ABHero

90% of E-commerce Businesses fail

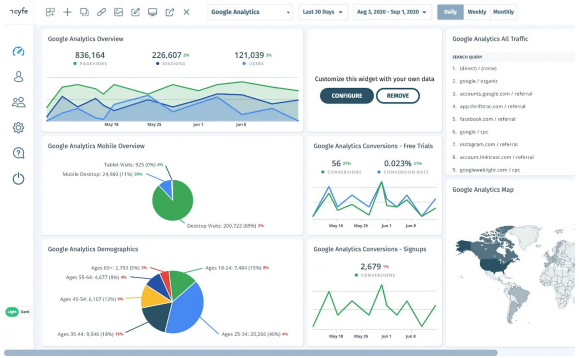
Web Optimization Obstacles make up 3 of the top 5 reasons e-commerce businesses fail

- Slow load time
- Complex Checkout Process
- Bad Website Design

Source: Wix

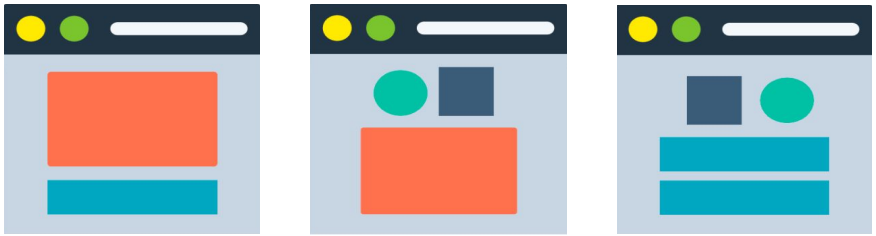
Pain Point: Website Optimization

- Businesses don't understand tool or dashboard



Too many stats, No Insights

- Manual A/B testing: 25% success



AI-Facilitated AB Testing for Website Optimizations

We provide Actionable Changes Fixing Your Site

Site Analysis

- We get screenshot of page and HTML
- Using Gemini's multimodal AI, we stream suggestions to fix your page

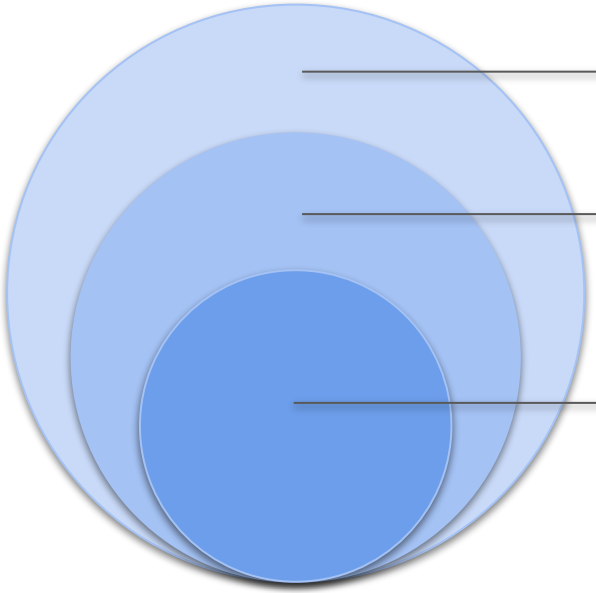
Generate Variants

- Code for suggestions is found with RAG and variants are generated with Gemini
- Variants are evaluated using TruEra with groundedness and relevance

Result

- Minimal time and cost to optimize your site
- Design optimized for maximum sales

$200 Million Target Market



TAM

Any ecommerce store (24 million)
$12 Billion Market

SAM

Ecommerce store doing ads (4 million)
$2 Billion Market

SOM

Shopify Store running Ads (400,000)
$200 Million Market

Competitive Analysis

	Generative AI	Instant Improvement	Automated	User Centered	Targeting Online Stores
ABHero	X	X	X	X	X
AI Copywriters (CoFrame)	X		X		
A/B Testing (VWO, Optimizely)			X	X	
Web Designers				X	X

We are the only tool turning insights into actionable changes