



Creator Trust Score System

“Building Trust, Empowering Creators & Buyers”

Team Name : Let's Crack Meesho

Team Members :

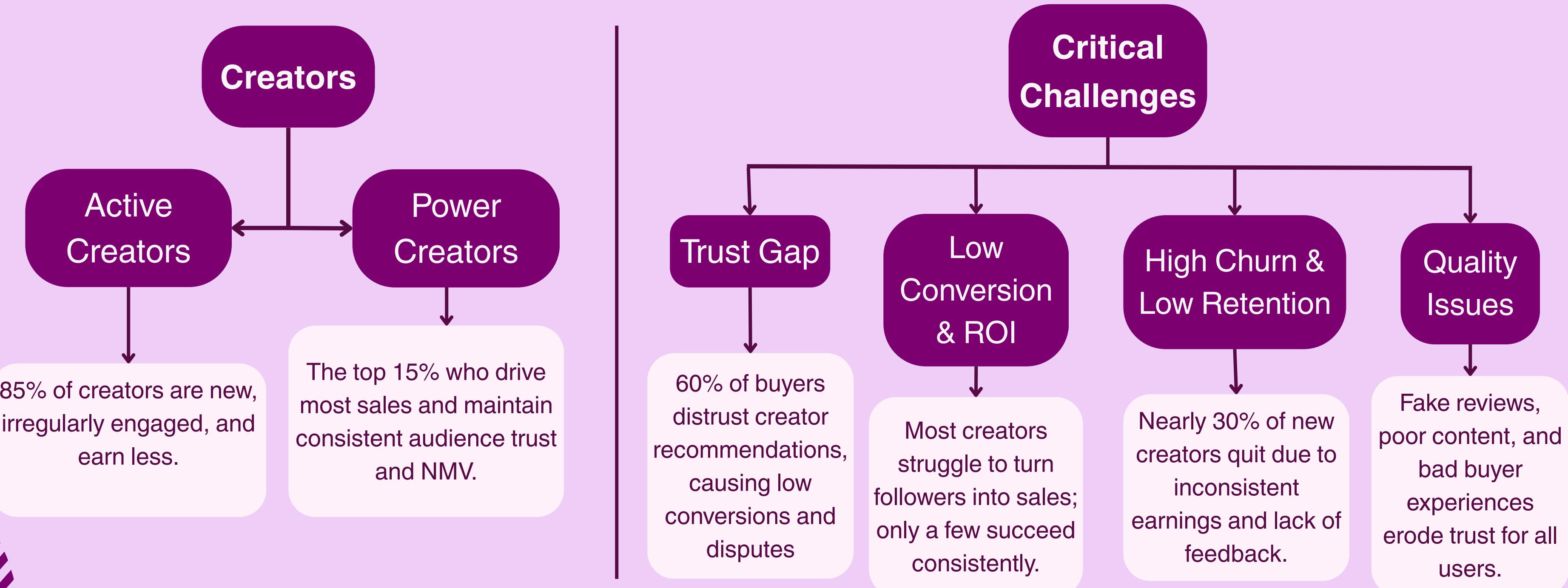
- Lachireddy Adithya Venkata Siva Sai
- Vanamula Tarun

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India's Creator Commerce: Explosive Growth, Persistent Pain Points

“India’s creator ecosystem is rapidly growing, with over 14 million users and more than 21,000 active creators on Meesho alone”



“Percentages based on recent industry studies; platform-level details may vary.”

SOLVING TRUST UNLOCKS MEESHO'S NEXT GROWTH WAVE

“Trust is the engine driving content commerce”. 

Boost Net Merchandise Value (NMV) per creator

Trusted creators convert more followers into buyers, increasing sales and total platform revenue.



Retain & grow the creator base

With visible trust scores and transparent feedback, creators stay active and new creators are motivated to join.



Improve user engagement—especially in Tier 2/3 markets

Reliable reviews and content grow user participation and repeat purchases in smaller towns and cities.

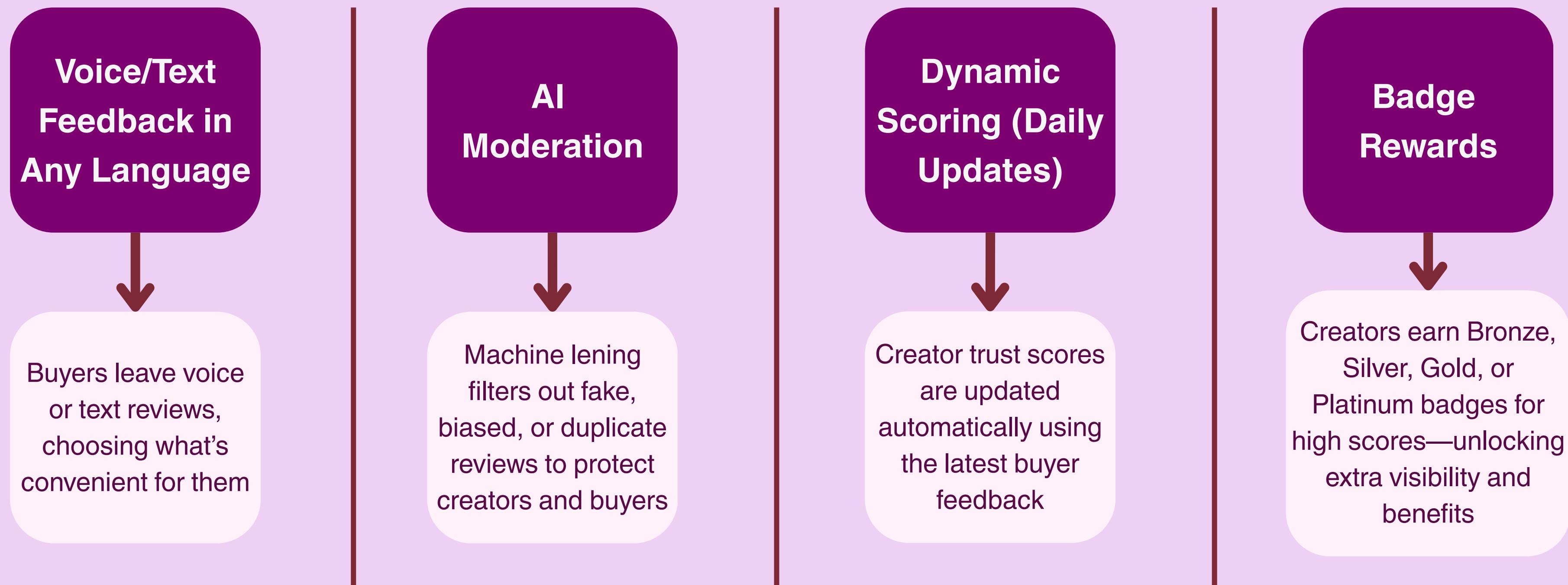


Accelerate platform scalability and stability

A trust-driven system supports sustainable expansion, reduces risk from fake reviews, and enables long-term growth.



Creator Trust Score: Smart, Dynamic, Actionable



Buyer Feedback → AI Moderation → Dynamic Score → Badges Awarded

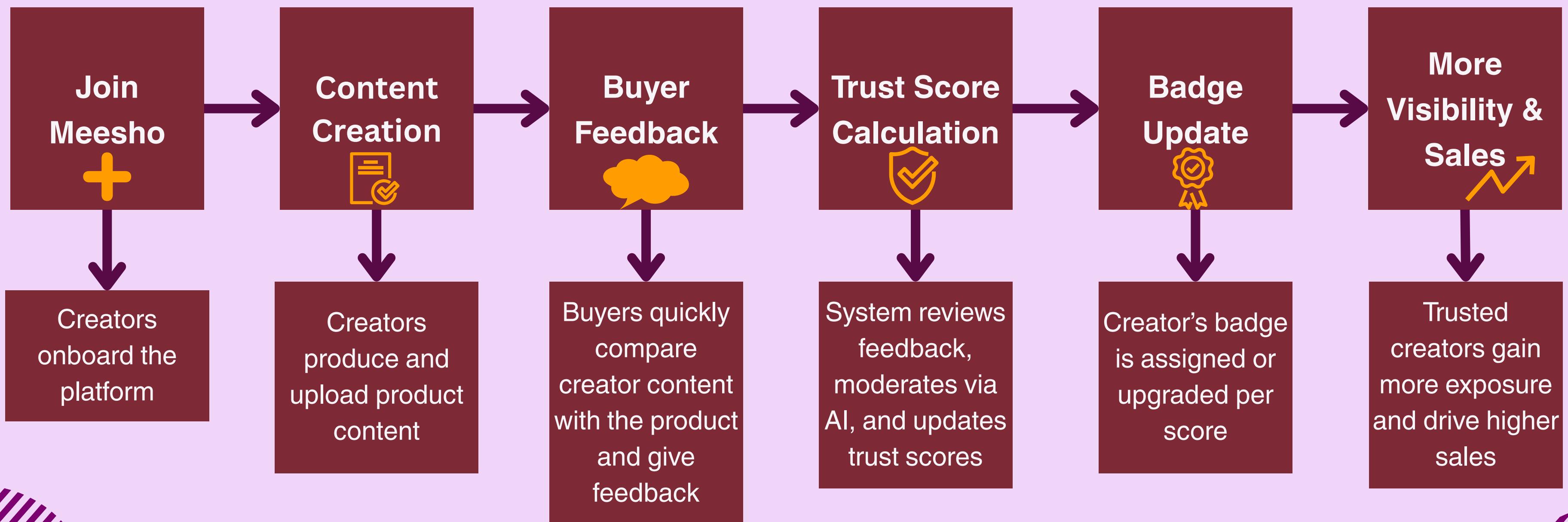


Update



Mapping the Creator Journey: Trust Score in Action

“Every Step Counts: Trust Fuels the Creator Journey”



“Building confidence at each phase unlocks creator and buyer success.”

Maximizing Impact: How Trust Drives Growth

+35% Creator
Discovery



Lever	+NMV	Retention	Discovery
Feedback System	+30%	+15%	+20%
AI Moderation	+20%	+20%	15%
Score Updates	+10%	+10%	+10%
Badges	+25%	+30%	+35%

+30% NMV
Growth



+20% Creator
Retention

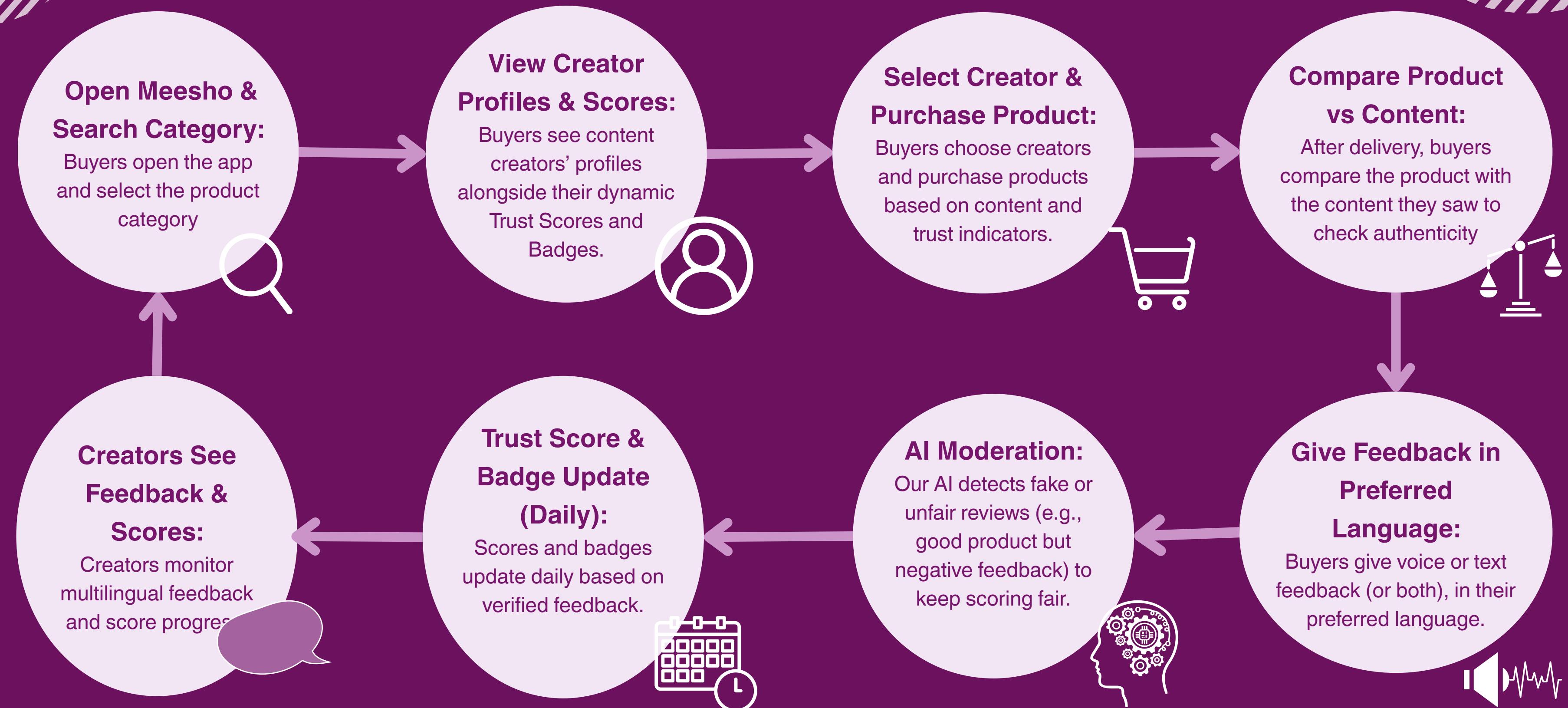


“Together, these trust levers can boost Meesho creator NMV by up to 30%, increase retention by 20%, and significantly enhance creator discovery.”

+25%
Engaged
Buyers



Deep Dive – Trust Score Mechanism



“Empowering creators with real-time feedback to build trust and drive lasting growth.”

Launching with Impact: Our Go To Market Strategy



“A clear, focused GTM plan ensures rapid adoption, sustained growth, and maximized impact for Meesho’s Creator Trust Score.”

Validating Impact: Insights from Creators and Data

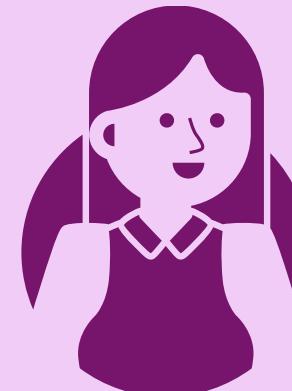
Research Insights

80% of creators improve based on buyer feedback.

Fake reviews undermine trust; AI moderation restores credibility.

Pilot creators endorse trust scores and badges as motivational tools.

What Creators Say



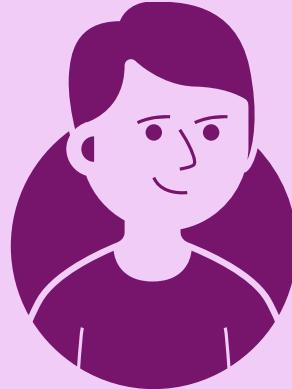
The trust score really motivates me to create honest content



AI filtering made me feel confident that feedback is genuine



Badges and scores help new creators get discovered faster



Feedback in my language makes it easier to improve

“Real stories and data from creators confirm the power of Trust to drive authentic growth.”

Driving Meesho's Creator Marketplace Forward

Our Trust Score Solution Delivers

Increased NMV
per creator



High creator
retention



More engaged
buyers



Platform growth &
reduced risk



Ready for pilot. Let's build Meesho's most trusted creator marketplace!

THANK YOU