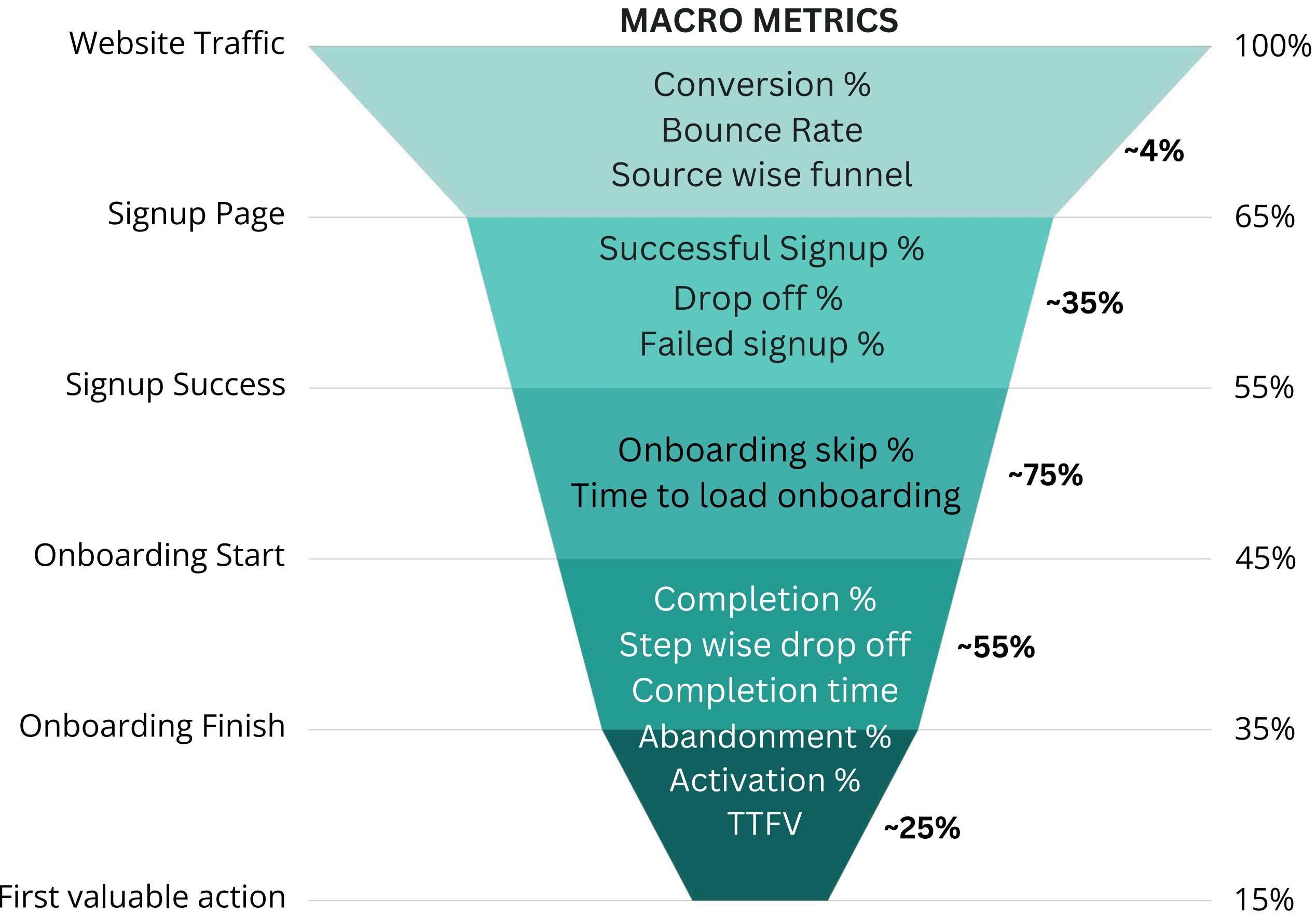


**MESHA ANALYSIS BY**

**JHARNA SHARMA**



# Onboarding Funnel



## Actionable to improve

- A/B Test CTA placement, copy, color, etc.
- Drive high-intent traffic from targeted keywords and lookalike audiences
- Show upfront value of what users will get
- A/B test on the content and placement
- Ensure all social signup links are working
- Mention the # of steps & time upfront
- Personalize flow and skip irrelevant steps
- Mention why each step is important and why exactly are we asking this information
- Analyse drop off to understand user intent
- Improve discovery of first valuable action
- Show upfront what to do next and how to do that with proper onboarding steps

**HOW TO FINALISE THE  
ONBOARDING STEPS?**

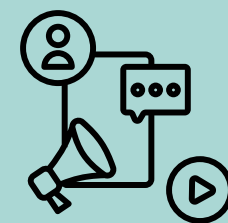
# Target Audience



SHOPIFY OWNERS



SAAS MARKETERS



AGENCIES

KEY PAIN POINTS	
Creative Fatigue	Ads die out in 7–10 days; hard to keep pace.
Slow Turnaround	Takes 7–10 days to brief, shoot, edit new ads.
UGC Dependency	High cost or time-consuming to produce quality UGC.
One-size Messaging	Generic copy fails to resonate with segmented audiences.
Limited Testing Bandwidth	Teams can test only 1–2 new creatives/week.
Rising CAC	Especially in competitive markets like Singapore, North America.
Lead Quality Issues	Unqualified leads due to broad or non-personalized messaging.
Low Retargeting Utilization	Leads fall off due to lack of personalized retargeting creatives.
Landing Page Drop-offs	CRO is reactive, not data-driven or scalable.

# Mesha's AI Agent Stack

Feature Name	What it Does	Pain Point Solved
UGC Ads Generator	Auto-creates founder/testimonial-style avatar videos	Solves UGC fatigue, cost & speed
Ad Spy	Surfaces high-performing competitor ads, filters by region/persona	Speeds up creative ideation
ROAS Optimization Agent	Monitors ad performance and scales winners Tests multiple ad variants (text + visual)	Eliminates manual monitoring, maximizes returns
A/B Testing Agent	Optimizes landing pages based on scroll depth, CTA heatmaps	Speeds up iteration, improves CTR/CVR
CRO Agent	Auto-generates persona-specific LPs	Reduces drop-off, improves conversion
AI Landing Pages		Shortens creative dev time
Ads-Cut	Instantly edits ads using AI	Saves time on post-production
AI CMO	End-to-end campaign decisioning	For lean teams without strategy resources

# Mesha's HERO Feature

Feature Name	What it Does	Pain Point Solved
ROAS Optimization Agent	Monitors ad performance and scales winners	Eliminates manual monitoring, maximizes returns

## Why?

- **Direct impact on bottom line** (most teams obsess over ROAS)
- **Solves the universal goal:** “How do I spend less and earn more?”
- **Drives product-led growth:** Once plugged in, users will want to feed the system with more creatives → leads to usage of all other agents.

## Things needed to get started

- **Brand Details:** to identify the industry, competitors, etc.
- **Ad Account Integration:** to fetch details and analyse campaigns

# PROPOSED NEW ONBOARDING FLOW

LOVABLE PROTOTYPE

# AI MARKETING OPPORTUNITIES

Low effort, high reward

New AI marketing trends



# Low effort, High reward



## AI Email Marketing

\$2.2B in AI Email Tools by 2025 (MarketsandMarkets)

### Pain Point

Stores forget or miss crucial lifecycle nudges

### Use cases

Customer Segmentation, personalised emails, send time optimisation, workflow automation



## SEO Optimised Content

\$6B by 2030 (AI in content marketing, Statista)

### Pain Point

Users are not getting organic traffic and leads

### Use cases

Keyword research, SERP analysis & suggestions, SEO Blogs, SEO scoring and publishing



## AI Ghostwriting Marketing

Founder personal branding tools are growing: Clay, Hypefury

### Pain Point

Founders do not know what to post on socials

### Use cases

Basis the product and industry, create a calendar with content for founder's socials

## Social Calendar Scheduling

\$1.1B+ in market (e.g., Buffer, Later)

## Ad Library & Inspiration Bank

Top feature in Pudding.ai, SwipeWell, Meta Ads Library

## Product Images Enhancer

Adcreative Retouch Canva AI suite usage explosion

# High effort, High reward



## Omnichannel Automation

\$10B+ automation tools (Mailchimp, Klaviyo, etc.)

### Pain Point

Users juggle many single-purpose tools

### Use cases

Plan, launch, and optimize ads, emails, SMS, and publish on all social platforms in one click



## AI Video and Reels

\$32.5B in AI video generation by 2030 Allied Market Research

### Pain Point

Video creation is costly, slow for small brands

### Use cases

Automatically generate product explainers, social videos, and ads in brand colors



## Predictive Intelligence

Core IP space for competitors like Neurons Inc, Marpipe

### Pain Point

No idea which ad will work before wasting spend

### Use cases

Predict CTR, ROAS, compliance, and fatigue time using creative scoring, NLP & benchmarks

## Omnichannel ROI Attribution

Hotarea - Meta/Google issues, cookieless future

## AI Influencer Marketplace

Collabstr, Billo, Modash-style tools growing fast

## AI Churn Prediction

Gorgias, Lifestimely users = warm audience

# AI Marketing New Trends



## AI Voice Marketing

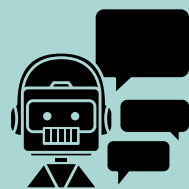
~\$10B by 2032 (Voice AI market, Grandview Research)

### Pain Point

High CAC on visual platforms

### Use cases

Generate AI voice-led ads for Spotify, Amazon, Siri, YouTube Shorts with product hooks



## Conversational Agents

Shopify stores using Tidio, Re:amaze, Drift growing rapidly

### Pain Point

Manual DMs and replies don't scale

### Use cases

AI chatbot answers queries, recommends products, automates pre-sale for companies



## Social Commerce Automation

~\$1.2T social commerce GMV expected by 2025 (Accenture)

### Pain Point

Social selling tools are manually managed

### Use cases

Manage TikTok, Instagram shops, automate social-first sales flows in one place

## Multilingual AI Marketing

Adobe/DeepL AI translation tools are hot now

## Predictive Lead Scoring

Mainstay of HubSpot/ActiveCampaign-like tools

## Post-Purchase Automation

PostPilot, ReConvert, Loop Returns style tools growing

# Thank you!

PRESENTED BY ANJALI SHARMA

