- ✓ Integrated CDP data allowed for dynamic, **hyper-personalised ads** across 8 markets.
- ✓ Time-to-market dropped from weeks to hours, **freeing up 2.5 FTEs** from manual work.
- ✓ Delivered **1.24B+ impressions** with under 400 creatives - improving CVR.



CASE VIDEO

Kvik: An Automated Omnichannel Setup

ZUUVI



Watch the Case Here

The Creative Performance Platform



Thank you for reading

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