

Markopolo — Test Report

1. Sign-Up & Onboarding

- When a file upload failed during account creation, the flow skipped the remaining steps and landed directly on the dashboard.
 - No welcome email or message was sent to guide the user on the next steps.
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2. CRM Integration

- Only Salesforce is offered, but the connection fails, redirecting to an error page.
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3. Data Upload (File Import)

- Upload fails if there are empty fields or unsupported date formats.
 - Correct numbers are sometimes flagged as errors, while incorrect ones pass.
 - Error messages do not specify the cause of failure.
 - Uploaded names are not visible in the data table.
 - CSV files open in Excel, but phone numbers are misread unless processed in Google Sheets.
 - Duplicate removal occurs silently with no notification or count.
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4. Shopify Integration

- Products must be uploaded manually even after the store connection.
- Price changes, discounts, or new variants on the website are not automatically reflected.
- Live events like cart recovery, order confirmation, and address confirmation cannot be triggered.

- No integrations with popular Shopify apps (e.g., Judge.me, Magic Checkout, Loox).
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5. Audience Studios

- Cannot create audiences from Shopify or CRM data without first adding Customer Journey. Naturally, no customer would have a customer journey.
 - Only 1/5 of attempts generate acceptable segments. Imtiaz had tested with Shawpno's data last week.
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6. AI SDR

- Cannot trigger calls based on live events (e.g., cart recovery or upsell).
 - Product priced at ₹2,999 was quoted as \$1,000 with a 10% discount (website offered 40%).
 - After correction, the SDR gave a 45% discount with a wrong final amount (₹1,650).
 - Captured the wrong address despite clear input. Address confirmation paused ~10 seconds.
 - Ended the call abruptly when asked for additional checkout details.
 - The promised SMS with the discount code was never sent.
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7. Campaign Creation & Delivery

- Audience selection is not ordered by “recently created,” and no search function.

WhatsApp Messaging:

- Requires Meta template approval, but no option exists to manage templates.
- Self-written messages cannot be sent despite the indication that they can.

AI-Generated Content:

- Email editing is complex (HTML mixed with text).
- Media files (images, videos, docs) cannot be added.
- No variable fields, same copy for all recipients.
- Inconsistent email output (missing links, broken formatting).
- No CTA button support in auto-generated content.

Channel Reliability:

- AI SDR and WhatsApp fail intermittently, SMS works more reliably.
 - In one campaign, Imtiaz got WhatsApp, and I only got SMS, despite all channels being selected and phone numbers formatting being correct.
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8. Post-Campaign Analytics

- Reports email/SMS as sent, but only one is actually recorded.
 - Some channel data is completely missing the channel performance section.
 - WhatsApp shows “sent” even when undelivered.
 - Lead count reflects attempts, not unique contacts.
 - Campaign progress and sent remain at 0% even when completed.
 - Step-level analytics are inconsistent
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Not Tested

1. Analytics
2. Shopify data transfer
3. CRM connection

