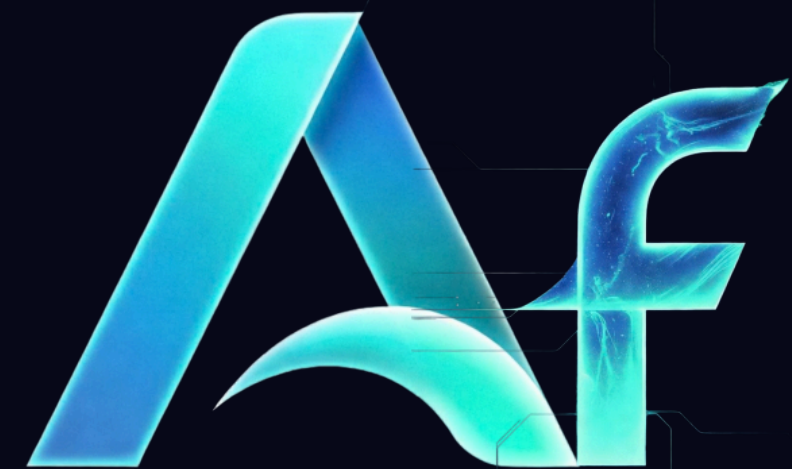


AURAFLOW

COMPANY OVERVIEW • OCTOBER 2026

Know how *your* *shoppers decide.*

Behavioural intelligence for Shopify stores.



Every shopper gets *the same store*.

The same pop-up for everyone

The shopper reading every spec and the one hunting for a code see the same offer, at the same moment.

A sign-up hands you an email

And nothing else: not what they wanted, how they decide, or what they are likely to be worth.

Your tools act blind

Email, ads and AI assistants act on what someone bought before, not on how they are deciding right now.

Auraflow reads how each shopper is deciding, *and helps your store respond.*

01 · Read

Behaviour, not identity: clicks, dwell, scroll, cart motion and product attention, live, where consent allows.

02 · Respond

Your storefront, your email and ad tools, and your own AI act on how each shopper decides.

03 · Prove

Our team can hold back a control group that sees no change, so lift is measured net of refunds.

An archetype is a way of deciding, *not a demographic.*

01

Researcher

Reads every spec
before deciding.

02

Comparison Shopper

Weighs every
option side by side.

03

Price Checker

Watches the
number, then the
value.

04

Impulse Buyer

Moves fast once
intent is high.

05

Hesitant Abandoner

Shows intent, then
stalls at the last
step.

Recognised live, on our servers. Every read in the dashboard shows a confidence between 50% and 95%.

WHO IT IS FOR

For Shopify brands *with traffic to read.*

Brands with steady visitors

Enough shoppers that one message for everyone leaves sales behind.

Teams on Klaviyo or HubSpot

Sign-ups arrive with their buyer type, ready for the emails you already send.

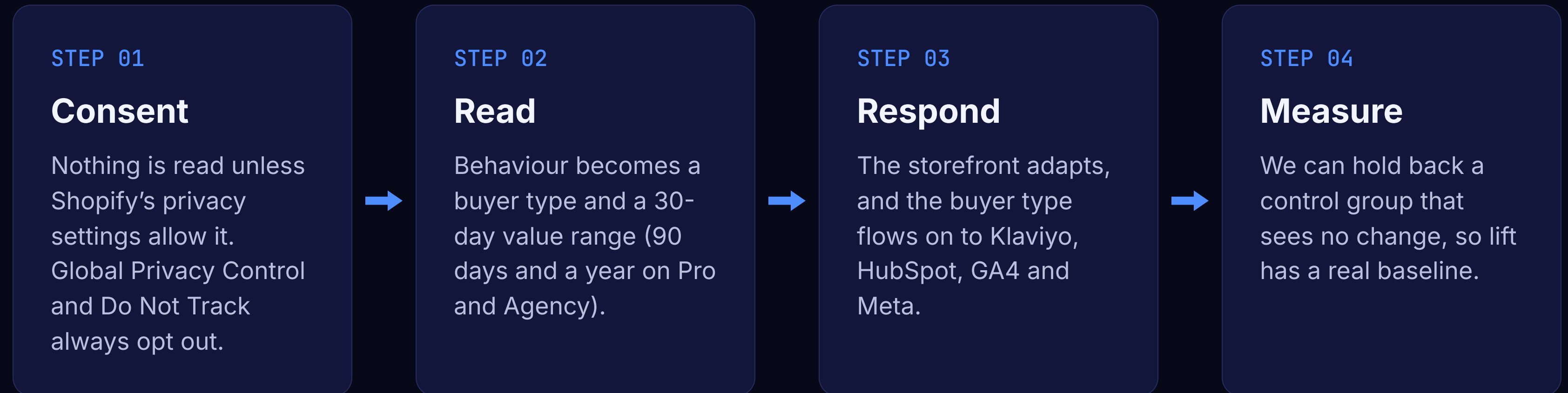
Marketers running Meta and Google

On Pro and Agency, buyer types and a value estimate reach Meta and Google Analytics 4.

Founders and agencies using AI

Your own AI works from real shopper behaviour. Agencies run several stores on one login.

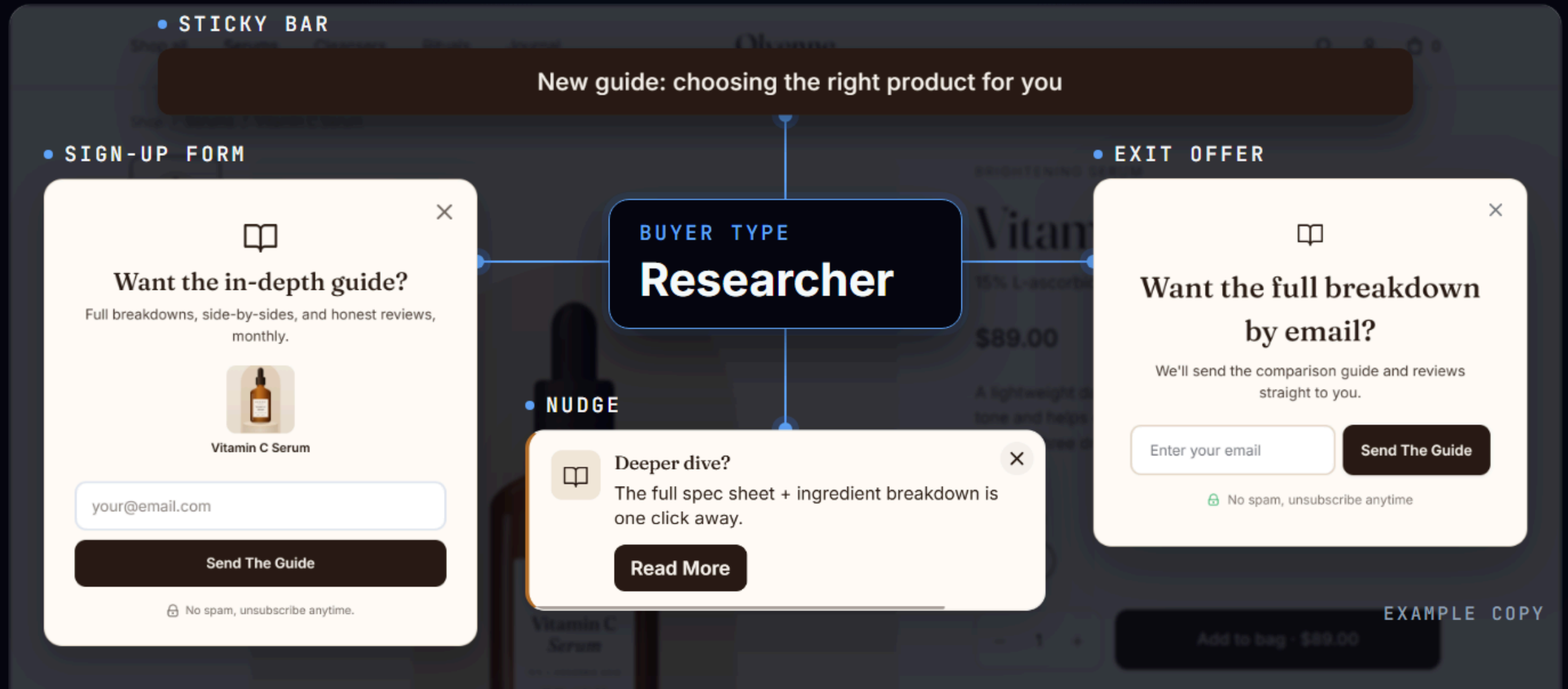
From first click *to measured result.*



PERSONALISED FUNNEL

The whole funnel, *personalised*

Sticky bar, sign-up form, nudge and exit offer change together for each buyer type.



SIGN-UP PROFILES

Far more than *an email*

Each sign-up comes with their buyer type, favourite product, visits and how they found you.

A SIGN-UP FORM GIVES YOU

alex@example.com

and nothing else.

WHO THEY ARE

AL alex@example.com IDENTIFIED

SUBSCRIPTION

✓ SUBSCRIBED Single opt-in since 9 min ago

Researcher

• LIKELY

Return · 3×

Desktop

Via Social

CLASSIFICATION CONFIDENCE 74% · High

Moderate lead over the runner-up · 6 signals observed · 3 visits · identified · read unchanged since last visit

Buyer type and how they found you

WHAT THEY WANT



Vitamin C Serum
\$89.00

TOP PICK

91%

View: 48.0s Hover: 12.0s Clicks: 2



Retinol Serum
\$72.00

47%



Hydrating Mist
\$34.00

18%

Favourite product

VISITOR INTELLIGENCE

See how each shopper buys, *live*

Every visitor is read in real time and sorted into one of five buyer types, with how sure the read is.

Live Visitor Stream

Select all

☐	AL alex@example.com RESEARCHER LIKELY SUBSCRIBED 3x 74% archetype \$480 Tight 2 min ago Vitamin C Serum \$89 Likely match 74 ENGAGE 42 INTENT 24 FRICTION 30% CONV View
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The buyer type goes *where your team already works*.

Tool	What Auraflow sends
Shopify	The storefront adapts to each buyer type. Orders and refunds keep the results honest.
Klaviyo	The buyer type as a profile property, plus named lists that fill themselves.
HubSpot	The buyer type as a contact property, plus lists, matched on email.
Google Analytics 4	The buyer type and estimated value, as events and audiences.
Meta	Conversions API events carrying estimated value.

Klaviyo, HubSpot and GA4 connect with OAuth; Meta with your pixel ID and Conversions API token. GA4 and Meta are on Pro and Agency.

Give your AI *a sense of the shopper.*

150+

Actions over MCP

From Claude Desktop, Cursor or your terminal, with a token per store. 150+ with write access, on Pro and Agency.

Ask

In plain English

Chat in the dashboard, or on Pro and Agency, schedule a task that can email you its findings.

Yours

Your own key

Claude, ChatGPT, Gemini, Kimi or any OpenAI-compatible provider. Keys are encrypted at rest.

YOU STAY IN CHARGE

AI that works *on your terms*.

Off until you turn it on

It starts read-only, in confirm mode. Three access levels: read-only, read and write, full.

Key actions always ask

Campaign sends, deletions, discount codes and Meta audience uploads wait for your approval, whatever the mode.

Spend caps

Daily, monthly and per call. One switch turns the AI off.

Every action logged

What the AI did and when, kept for 30 days.

Built to read behaviour, *not people*.

No cookies

The Auraflow tracker sets none.

Consent at the tag

No consent, no visitor record and no signals.

Your store, your model

Nothing is pooled across stores.

Opt-in sign-ups

Our forms take an email only when a shopper opts in.

Never sold

We do not sell personal information.

Delete on request

Hard delete in Settings; Shopify GDPR webhooks wired in.

Built to help you meet GDPR and CCPA obligations. If you connect Meta or Google, hashed identifiers go to them for audience matching.

Measured, *not assumed*.

A real control group

On request, we hold back a share of shoppers from every change, so lift has a real baseline.

Revenue net of refunds

Lift results count what stayed sold, not refunds.

Tested before it is trusted

New copy runs against the current version and replaces it only after a clear statistical win.

Predictions as ranges

Predicted value is shown as a range, so the uncertainty stays in plain sight.

OUR AMBITION

Every store should understand how its shoppers decide, *even as more shopping starts inside AI assistants.*

The more buying runs through AI, the more it matters to understand how each visitor decides. Auraflow already shows how much of your traffic arrives from AI assistants, and gives your own AI a sense of the shopper.

Bootstrapped. We answer to merchants, not investors.

Four steps, *no code*.

01 · Install

Add Auraflow from the Shopify App Store.

02 · Switch on

Turn on the app embed in your theme editor. Auraflow never edits your theme files.

03 · Connect

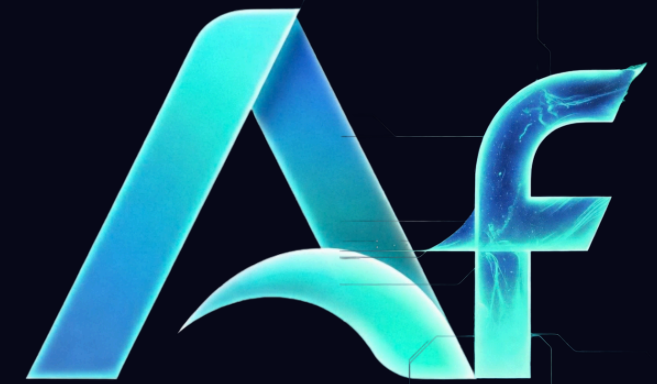
Link Klaviyo and HubSpot, plus Google Analytics 4 and Meta on Pro and Agency.

04 · Watch, then act

Buyer types appear in the Live tab. Turn on the storefront and your AI when you are ready.

AURAFLOW

**See how your shoppers
decide. *Start at
kosmatic.com.***



support@kosmatic.com · Kosmatic Solutions Inc. · Vancouver, BC

Product screens show a demo store's data. Shopify, Klaviyo, HubSpot, Google Analytics and Meta are trademarks of their owners.