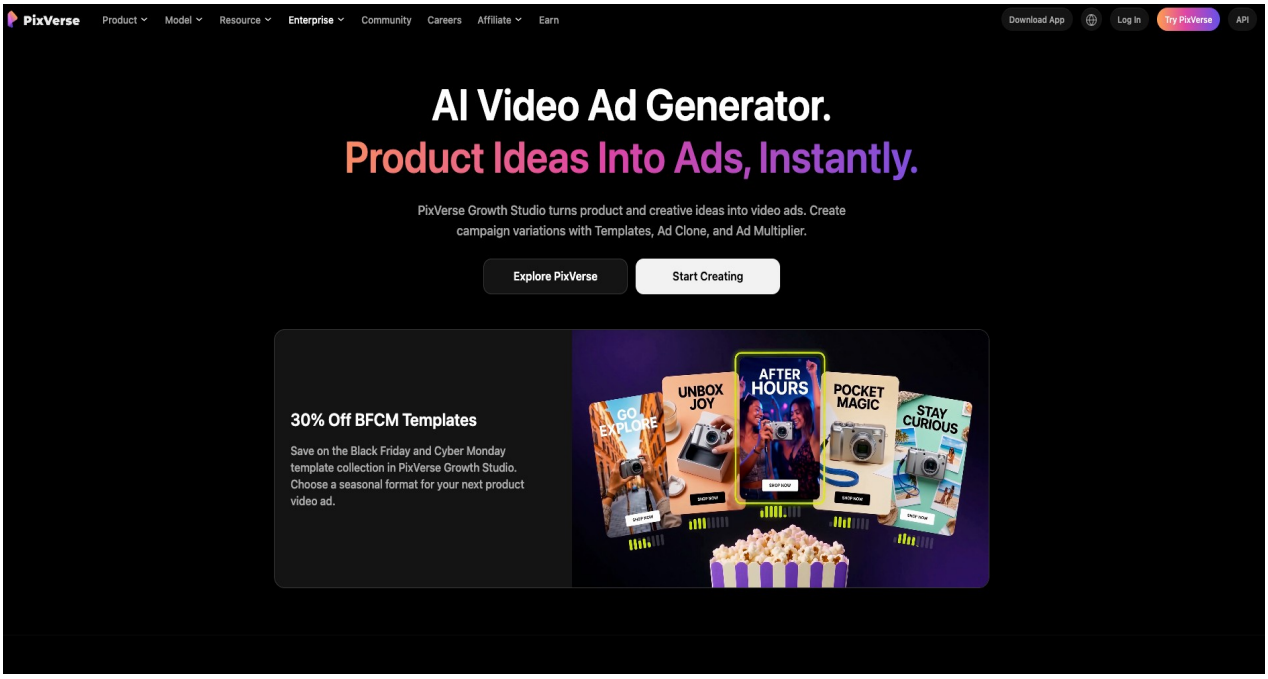


PixVerse Pairs Growth Studio Product Video Tools With Black Friday and Cyber Monday Offers

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PixVerse, an AI video platform operated by Singapore-based AIVORA PTE. LTD., has opened its Black Friday and Cyber Monday promotion. Through Cyber Monday, annual plans are priced 10% to 30% lower depending on the tier, and the $50 and $100 credit packs carry bonus credits. The promotion extends to Growth Studio, the PixVerse AI Video Ad Generator workspace for ecommerce merchants, brands and marketing teams.

The workflow starts with the product. According to the Growth Studio page, teams can connect a Meta or Shopify catalog, then set markets, languages, placements, formats, durations and creative mode for a batch. Growth Studio generates product videos, and teams review each result and select the strongest variants. Approved videos can then be exported to Meta, Google or TikTok ad accounts for the campaign workflow.

PixVerse groups the creative work into four approaches. Templates provide a ready-made creative format with the product at its center. Ad Clone shapes a new product story around an existing viral video, and

PixVerse says reference-video recreation breaks an uploaded video into its storyboard and creative highlights, then combines those elements with a different product. Ad Multiplier produces different people, scenes and market languages from a single creative direction, while Product Image Sets create listing visuals that complement the video creative.

The page separates the creative direction from the changes a campaign needs. For direction, a team can start from a template, a reference video, or a prompt that describes an idea with text and images. PixVerse says batch creation gives marketing teams several creative versions to organize around campaign audiences and testing plans.

PixVerse directs Growth Studio at commerce teams. PixVerse lists new-product creative, seasonal promotions and product-listing visuals as the main uses, and says the workspace is not only for paid advertising. Template and prompt-led videos provide material for product launches, promotions and ongoing social publishing. The seasonal template collection in Growth Studio gives teams a starting point for promotional product videos.

The promotion also reaches credits and models. During the same period, the $50 credit pack carries 1,500 bonus credits and the $100 pack carries 5,000 bonus credits, while the $5 and $20 packs do not receive a Black Friday bonus. Model discounts on selected video and image models run about a week longer, into early December. In addition, Ultra and Team Ultra memberships now include 30,000 credits every 30 days, up from 25,000.

Growth Studio sits inside a wider PixVerse platform. The company's enterprise page describes a generation layer for video, images and audio, Agent and Canvas for iteration, and Growth Studio, Real Estate Hub and Mini Apps for repeatable work. The same page lists customer ownership of outputs, subject to the applicable service terms and project agreement, and role-based workspaces. PixVerse Enterprise lists dedicated solution pages for entertainment, marketing, real estate and drama, and the four solutions share one API and task model. The PixVerse AI Video Ad Generator accepts a template, a reference video or a prompt as the starting point for a campaign.

About PixVerse?

PixVerse is a global AI video generation platform. With a suite of proprietary models developed entirely in-house, PixVerse empowers anyone to create cinematic-quality video from a prompt, photo, or clip ? from independent creators to professional film teams. Founded in 2023, PixVerse is committed to making video the universal language of human expression.

For more information, visit pixverse.ai

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PixVerse

PixVerse is a global AI video generation platform by MOTIVAI PRIVATE LIMITED. Founded in 2023, it turns text, images & clips into cinematic videos via Web, app & API. Trusted by 100M+ creators and enterprises across 177 countries.

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