Sparked AI

Make your brand unforgettable!

A continued shift in consumer and merchant behaviour, matched with strong investor confidence, has ushered India into its 'Digital Decade' and set the country on a path to reach a $1T internet economy by 2030.
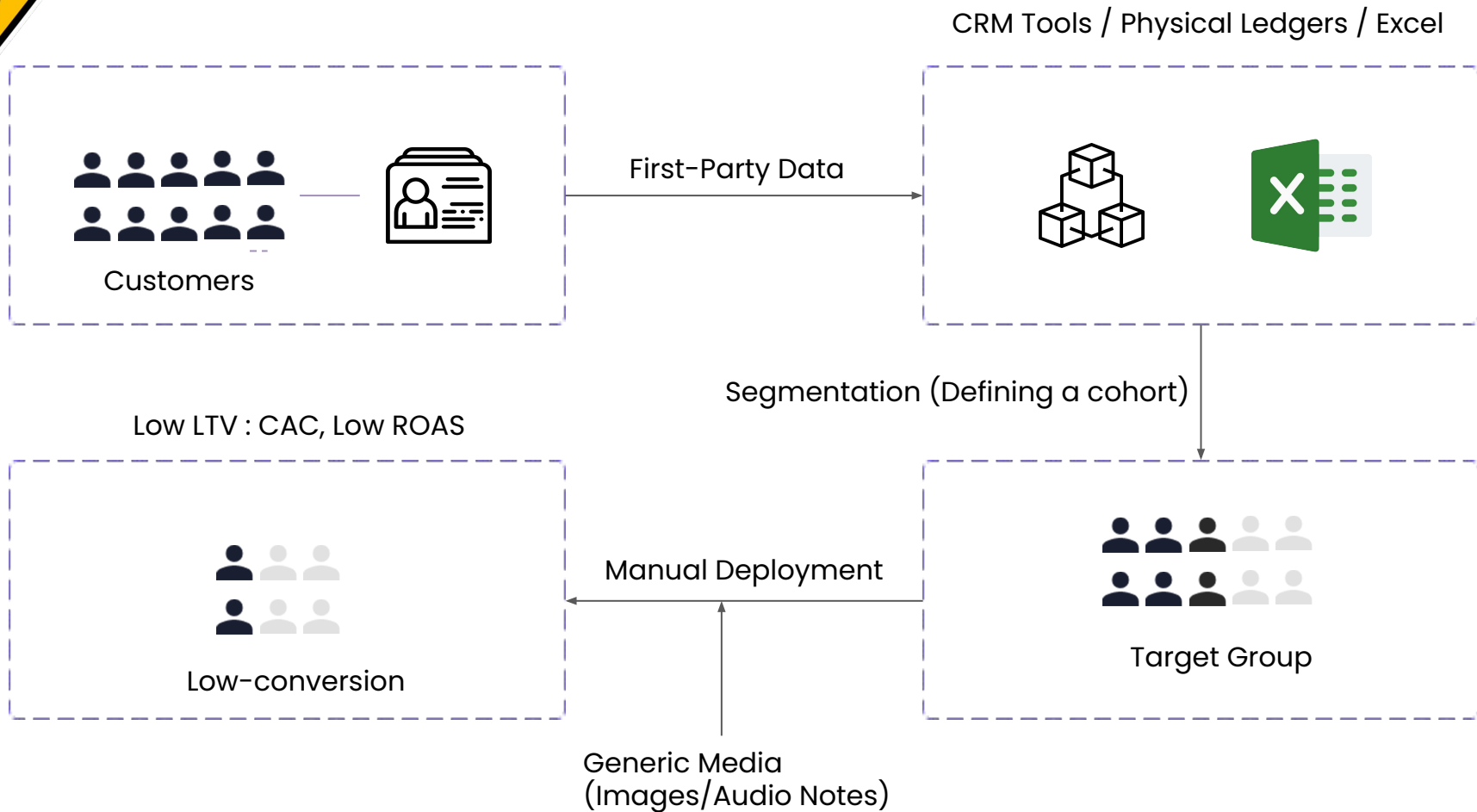
When we set out to create a product for India, we took multiple themes into account and 'Personalisation' emerged as a clear winner. Return on ad spend, CAC to LTV ratio are at an all time low and continuously decreasing because customers are demanding more.

A recent report on India's Internet Landscape from Bain claims:
1) 65% of customers expect companies to understand their unique needs and expectations

2) 52% of customers expect offers to always be personalised
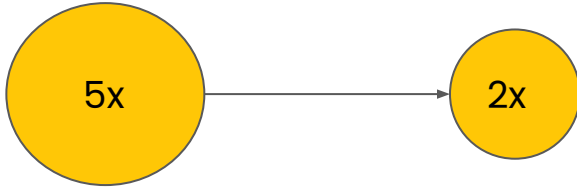
Traditional Workflow

Customers —[First-Party Data]→ **CRM Tools / Physical Ledgers / Excel**

Segmentation (Defining a cohort) → **Target Group**

Target Group —[Manual Deployment]→ **Low-conversion** (Low LTV : CAC, Low ROAS)

Generic Media (Images/Audio Notes)

Problem Statement Summary

Digital Marketing is outdated	Customers are demanding more	Brand Differentiation

CAC : LTV is decreasing

5x → 2x

ROAS is decreasing

3x → 2x
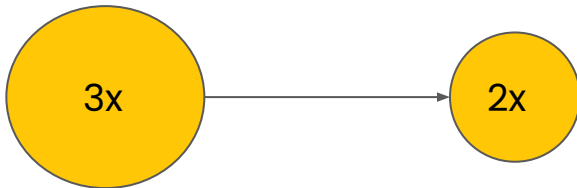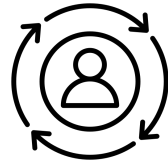
CONTEXT

Personalisation to contextual personalisation

ONDC
Open Network for Digital Commerce
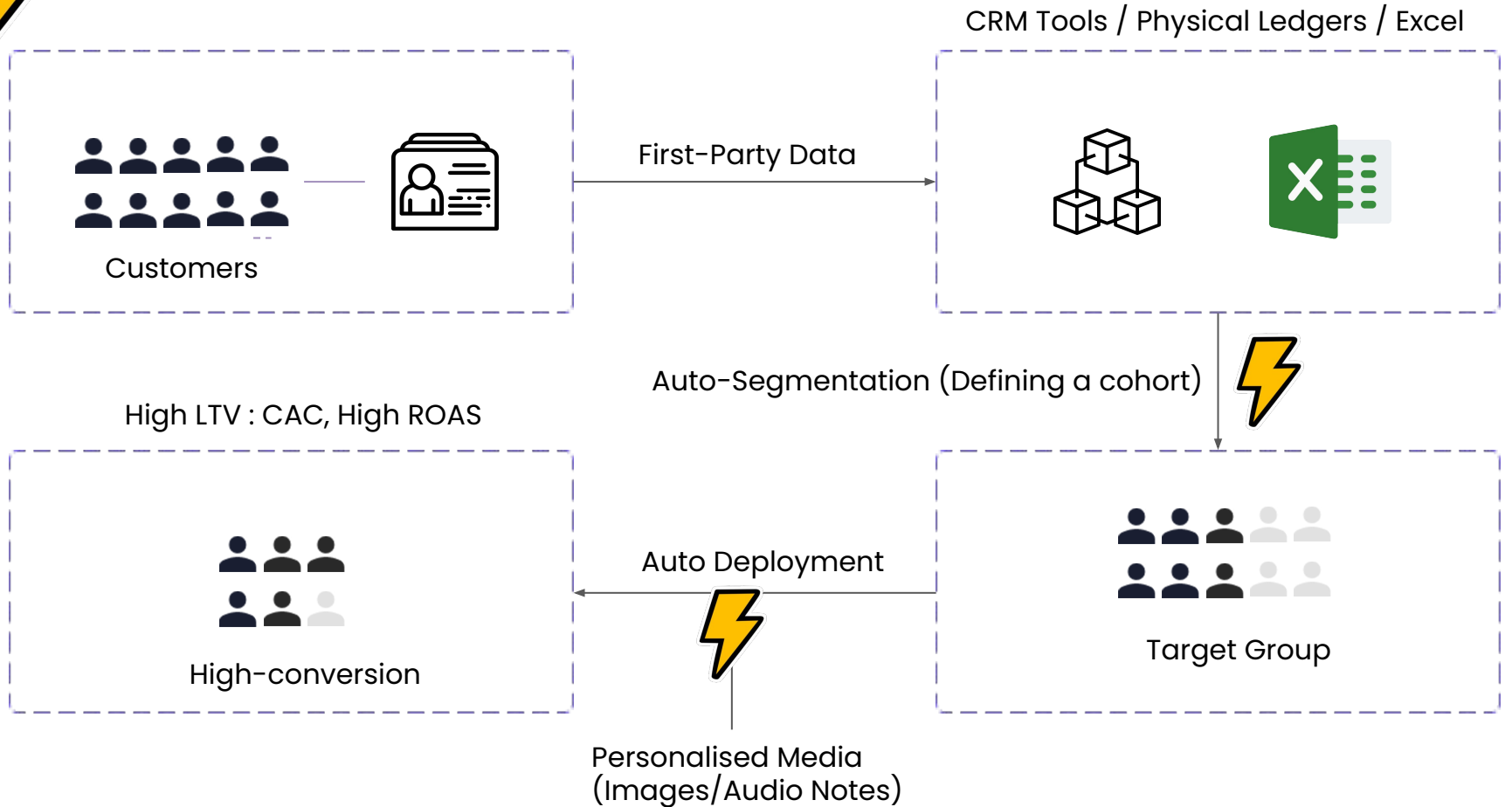
Democratisation means brands will have to differentiate

Our Workflow

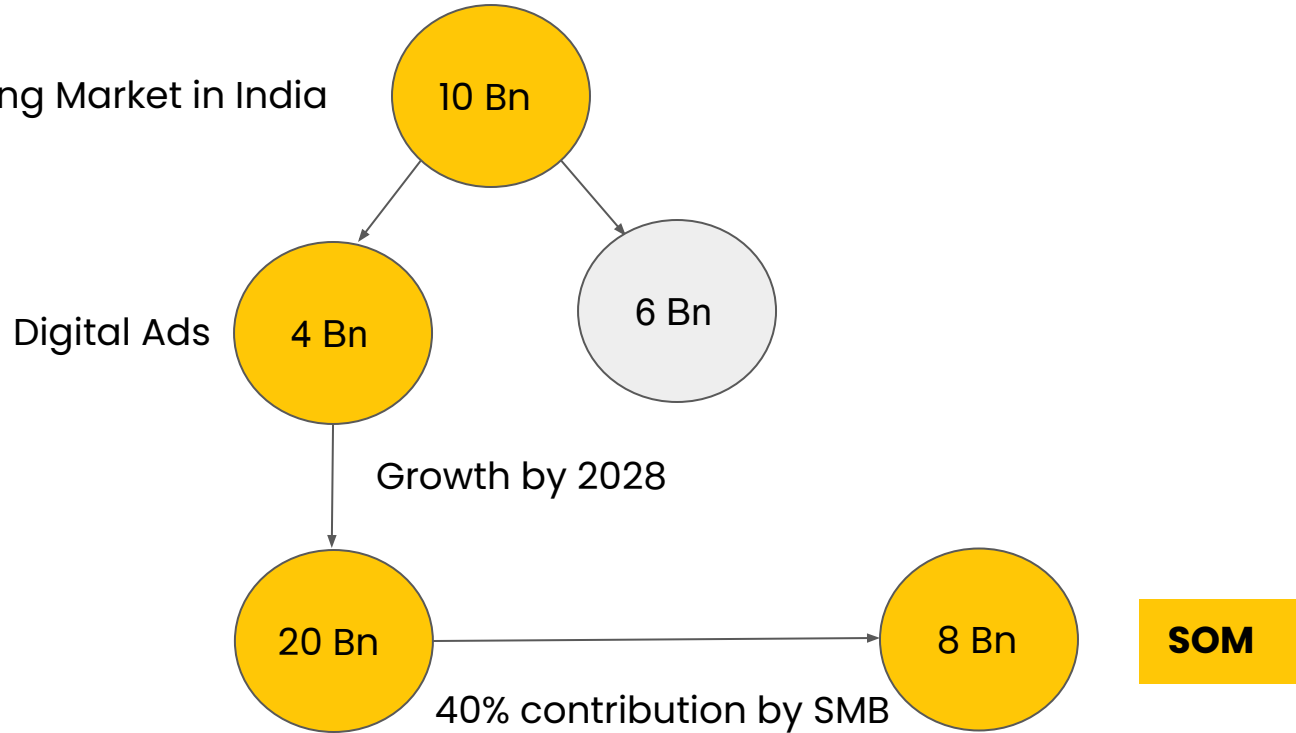**Hyper-Personalised Multimedia Generation and Distribution at Scale**

CRM Tools / Physical Ledgers / Excel
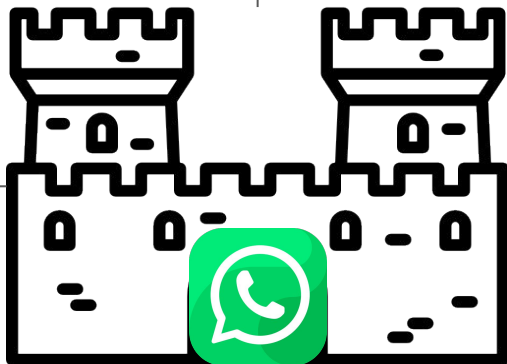
Customers

First-Party Data

Auto-Segmentation (Defining a cohort)

High LTV : CAC, High ROAS

High-conversion

Auto Deployment

Target Group

Personalised Media
(Images/Audio Notes)

Features

Template use cases

Personalized
multimedia messages

Enabling local influencers

Demo

Automatic generation and
deployment through ONDC
CRM

Text-based data querying system

The Opportunity

TAM   Total Advertising Market in India

10 Bn

Digital Ads   4 Bn

6 Bn

Growth by 2028

20 Bn

8 Bn   **SOM**

40% contribution by SMB

Technology

⚡ Pricing

Cost to us (Standard video duration : 1 min): INR 2/video
Revenue Share with Influencer: 10%/video generated

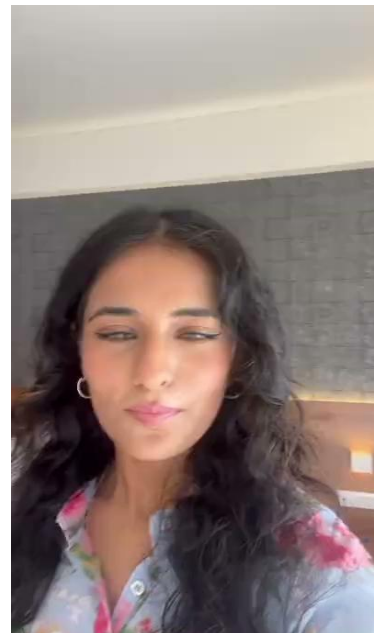|	Free	$25/month
Number of Videos	Upto 5	Upto 100
CSV Upload	No	Yes
Multilingual Support	Yes	Yes
CMS	No`	Yes

Testimonials

Marketing Manager at a Small Business

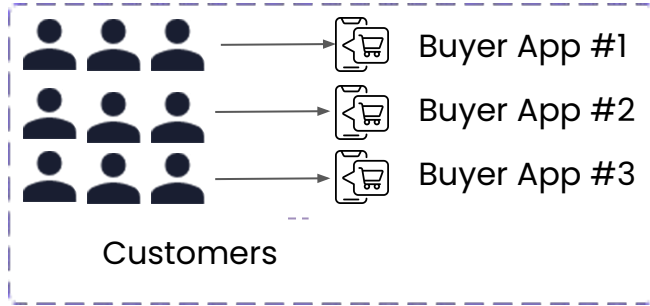**Fashion influencer with a growing audience**
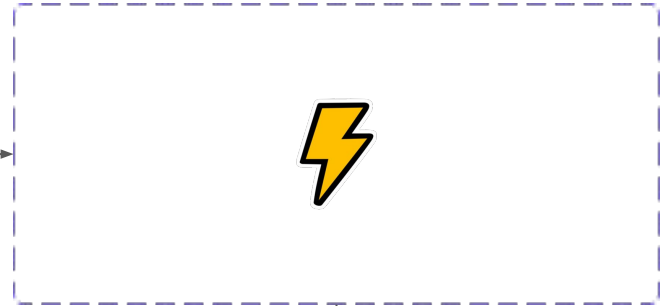
Try it on your own

Questions?
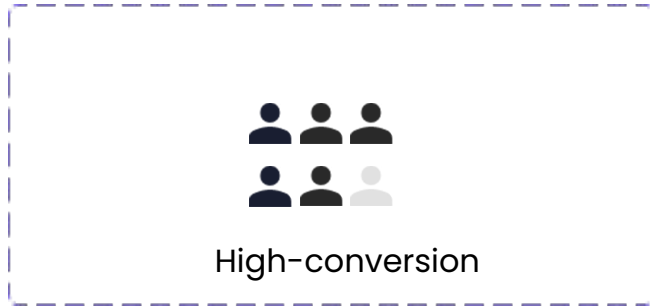
APPENDIX

Plugged in with ONDC

Customers

Buyer App #1

Buyer App #2

Buyer App #3

First-Party Data

Centralised **Sparked CRM built on ONDC**

Auto-Segmentation (Defining a cohort)

Target Group
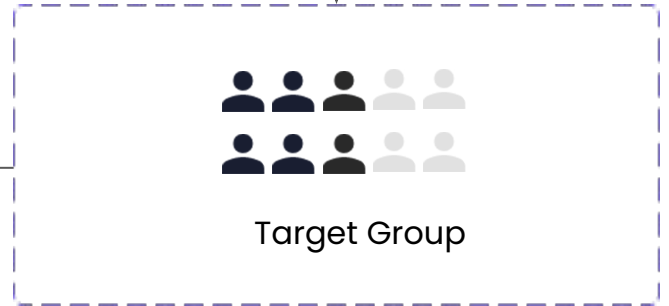
Auto Deployment

Personalised Media
(Images/Audio Notes)

High LTV : CAC, High ROAS
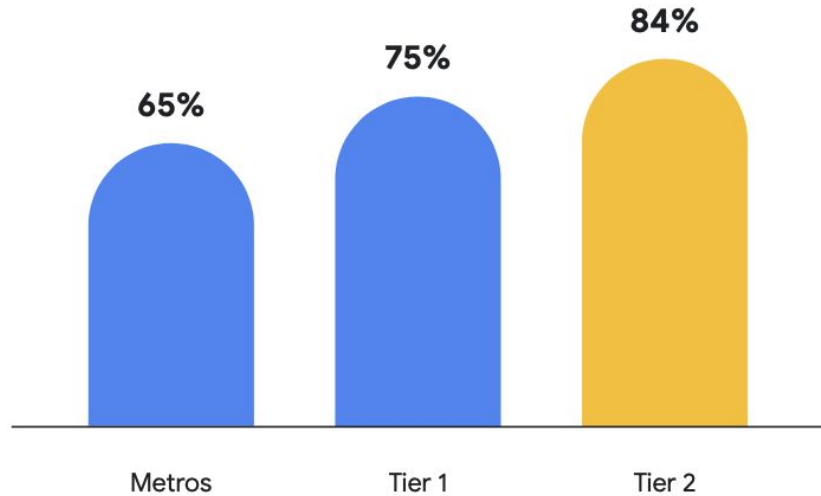
High-conversion

Why now? (The Signals)

Consumers who consider YouTube vloggers/ influencers more trustworthy and credible than traditional celebrities

65%
Metros

75%
Tier 1

84%
Tier 2

Why now? (The Signals)

Consumers who are willing to pay a higher price for personalisation

65% Metros

78% Tier 1

82% Tier 2