

IntelliAssist

Elevating D2C Profitability through AI Assisted Customer Journeys

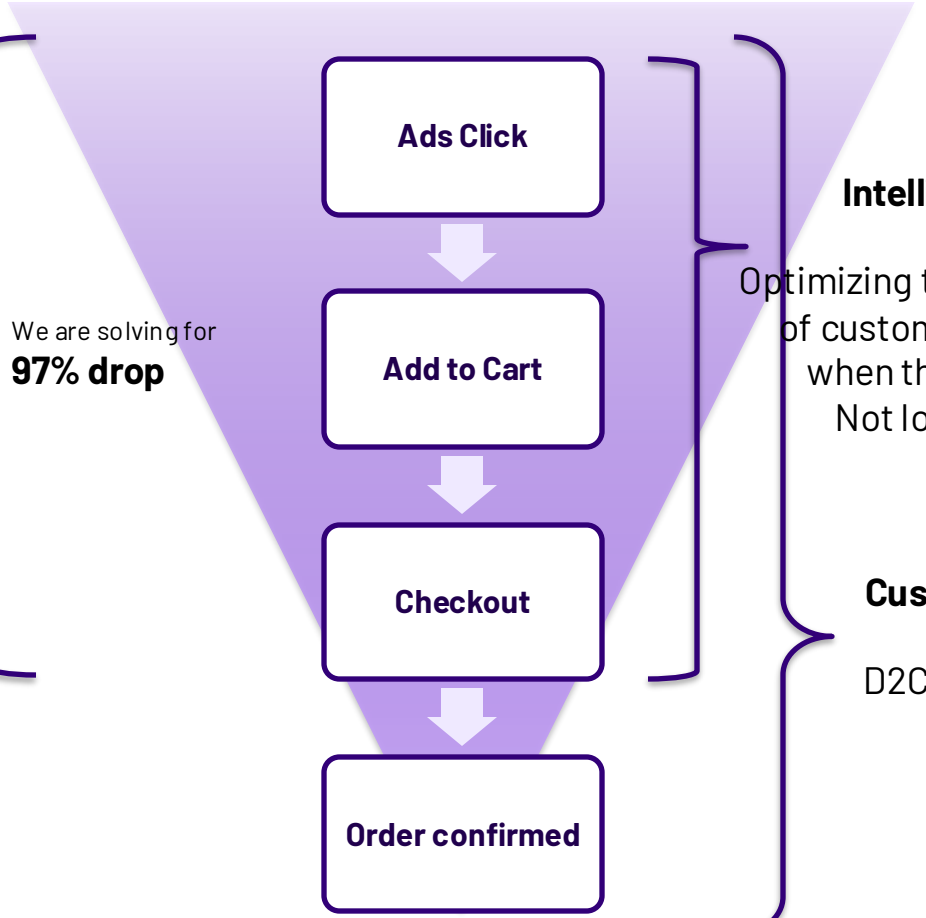
The 97% Problem

Click to Checkout Drop

Not logged-in
Not reachable again
Marketing $ lost

Makes CAC so high that most brands prefer marketplaces

We are solving for
97% drop

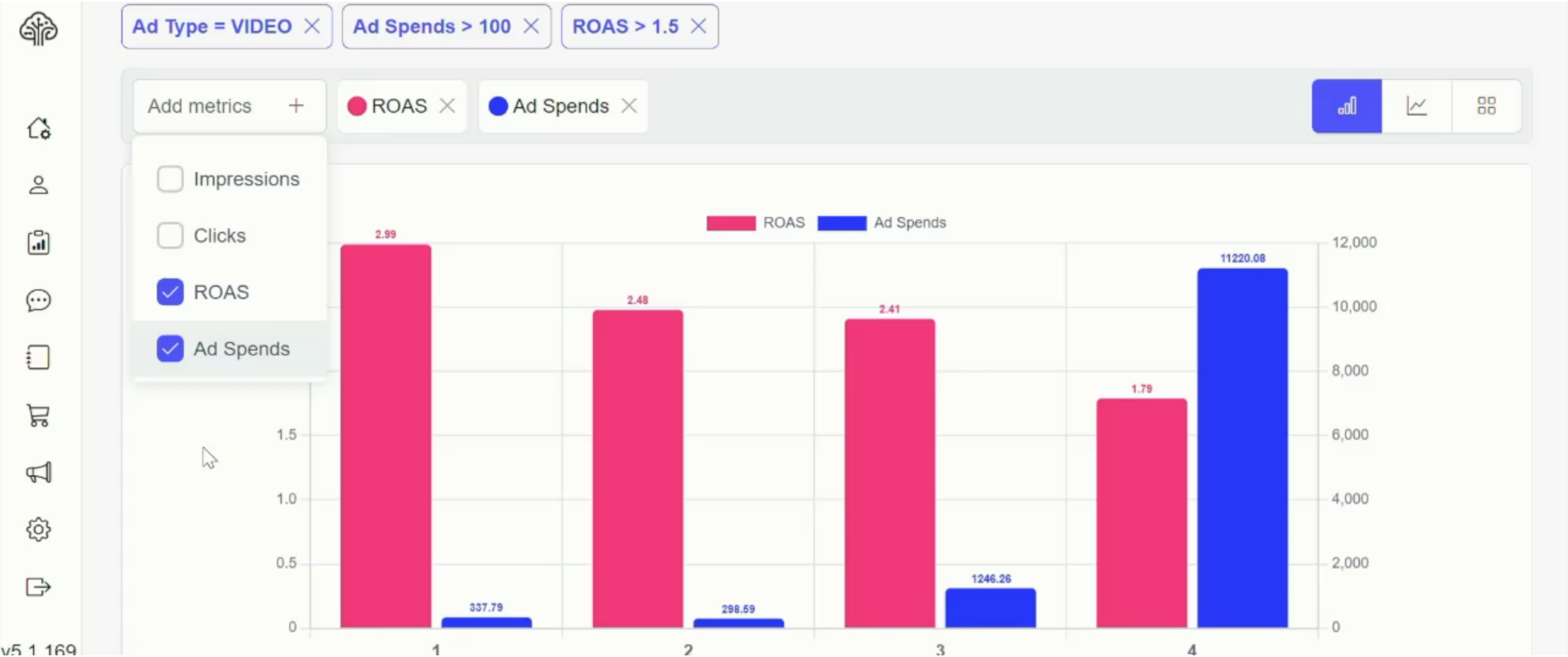


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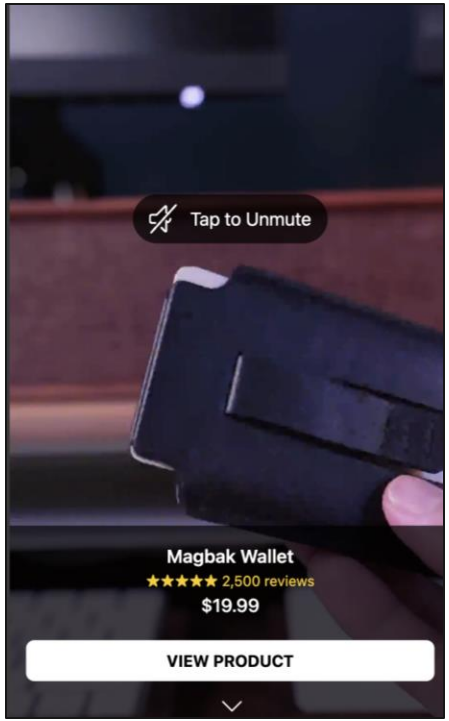
Optimizing these 3 steps of customer journey when the user is Not logged in

Customer Journey
at
D2C Brand Website

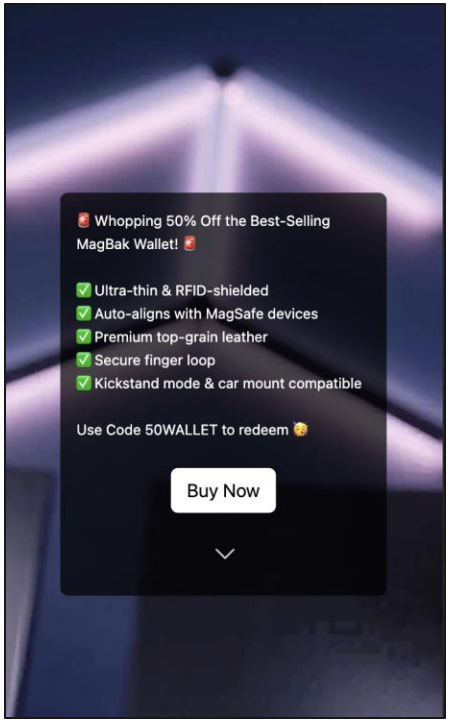
Step 1: Improves ad clicks by actionable reports & triggers



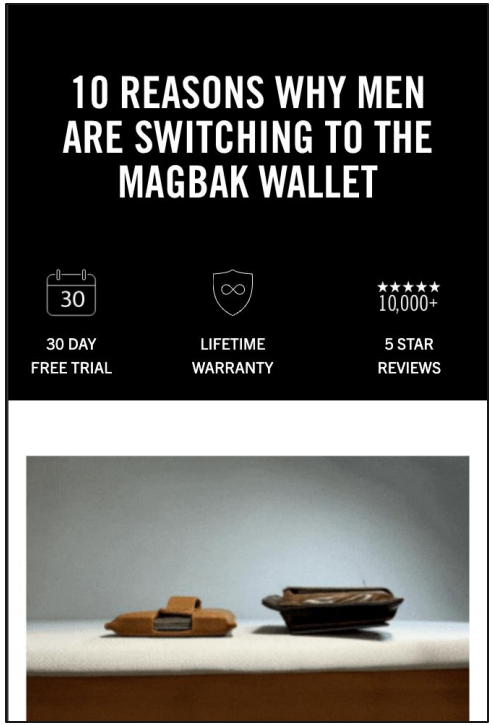
Step 2: AI generated Landing Pages from Ad Creatives



Video LP



Video + Text LP

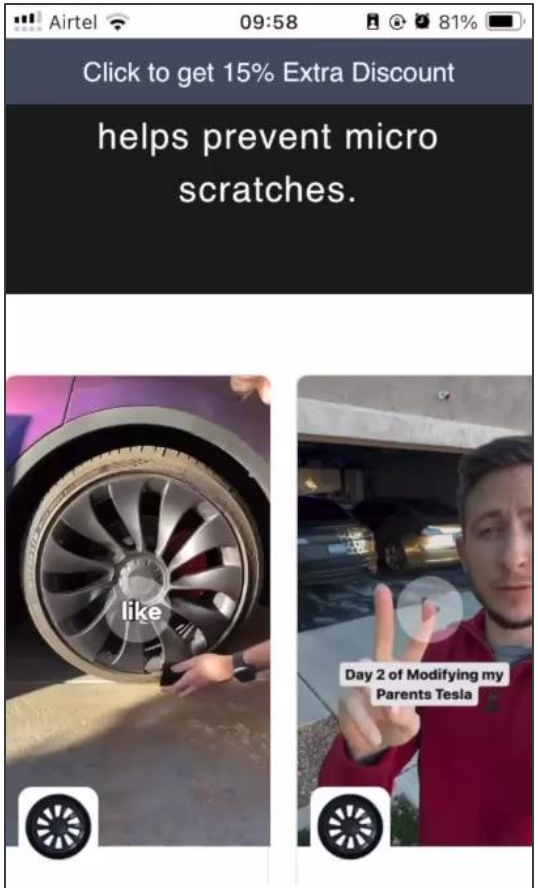


Listicles LP

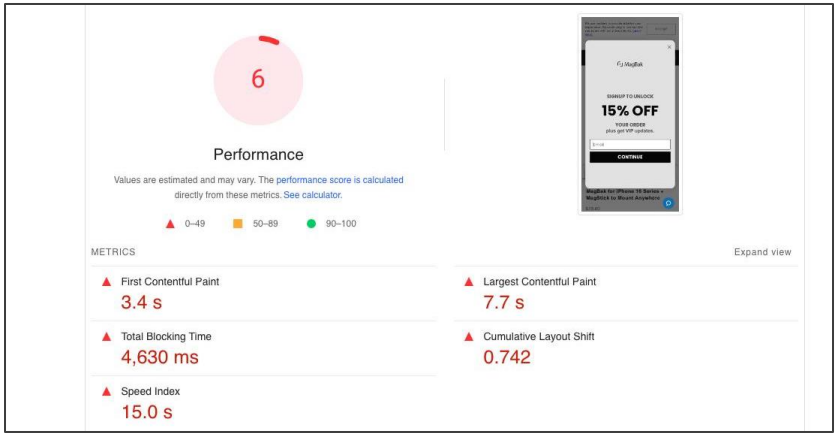


Image LP

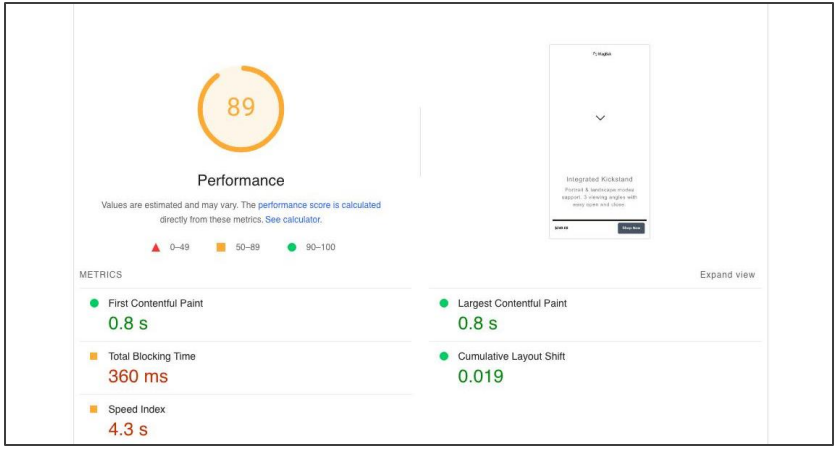
Step 3: Dynamic Personalization for lightning-fast pages



Dynamic Personalization in action



Magbak Product Page web vitals



IntelliAssist landing Page for Magbak web vitals

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How far we are ?

Targeting D2C brands in US doing $1M+ GMV

60,000+ brands are doing 1M+ GMV on Amazon

02 Brands in US

7% Revenue Uplift

Our revenue

$12K ARR

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Team



Ashwani Gaur

2 Ventures, 1 sold to Indiamart
Product, P&L

zomato

Deloitte.

Google Developers Launchpad Accelerator



Adham Aljahmi

Based in Los Angelas
Business Development

Meta



Ankit Jaiswal

NIT-T
Tech

ORACLE

Fundraise

Closing in next 3-6 months

$500K / ₹4Cr

- Self-funded, would break even in 2 months.
- Fundraising primarily for :

1. Scaling-up business development team in US
2. Agency Partnerships in US
3. Industry events participation

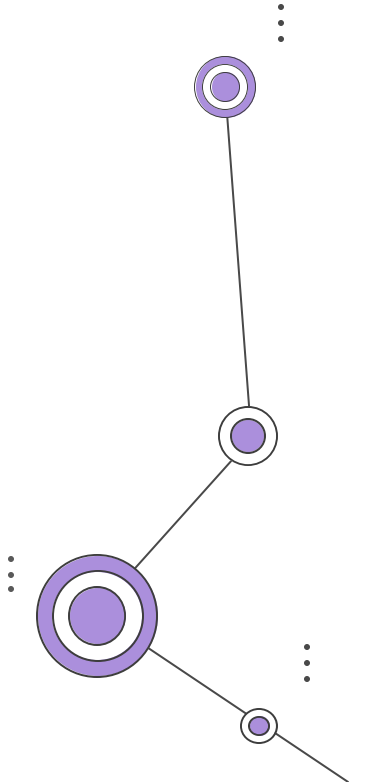
- We will cross **$1M ARR** within 3 months of fundraise

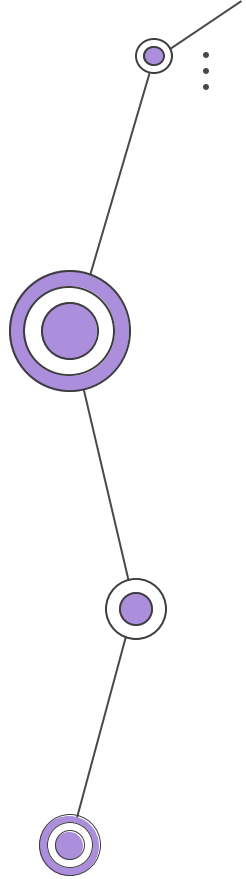
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Thanks!

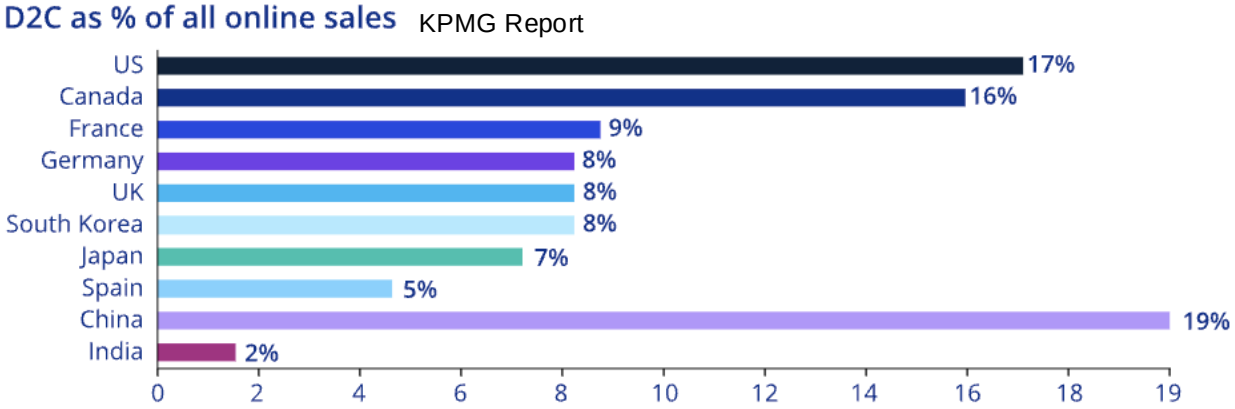
Do you know a D2C brand we can help ?

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+91 8882961151
https://calendly.com/intelliassist





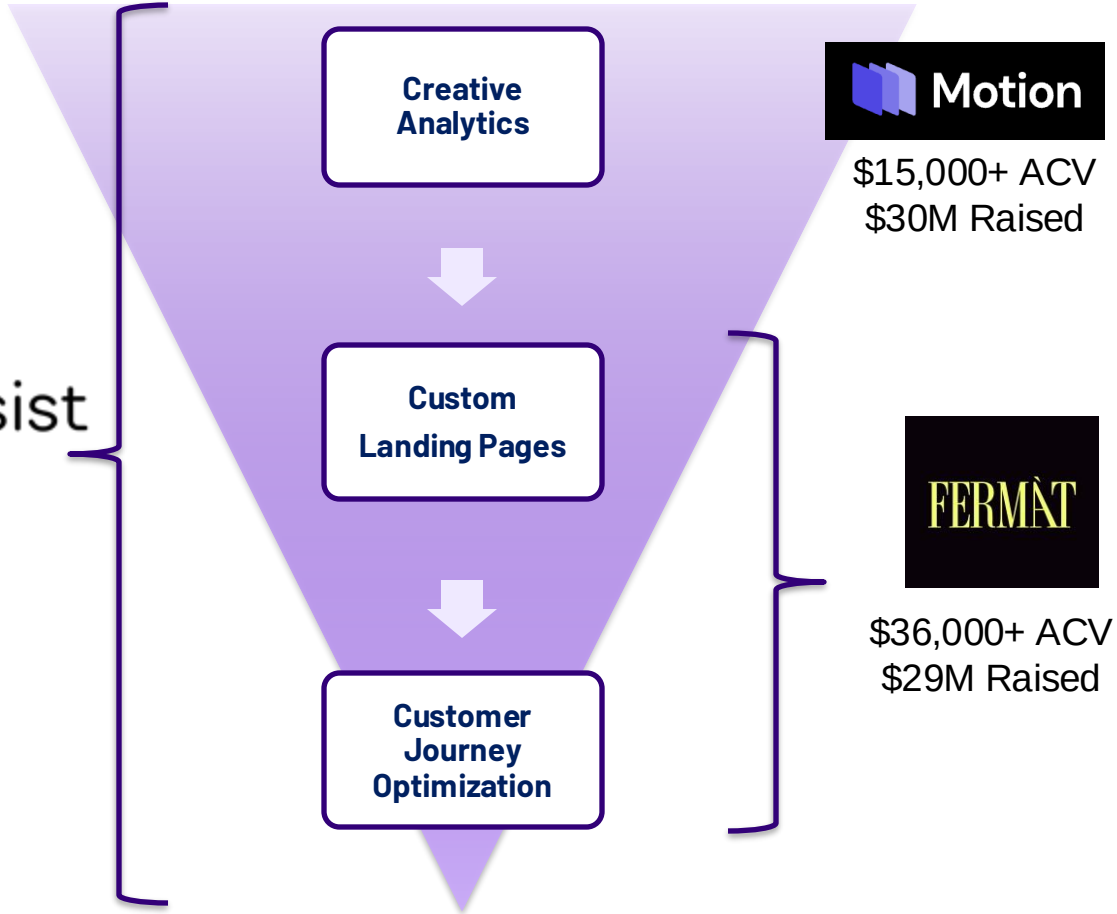
Why US First ?



- For most of D2C brands in India the actual D2C sales is in single digit percentage.
- ROAS optimization is not a huge investment area as presence of funded large marketplaces, quick commerce and ONDC make India a different play.
- Margins are cut-throat. Brand loyalty is low.

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USP: Automated full funnel optimization at more affordable price



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$18,000+ ACV

Motion

$15,000+ ACV
$30M Raised

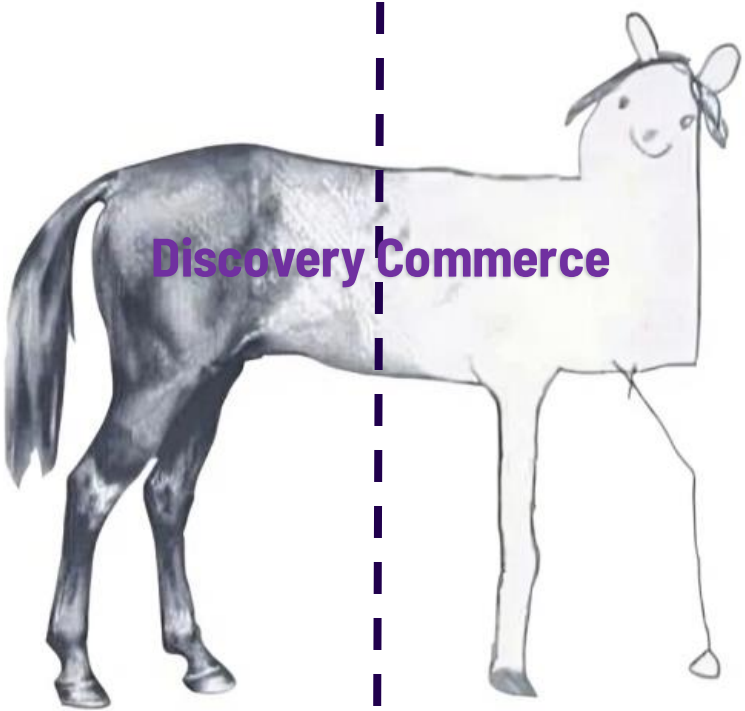
FERMÀT

$36,000+ ACV
$29M Raised

Why it’s the right time to solve 97% problem ?

Generative AI revolutionizing content creation

97% Problem !!



Customer journey optimization as easy as creating content

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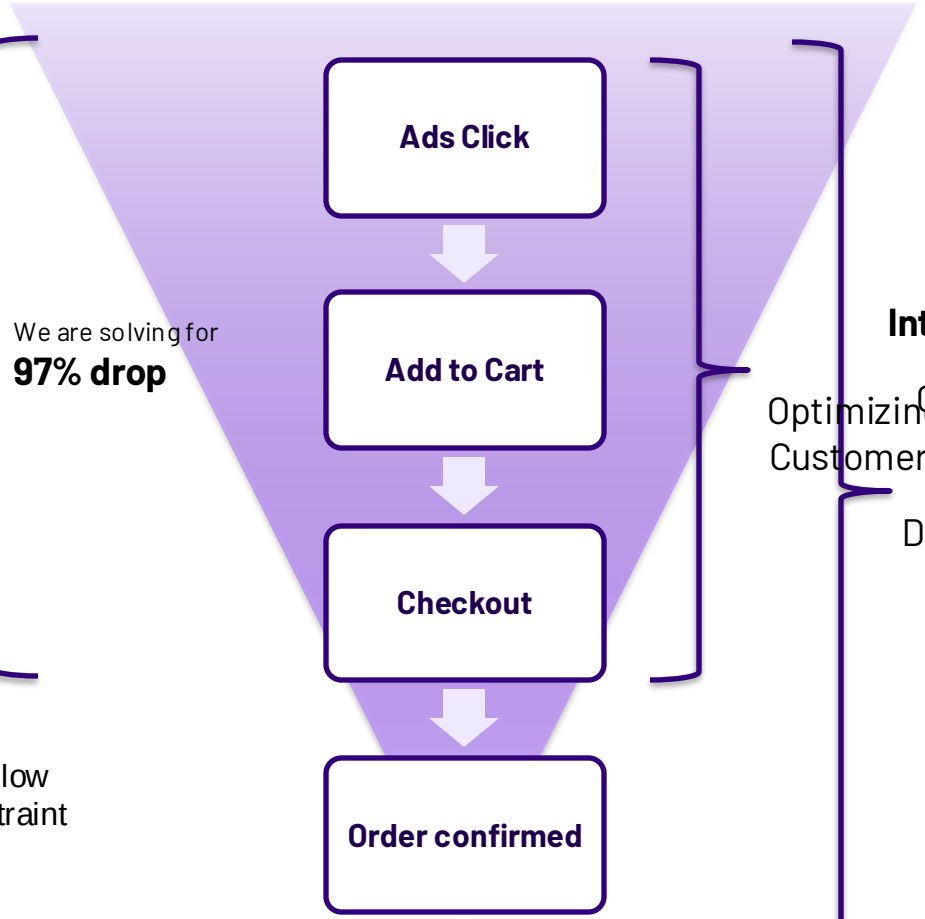
The 97% Problem

Click to Checkout Drop

Lost For Forever

Primary reason for high CAC as comparative to marketplaces

We are solving for
97% drop



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Optimizing these 3 steps of Customer Journey using AI For D2C Brands

Customer Journey

D2C share in online commerce is low since ROAS becomes growth constraint

US17%. IN 2%