Brand Kit

About Octane AI

ONE-LINER

Octane AI helps Shopify brands build product quizzes in minutes and turn shopper answers into sales.

SHORT

Octane AI is the AI-powered quiz maker and zero-party data platform for Shopify brands. Merchants describe what they want, and the AI-powered editor turns a store's catalog into a quiz, checks the logic, and personalizes shopper results. Rich quiz data syncs to Klaviyo, Attentive, Postscript and more, so brands can personalize campaigns and follow up with each shopper's results.

LONG

Octane AI helps Shopify brands convert website visitors into shoppers through personalized product recommendations.

Merchants simply describe the quiz they want and connect to the product catalog. Octane AI builds the questions, logic, and results pages, checks for issues, and helps deliver personalized product recommendations based on each shopper's answers.

Quizzes capture rich zero-party data like personal shopper choices. Syncing with Klaviyo, Attentive, Postscript, and other tools helps brands personalize email and SMS campaigns, build targeted customer segments, and deliver more relevant follow-ups.

Octane AI's detailed revenue analytics and AI-led A/B testing also help brands understand what's working, experiment with different quiz types, and improve quiz performance on autopilot.

When to bring in Octane AI

- **Generic flows?** Every quiz answer syncs to Klaviyo, so you can segment in fine detail on what shoppers told you.
- **"Which one is right for me?"** A product finder quiz answers it, like a great in-store assistant.
- **Pop-up fatigue?** Shoppers sign up to see their results, not to get a discount code.
- **Traffic but no sales?** The quiz shortcuts browsing, and non-buyers get follow-ups with their own picks.
- **Too many returns?** Match shoppers to the right size, shade or formula before they buy.

$1.4B+
revenue from Octane AI quizzes

15%
of quiz takers place an order

up to 62%
lift in average order value

29%
average email opt-in rate

5,000+
Shopify brands use Octane AI

See Octane AI in action

Book a demo with our team

octaneai.com

Partner with Octane AI

Questions, co-marketing and referrals

partners@octaneai.com

OctaneAI

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Brand colors

#1D2A46	#FF9900	#FB5F55	#DA426C
Navy	Orange	Coral	Pink

#0F172A	#2563EB	#DBEAFE	#F9FAFB
Editor dark blue	Editor blue	Editor light blue	Editor light gray

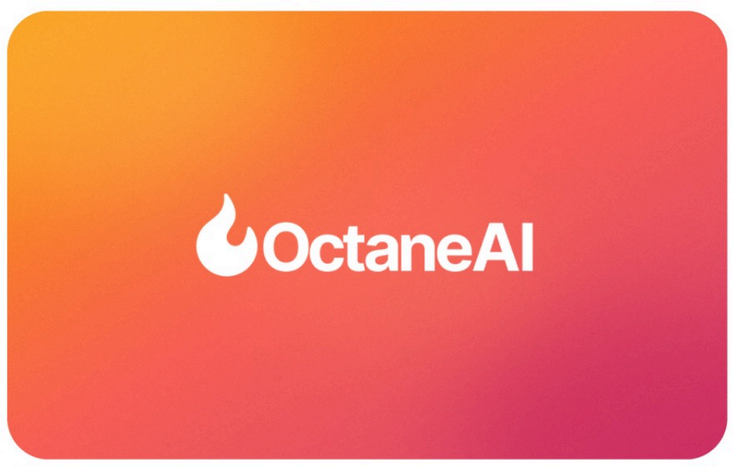
Logo on backgrounds



White #FFFFFF



Navy #1D2A46



Orange-coral-pink gradient

#FF9900 → #FB5F55 → #DA426C



Navy with blue glow

#0F172A → #1D2A46 · glows #2563EB, #8B5CF6



Navy with warm glow

#0F172A → #1D2A46 · glows #FB5F55, #FF9900, #DA426C

OctaneAI

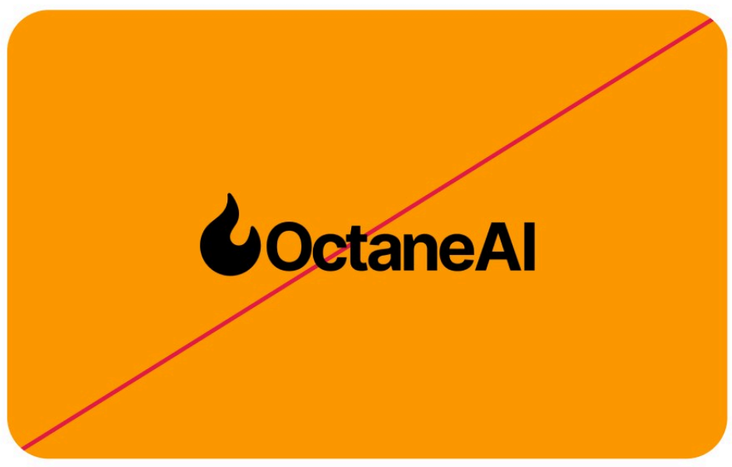
Brand Kit

Brand fonts



Fonts: Nata Sans for titles, Inter – other text

Logo misuse



Don't recolor the logo



Don't use low-contrast backgrounds



Don't stretch or distort the logo