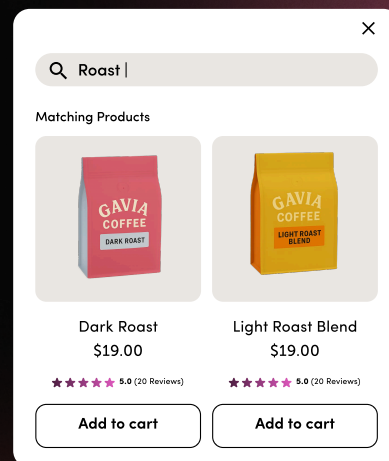
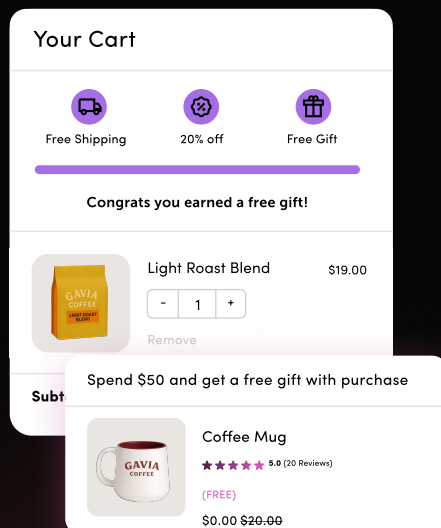


Smart ecommerce personalization for Shopify brands



Rebuy helps merchants increase AOV, boost conversion, and deliver shopping experiences that feel tailor-made for every customer using smart product recommendations, AI-powered carts, post-purchase offers, intelligent search, and on-site A/B testing.

Thousands of top Shopify brands trust Rebuy to personalize every touchpoint, from homepage to post-purchase. By leveraging AI/ML trained on millions of real-time shopper signals, Rebuy's powerful no-code and low-code merchandising tools turn browsers into buyers—and buyers into lifelong fans.

50,000+ Shopify brands have accelerated revenue growth with Rebuy

OLIPO

MAGIC SPOON

tentree

hydrant

//Blenders

箱 BOKKSU

DIME

KION

Liquid Death

Founding story

Rebuy was founded in 2017 by brothers John and James Erck after they identified a gap in the Shopify ecosystem while building custom ecommerce solutions for clients.

They saw the impact that personalized shopping could have on revenue and customer loyalty, but merchants were forced to rely on fragmented point solutions to achieve it.

That led to an app ecosystem that was expensive to maintain, complex to manage, and not designed to scale.

They set out to create a single platform that helps brands orchestrate product discovery and purchasing decisions across the buying journey. Today, Rebuy is a full-funnel personalization platform trusted by thousands of the world's fastest-growing Shopify brands.

Rebuy leadership

John Erck

Chief Executive Officer

John Erck leads company strategy, product direction, and long-term growth. He brings a product-led perspective to building scalable ecommerce software and aligning platform innovation with the needs of modern Shopify brands.



James Van Erck

Chief Operating Officer

James Van Erck oversees operations and execution across the business, with a focus on scale, platform reliability, and internal efficiency. With technical roots in ecommerce development, James helps translate product vision into durable operational systems.



Michael Fordyce

Chief Revenue Officer

Michael Fordyce leads go-to-market strategy and revenue growth. He has more than 30 years of experience building and scaling revenue organizations across SaaS and data-driven businesses. Prior to joining Rebuy, Michael served as Chief Revenue Officer at Placer.ai, Chief Business Officer at InMarket, and as CEO of NinthDecimal.



Backed by world-class investors

Rebuy is backed by experienced investors who have a long track record of supporting category-defining technology companies. Our investors bring deep expertise across ecommerce, SaaS, and high-growth businesses, and serve as long-term partners as we scale our platform and expand our impact.

Their support reflects confidence in Rebuy's mission: helping merchants create intelligent, personalized shopping experiences that drive measurable revenue growth. With aligned partners behind us, we're able to invest thoughtfully in product innovation, platform reliability, and customer success, while staying focused on building the tools to support merchant success.



**BEN
JABBAWY**

NIK SHARMA

16x

average ROI (all brands)

59x

ROI for Shopify Plus

\$3.8B

new revenue generated
for merchants

1.3B+

requests processed daily

4.5M+

API calls handled daily

99.9%

platform uptime

Cart & Merchandising

Personalize the shopping experience from the homepage and product pages to the shopping cart. Leverage flexible merchandising widgets and AI-powered or rules-based product recommendations to encourage upsells, cross-sells, and bundling that increase order values and drive customer loyalty.



momofuku

10%

increase in AOV

"We worked with Rebuy on a custom widget we could easily add to our cart recs to highlight a specific product or promote a new launch. During the first week of our new product category launch, this widget drove almost 20% of our new product bundle sales."

Emma Hughes

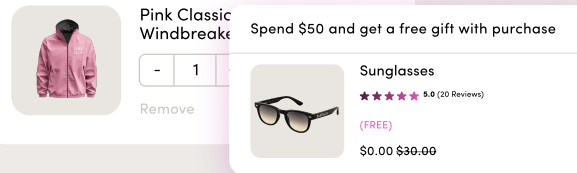
Retention & Lifecycle Marketing Manager, Momofuku

[See how they did it](#)

[Learn more about Cart & Merchandising](#)

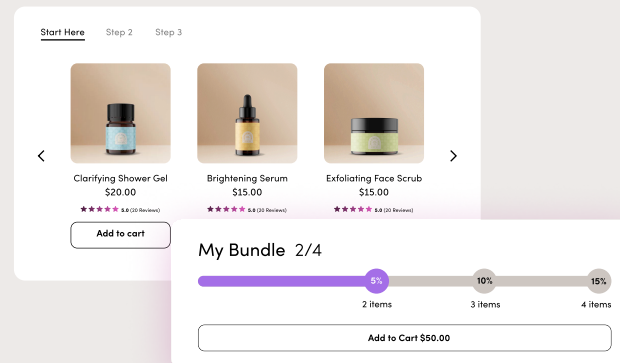
Your Cart

You are \$25.00 away from free shipping!



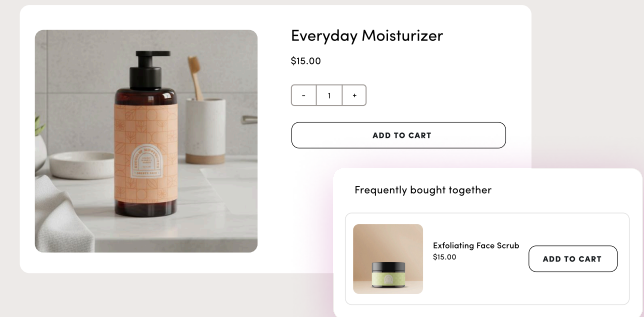
Smart Cart

Replace the default Shopify cart with an easy-to-customize slide-out cart featuring revenue-boosting options like a Tiered Progress Bar, Buy More & Save More, Gift with Purchase, Switch-to-Subscription, and AI-powered upsells and cross-sells.



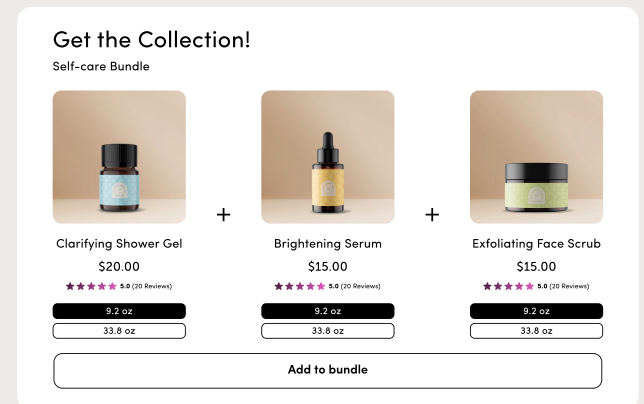
Bundle Builder

Incentivize larger carts by empowering customers to build their own product bundles using an intuitive, immersive bundle builder. Offer flexible, multi-step bundles built to match your brand and unique needs while keeping customers engaged and delighted.



Merchandising Widgets

Add smart personalization to every step of the customer journey with AI-powered product recommendations, upsells, and cross-sells. Utilize widgets like Complete the Look, Top Sellers, and You May Also Like across the homepage, product pages, collections, card, and checkout.



Dynamic Bundles

Increase cart values by automatically grouping frequently bought or complementary products using AI or use custom bundling logic to surface the precise offers you want. Shoppers add the entire bundle to cart in a single click.

Checkout & Post-Purchase

Fully customize the checkout and post-purchase experience to reduce abandonment, encourage last-minute purchases or add-ons, and incentivize subscriptions. Monetize oft-ignored moments in the shopper journey with relevant upsell offers, recommended complementary products, or add-ons like warranties or shipping protection.



D I M E

11%

increase in AOV

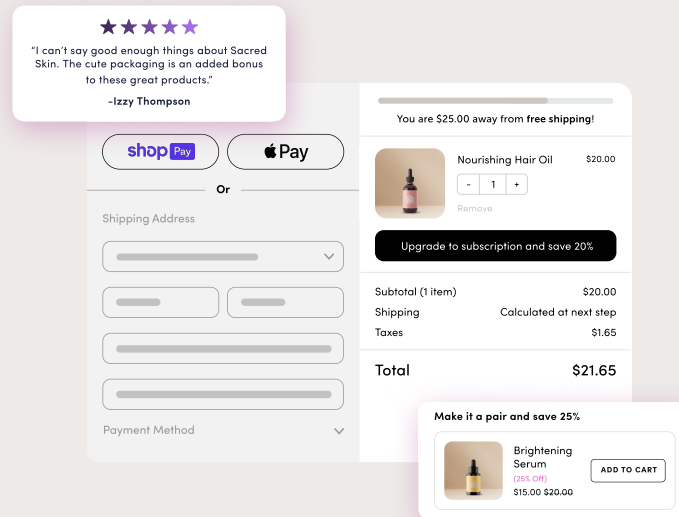
"The Rebuy team is unreal, they are all so fast, kind, thorough, and efficient."

Kaitlyn Branagan

Web Developer Lead at Dime Beauty

[See how they did it](#)

[Learn more about Checkout & Post-Purchase](#)



Post-Purchase Offers

Maximize revenue with time-limited one-click offers after checkout. Boost AOV without risking conversion rates with multi-step offers (with upsell and downsell paths!) that appear between the Checkout and Thank You pages.

Checkout Extensions

(Shopify Plus only) - Fully customize your Shopify Plus checkout with personalized product recommendations and conversion-boosting content blocks. Add cross-sells and upsells, last-chance deals, complementary addons, switch-to-subscription, and more. Effortlessly showcase checkout-boosting trust signals like reviews, testimonials, policies, and badges.



You've completed your order.
Confirmation #08DHP7H0D

Add the Classico Windbreaker for 50% off
Don't miss out - your special offer ends in: **2:49**



Classico Windbreaker

~~\$30.00~~ \$60.00

Quantity
1

Subtotal \$30.00

Shipping \$3.00

Taxes \$2.64

Total \$35.64

PAY NOW

DECLINE OFFER

Search & Collections

Turn product discovery into a powerful sales channel with a highly customizable search experience that empowers brands to fine-tune how products are discovered, grouped, and surfaced. Help shoppers find what they want more quickly and easily, guide them to highly relevant product suggestions, and increase conversions and cart sizes as a result.



STILL & BLOOM

30%

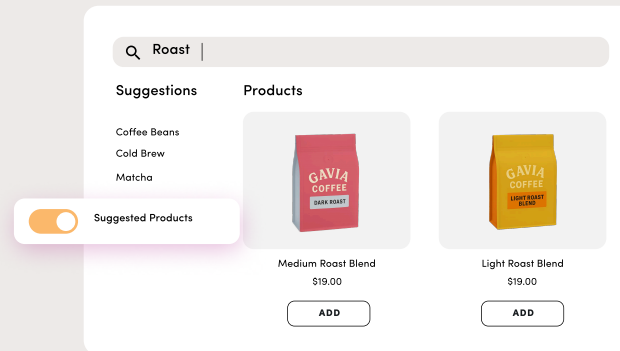
increase in AOV

"Smart Search has helped us understand our customers' habits, clicks, and preferences. We're using search data to brainstorm new product ideas."

Jack Berrett
Technical Design Manager

[See how they did it](#)

[Learn more about Search & Collections](#)



Smart Collections

Elevate the shopping experience with powerful product collections to showcase precisely what you want customers to see, precisely when you want them to see it. Customize, schedule, and optimize your Shopify collections with no-code ease and fully customize pages with hero images, product layouts, pagination styles, product reviews, and more.

Smart Search

Make sure shoppers find exactly what they're looking for with powerful product discovery built for Shopify. Deliver ultra-fast, hyper-personalized results with AI-powered precision to help shoppers go from search to "Add to Cart" with lightning speed.



Flows & A/B Testing

Build smarter customer journeys with popups, triggered offers, and link-based flows that pre-populate the cart with products and discount codes. Run A/B tests across merchandising and content strategies, and create landing pages tailored to different segments or goals.



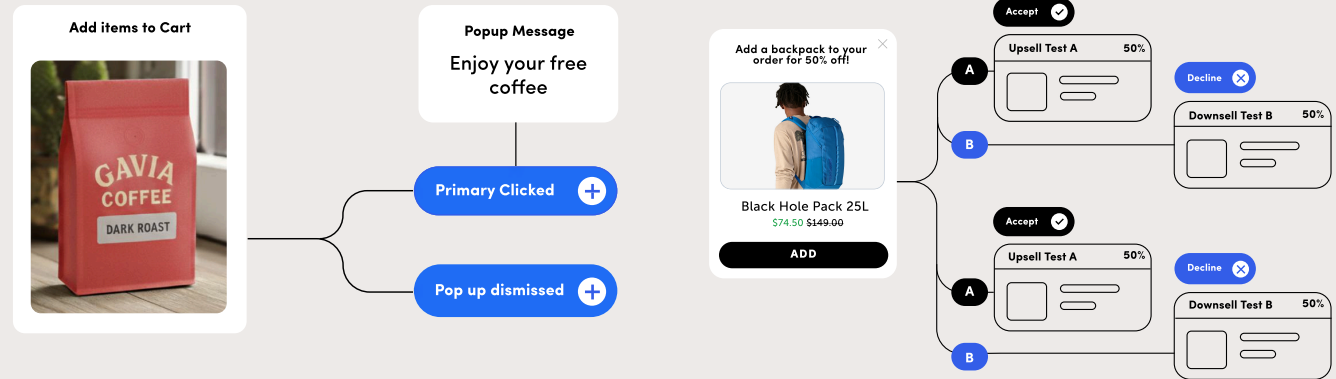
CABAU

"Smart Flows allows us to personalize the entire customer journey at scale, from first touch to repeat purchase. Instead of relying on generic discounts, we tailor incentives based on behavior, which helps us build a stronger relationship with our community while driving retention and repeat revenue without over discounting."

Leonard Kalkman
Chief of Marketing & Technology, Cabau

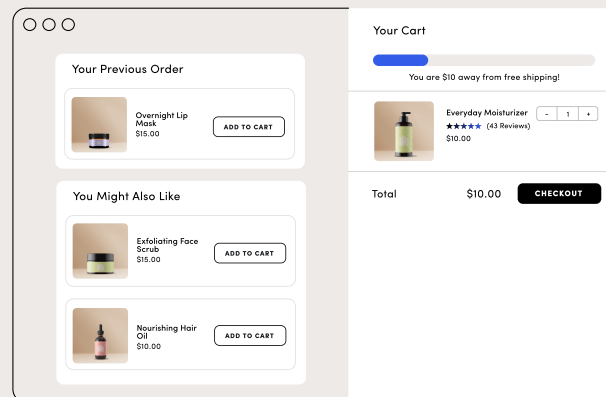
[See how they did it](#)

[Learn more about Flows & A/B Testing](#)



Smart Flows

Automate marketing campaigns with no-code, link-based or sitewide flows powered by conditional or AI-driven logic. Trigger personalized content based on real-time shopper behavior. Create VIP experiences, dynamic promotions, and pre-filled cart links with discount codes applied.



Landing Pages

Turn one-time buyers into loyal, repeat customers with landing pages built to convert. Empower shoppers with personalized pages that help them reorder their favorites, discover new products, and upgrade to subscription.

A/B Testing

Measure and test every aspect of your store, from recommendations to content. Get actionable insights into what performs best with actual customers by split-testing on-site elements.

Monetize powered by Fluent

Generate additional incremental profit from every sale by showing relevant, non-endemic, post-purchase offers from the most respected brands in the world. Earn \$.20-.35 or more per order by delivering highly desired offers from brands like SoFi, Panera Bread, HBO Max, Hulu, Audible, Peloton, and more. Boost revenue with no harm to conversions.



BRAIN + BODY FUEL
mosh
12g PROTEIN | 3g SUGAR | BRAIN SUPERFOOD
COOKIE DOUGH CRUNCH
NATURALLY FLAVORED
NUTRITION BAR

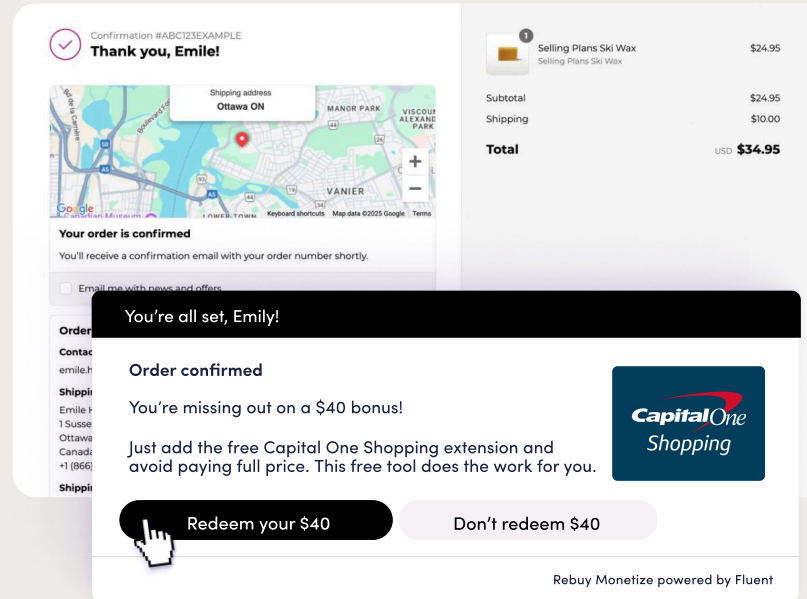
BRAIN + BODY FUEL
mosh

"With Rebuy Monetize, we're unlocking a new stream of revenue without adding any friction to the customer experience. It's effortless upside, and it adds up fast."

Tanner Flitter
MOSH

[See how they did it](#)

[Learn more about Cart & Merchandising](#)



Confirmation #ABC123EXAMPLE
Thank you, Emile!

Shipping address
Ottawa ON

Subtotal \$24.95
Shipping \$10.00
Total USD \$34.95

Your order is confirmed
You'll receive a confirmation email with your order number shortly.

☐ Email me with news and offers

You're all set, Emile!

Order confirmed
You're missing out on a \$40 bonus!
Just add the free Capital One Shopping extension and avoid paying full price. This free tool does the work for you.

Capital One Shopping

Redeem your \$40 Don't redeem \$40

Rebuy Monetize powered by Fluent

Get more from your Thank You and Order Status Pages

Capitalize on post-purchase excitement with high-quality offers from the biggest brands in the world. Unlock new incremental revenue at zero additional cost to you.

Delight customers with personalized offers

Leverage a proprietary identity graph powered by 200M+ first-party data profiles to deliver hyper-personalized offers. Most ads are junk. That's why Rebuy Monetize offers aren't ads – they're rewards your customers actually want!

Grow faster by boosting margin

What will you do with your extra profits? Scale paid media, invest in new customer acquisition channels, expand your product line, purchase inventory – no matter what your plans are, you win!

Generate pure profit on new orders

Rebuy Monetize powered by Fluent is pure incremental profit that does not impact conversion rates or harm brand perception. Monetize high-intent real estate while delivering even more value to customers.

Deliver compelling offers from amazing brands

Access a stacked advertiser network with well-known brands like Disney, Apple, Hello Fresh, and Hilton. Instantly boost credibility with offers from the world's most respected brands.

Solutions that scale with you



Reduced cost, simplified tech stack

Cut complexity, lower costs, and improve performance by replacing point solutions and single-purpose plugins with one platform built to handle it all.



Efficiency gains

Reduce development costs with powerful but easy-to-use no-code and low-code tools that enable brands to deploy highly effective personalized customer experiences without complex implementations.



Better CVR

Incentivize order completion with a better cart experience and a fully customizable checkout.



Better decision making

Get a better understanding of what works with detailed reporting and analytics, A/B testing, and behavior-triggered flows.



Increased LTV

Drive customer loyalty with smarter search, curated collections, and individualized journeys. Encourage subscriptions to lock-in long-term customer value.



Higher AOV

Increase the size of every order with smart upsells, intelligent bundles, personalized offers, and relevant recommendations.

Connect with an ecommerce
expert to discover your store's
biggest revenue opportunities.

[Book a demo](#)

Learn more about Rebuy

www.rebuyengine.com