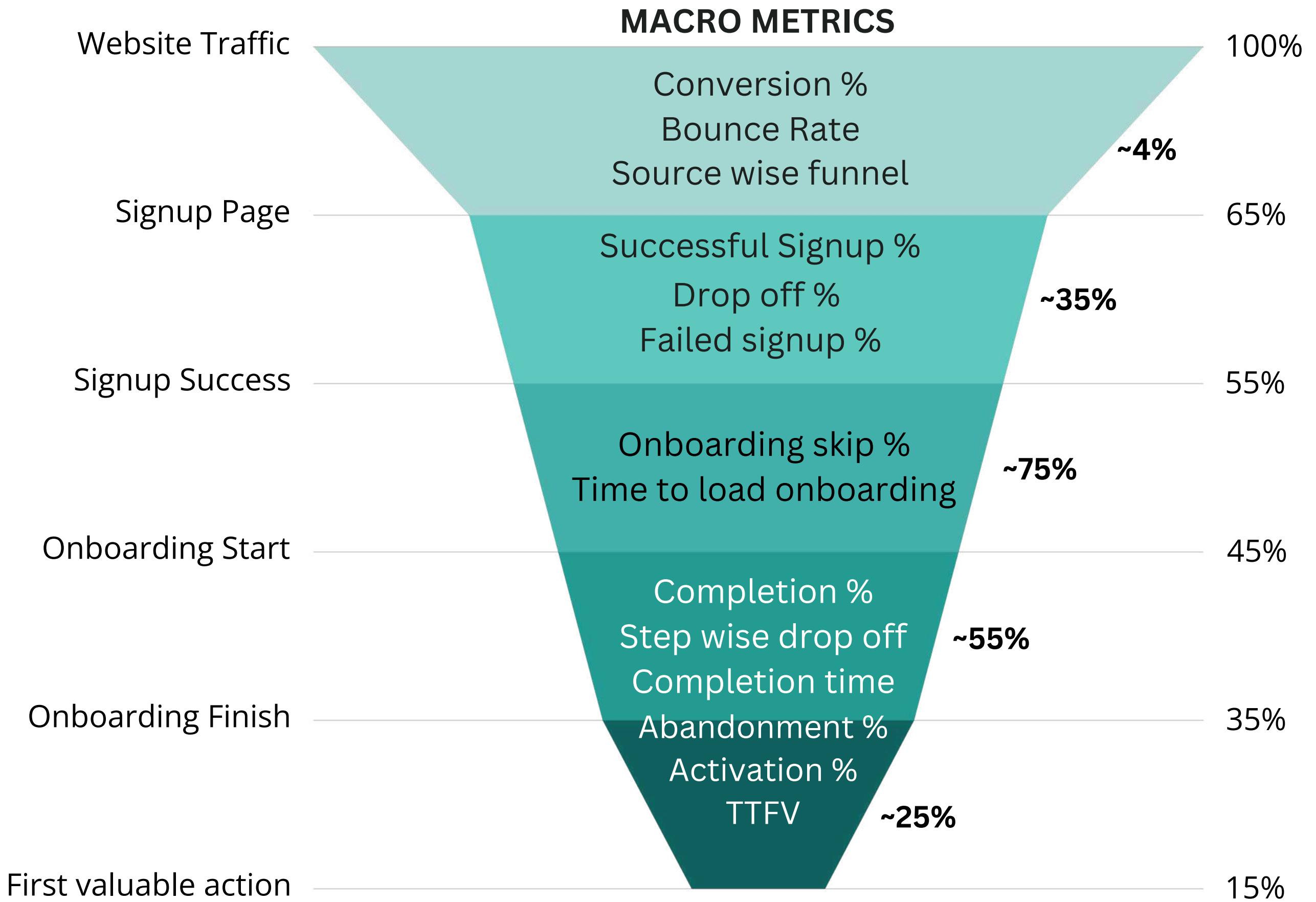


MESHA ANALYSIS BY

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?

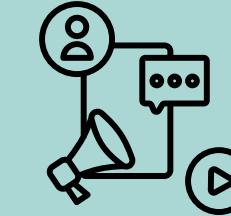
Target Audience



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. |

Meshा'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 Monitors ad performance and scales winners | Speeds up creative ideation |
| ROAS Optimization Agent | 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

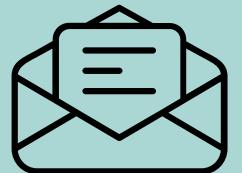
LOVABLE PROTOTYPE

AI MARKETING OPPORTUNITIES

Low ~~High~~ High ~~Low~~ward

New AI marketing trends

Low effort, High reward



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 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



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

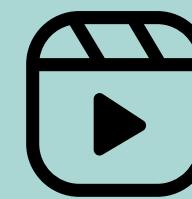
\$10B+ automation tools (Mailchimp, Klaviyo, etc.)

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

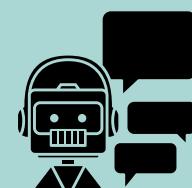
AI Influencer Marketplace

Collabstr, Billo, Modash-style tools growing fast

AI Churn Prediction

Gorgias, Lifetimely users = warm audience

AI Marketing New Trends



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



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



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

