

ShopDeck

**ONE STOP
SOLUTION**

Making D2C Simpler, Data-driven
and Scalable

WHY D2C WEBSITE ?

30Cr+ Active shoppers

Reach customers across India, directly via Facebook / Google / Youtube / Instagram

No Price War

Unlike marketplace, where other sellers under-cut your product.

Your Return Policies

You govern the T&C

Build your customer community

Build strong customer loyalty, retarget, gain product insights and much more

Highly Scalable

Driven by performance marketing, growth can be multiplied, once profitable !!

D2C ADOPTION - COMPARISON

% OF SELLERS THAT HAVE TRIED SETTING UP D2C WEBSITE



38%

SELLERS IN US



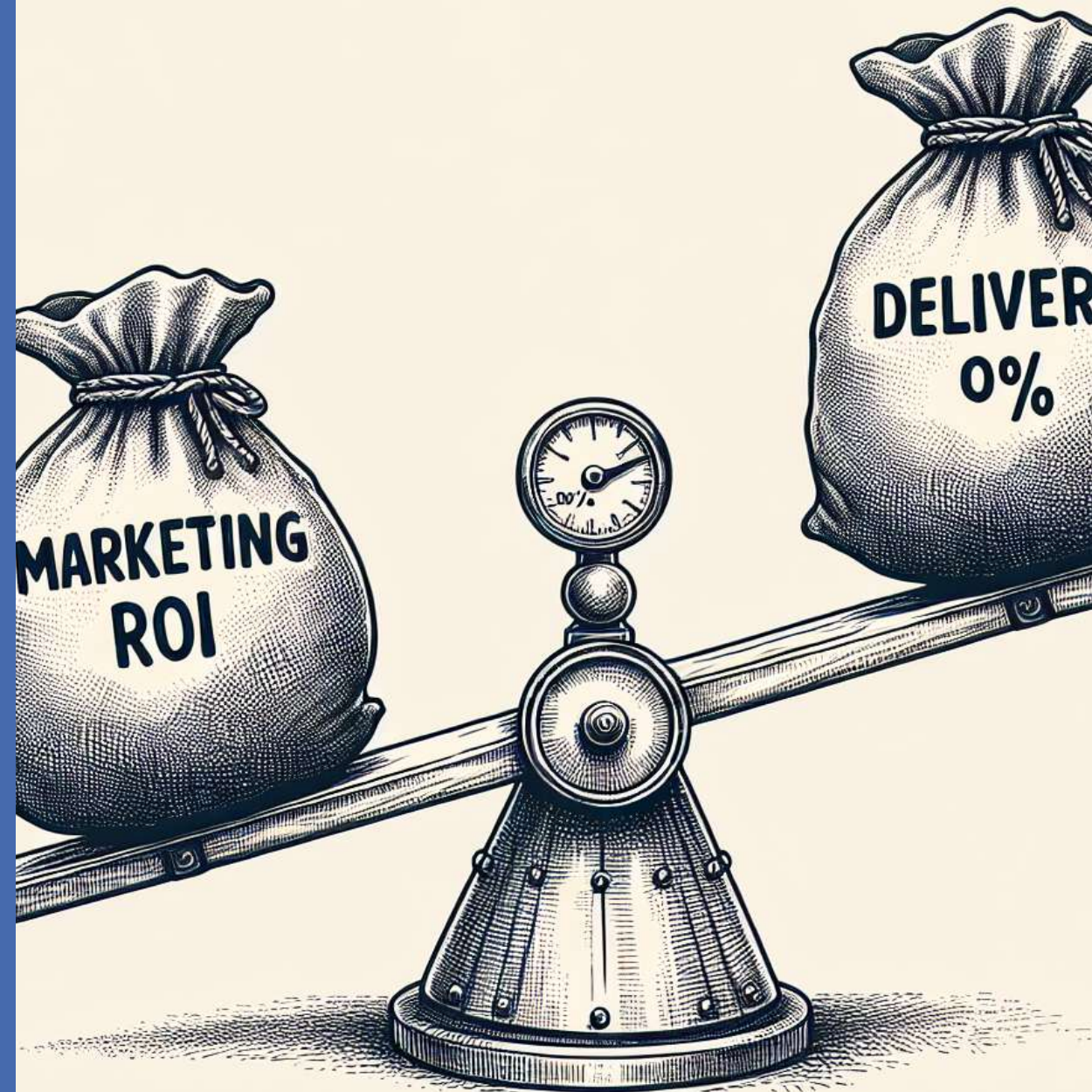
7%

SELLERS IN INDIA

WHY IS D2C ADOPTION LOW IN INDIA

Less than 10% of sellers, end up profitable !!

- ✓ High Initial Setup Cost
- ✓ Product Page to BuyNow Funnel Optimization challenge
- ✓ Marketing ROI optimization challenge
- ✓ High RTO% of new customers
- ✓ Need for Marketing, Logistics, Ad-Creatives expert teams
- ✓ Wrong Pre-Conceived Notions : Home Page aesthetics impacts conversion, RTO is high -> Delivery partner is bad, Pure Prepaid is only way to keep RTO low, Price Low = More Orders, My product is good so orders will come from Day1, If i call all customers before dispatch my RTO will decrease



WHY SHOPDECK

FREE

Website + Digital
marketing
consultancy

12+

Low-Cost Shipping
Partners Integrated

WHATSAPP
INTEGRATED

Success Based
Pricing

3%

+ gst on delivered orders

10 CR+

Yearly revenue, each, by
top brands

Marketing
Expertise of

5000

brands

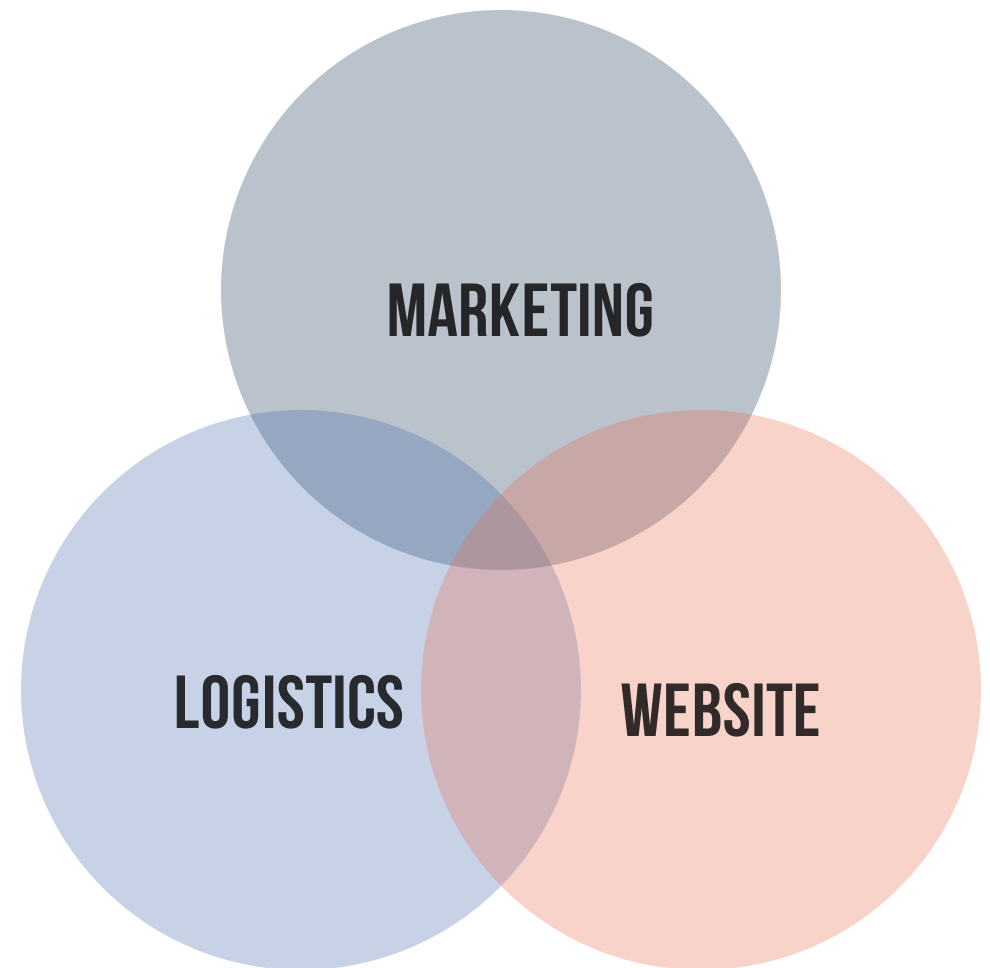
DEDICATED
GROWTH
CONSULTANT

WHAT'S UNIQUE ABOUT US ??

An All-in-one stack helps build synergy, data-views and automations which are otherwise impossible

- Weekly PnL Trouble-shooting
- RTO Adjusted Marketing
- Product Level PnL
- Marketing campaign level PnL
- State / City level PnL

and much more...



% BRANDS TURNING PROFITABLE IN D2C JOURNEY

10%



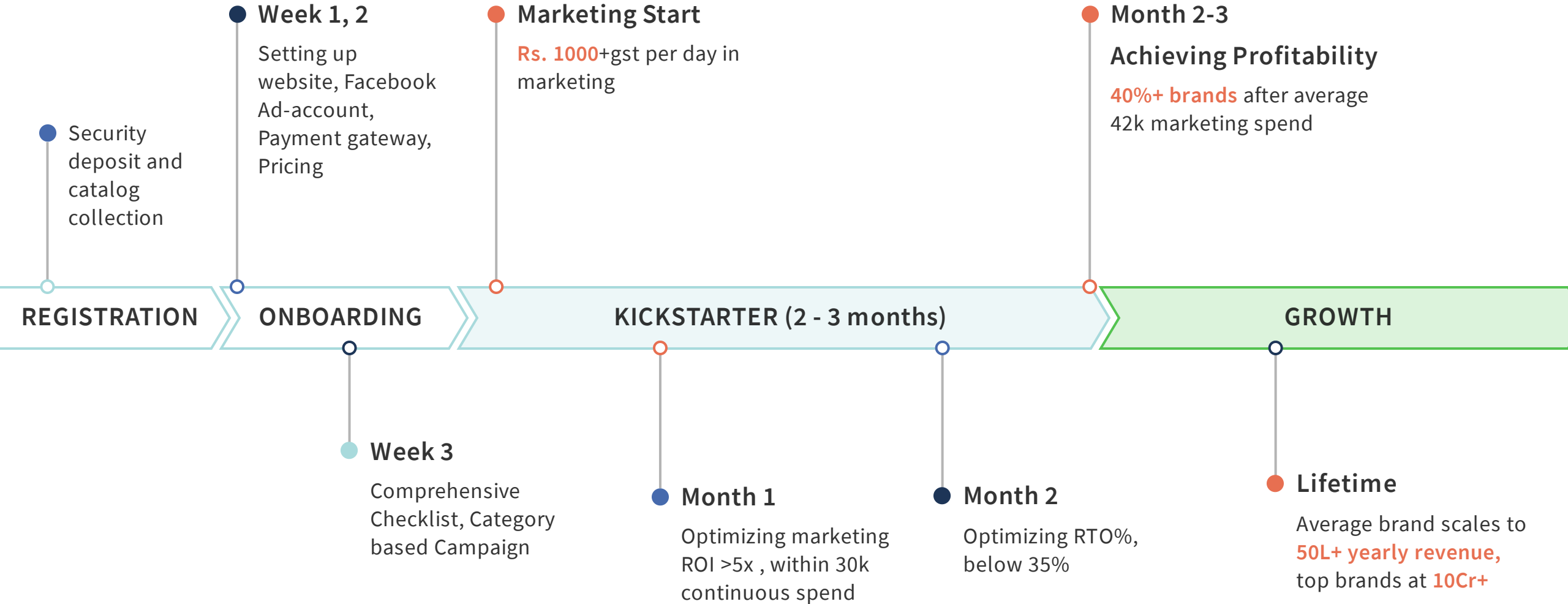
On their own / working with multiple agencies

41%



Partnering with ShopDeck

BRAND'S JOURNEY



SUCCESS STORY 1

Delhi Based Kurti Brand run-
rating at 5Cr+ yearly NMV

(Dashboard Screenshot PnL)

	April-2024	March-2024	February-2024
Total Orders ⓘ	13548	5645	1666
Cancelled Orders	1918	1108	398
RTO % ⓘ	27.45%	28.10%	26.10%
Delivered Orders	8437	3262	937
Total Sales	₹43,64,133 100.00%	₹16,84,351 100.00%	₹4,65,167 100.00%
Shipping Charge	-₹8,01,407 -18.36%	-₹3,03,024 -17.99%	-₹93,385 -20.08%
Marketing spend	-₹7,45,770 -17.09%	-₹2,41,016 -14.31%	-₹70,861 -15.23%
Shopdeck Service Fees	-₹1,54,465 -3.54%	-₹59,614 -3.54%	-₹16,464 -3.54%
Net Sum [A] ⓘ	₹26,62,491 61.01%	₹10,80,697 64.16%	₹2,84,457 61.15%
Product Cost [B] ⓘ	-₹25,18,209 -57.70%	-₹10,07,546 -59.82%	-₹2,71,905.25 -58.45%
Net profit [A+B] ⓘ	₹1,44,282 3.31%	₹73,151 4.34%	₹12,551.75 2.70%

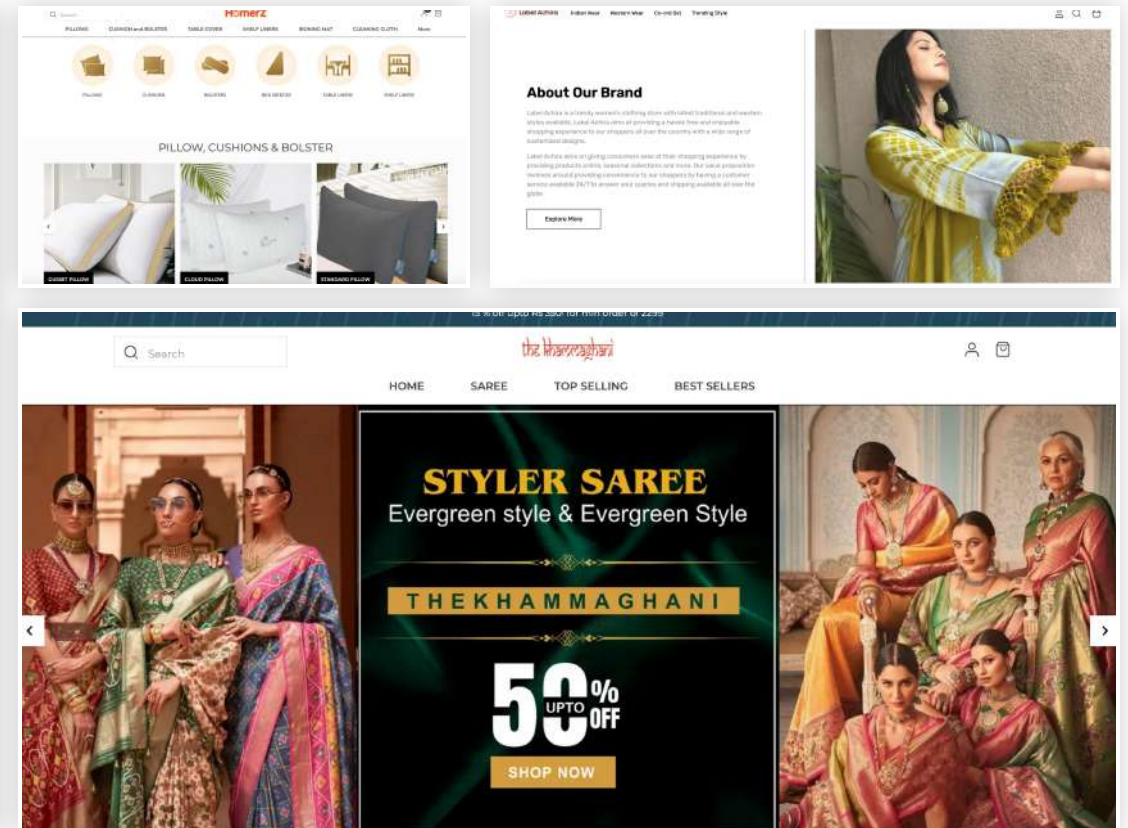
SHOPDECK ECO-SYSTEM

Proven models on 5000+ brands, that optimize for profitability and scalability

Conversion Optimised Website	Product-Page Playbook	Optimized Checkout	Auto-address fill for 5Cr+ customers
Setup Expertise	Category-campaign Playbook	100 point Checklist	Automated Pricing
Data Led Troubleshoot	Product , Pincode, Campaign, Gender, Tier level PnL	Weekly Troubleshooting	
Whats-app Stack	Brand Name	Customer Communication	Optimised for NDR, Retargetting
RTO Reduction	RTO adjusted marketing	Customer Flagging algorithms	NDR Calling
Scaling Strategy	Revenue Based Financing	Automated Scale-up / down	

CONVERSION OPTIMISED WEBSITE

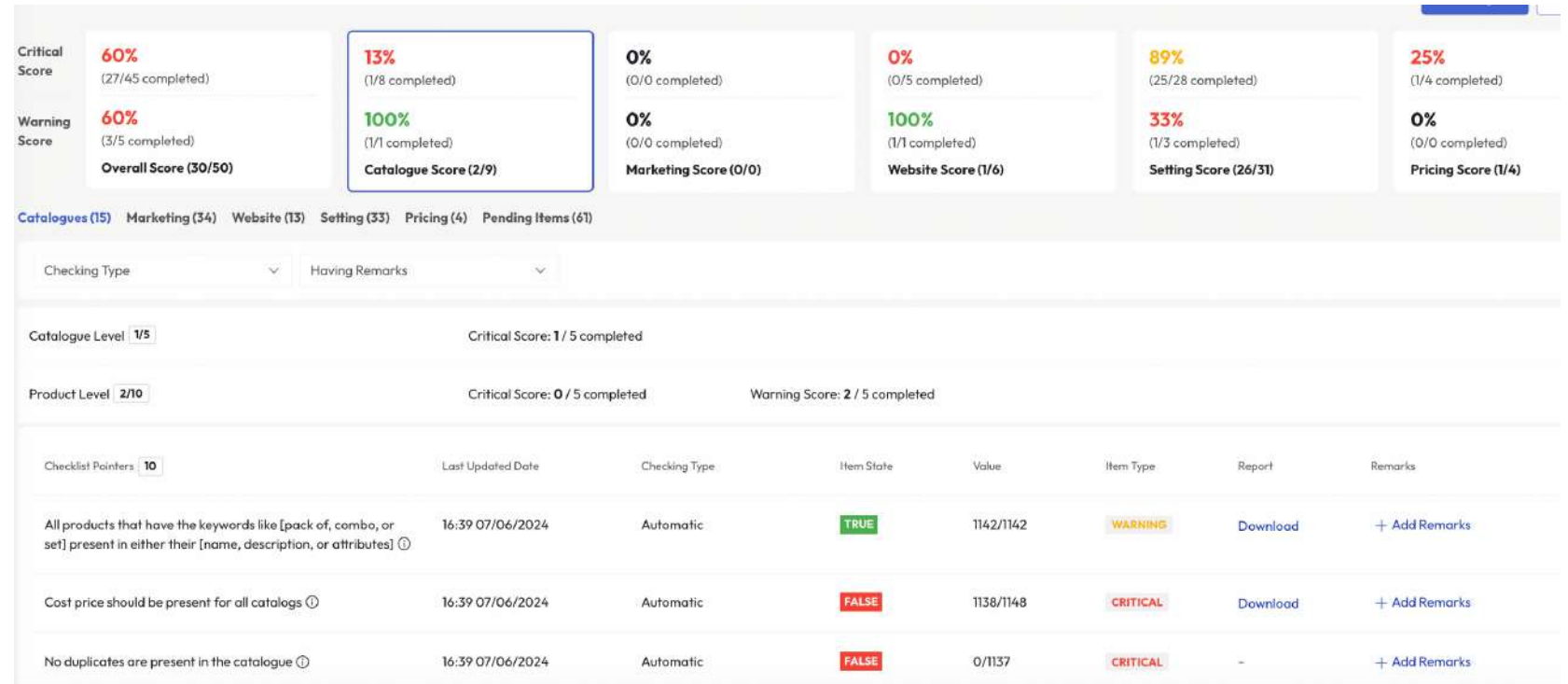
- Smart Product page widgets (Bestsellers, Testimonials, recent purchases etc)
- 3 step Checkout
- Address autofill for 5Cr+ customers across all ShopDeck brands
- Post-Purchase discounts to drive higher cart value



SETUP EXPERTISE

CHECKLIST & AUTOMATIC PRICING TOOL

100+ checklist points combined with category specific Automated Pricing, to Maximise chances for success before starting marketing



DATA-LED WEEKLY ACCOUNT TROUBLESHOOT

Actions tailored every week, to optimise for your Marketing ROI and Logistics RTO

➔ The total remittance amount that was shared with you was ₹43,875.32 (last cycle) & ₹1,16,756.34 (second last cycle) .

➔ We also discussed a couple of requests from your end.

- 1) Order Growth
- 2) Profit Increment
- 3) Improvement in marketing

➔ There were Troubleshoots actions that were executed for your account. Those Actions are noted below:

1. We will start lookalike and smart retargeting campaign
2. Duplicate Interest based at 1k as because it's learning decreased so we are duplicating it.
3. Start one interest based campaign with two ads of two different banners of flower wall mounted art at 1K the intent of creating this campaign is to pick our best sellers products which are flower wall mounted art .

➔ The total number of tickets that are

Multiple ad-campaign trials

2. There are Troubleshoot actions that were executed for your account in the previous week which had a couple of actions which I am writing down below every action has its own intent and the major goal of delivering profitability.

- I discussed to bring best sellers products(sea case) back in stock which will again improve marketing.
- we discussed to clear orders in PPH state and do proper listing of new products that will be in stock
- we scaled metro campaign on android product for better marketing with reduced rto
- we scaled metro campaign on iphone product set for better results with reduced rto
- we started campaigns on realme product set to increase sales
- we will also exclude Madhyapradesh from all the campaigns because rto is high in this states
- We paused insta starbucks and insta campaign on iphone charger due to bad performance

Targeted actions for RTO reduction

this week

- a) we will be switching off the current conversion campaign and start a new convo campaign on all the product on Metro and Tier-1 cities. It will effect RTO and Cancellation.
- b) Starting a retargeting conversion campaign with 2 Ad Set - Website Visitor + Add to Cart
- c) we will wait and watch on the MT| ASC campaign for 2 days and stop it if performance does not improve

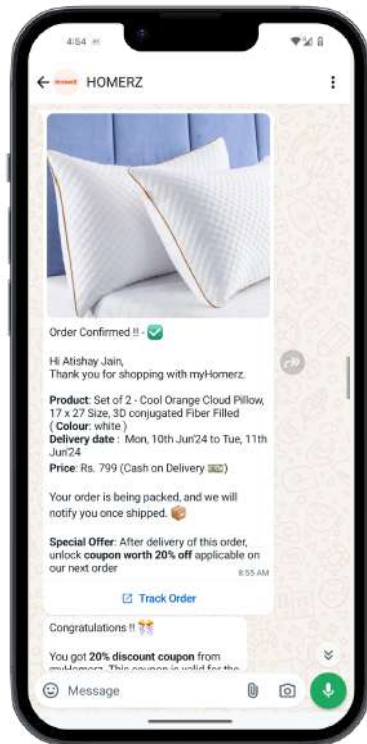
*Sellers Action

- A) we need to add KB-609-LHR-Pink-3XL and KC-516-OBW-Teal-3XL as soon as possible
- b) Share video and arrange videos of more products.*

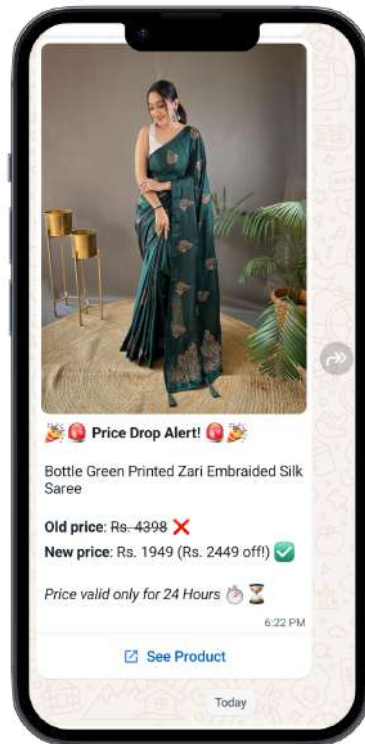
Highlighting seller-led actions

WHATSAPP STACK

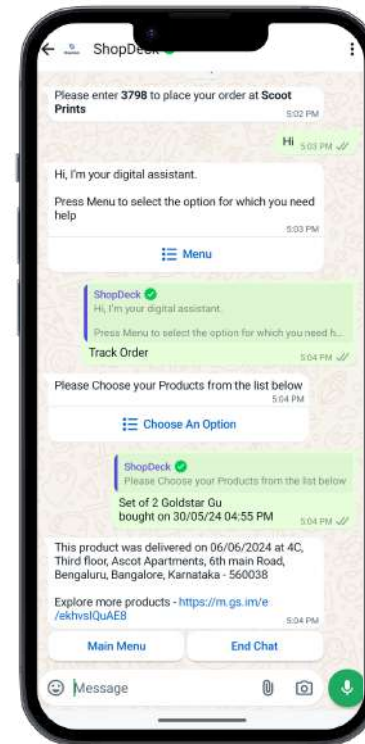
Cart Drop-off Retargeting, Automated Chatbot, Order Tracking, NDR Feedback and much more... in your Brand name



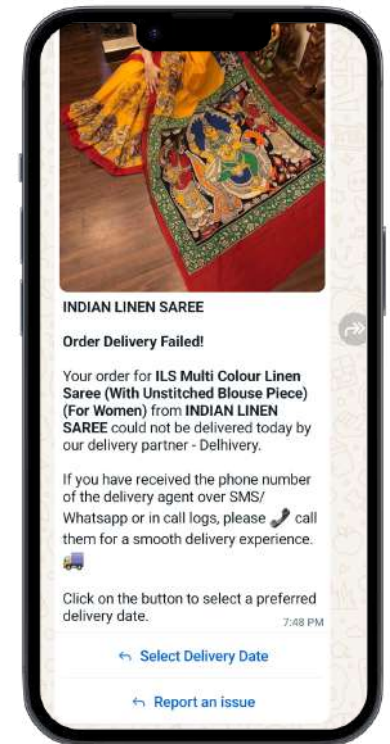
Order confirmation and tracking



Cart Drop-off Retargetting



Chatbot Support Built-In



Delivery Failure Feedback

SUCCESS STORY 2

Mumbai Based Jewellery Brand runrating 7Cr+ yearly revenue

(Dashboard Screenshot PnL)

	April-2024	March-2024	February-2024	January-2024
Total Orders ⓘ	10475	9942	14276	12535
Cancelled Orders	1036	965	1355	980
RTO % ⓘ	12.40%	11.75%	10.94%	12.50%
Delivered Orders	8269	7922	11507	10111
Total Sales	₹41,49,285 100.00%	₹39,86,693 100.00%	₹54,86,474 100.00%	₹48,86,358 100.00%
Shipping Charge	-₹7,97,002 -19.21%	-₹7,51,650 -18.85%	-₹11,18,560 -20.39%	-₹9,94,767 -20.36%
Marketing spend	-₹13,81,941 -33.31%	-₹14,76,187 -37.03%	-₹17,82,177 -32.48%	-₹15,65,066 -32.03%
Shopdeck Service Fees	-₹1,71,307 -4.13%	-₹1,64,637 -4.13%	-₹2,26,549 -4.13%	-₹2,01,712 -4.13%
Net Sum [A] ⓘ	₹17,99,035 43.36%	₹15,94,219 39.99%	₹23,59,188 43.00%	₹21,24,813 43.48%
Product Cost [B] ⓘ	-₹14,53,645 -35.03%	-₹13,79,490 -34.60%	-₹18,29,190 -33.34%	-₹16,39,745 -33.56%
Net profit [A+B] ⓘ	₹3,45,390 8.32%	₹2,14,729 5.39%	₹5,29,998 9.66%	₹4,85,068 9.93%

SUCCESS STORY 3

Panipat Based Bedsheet
Brand

(Dashboard Screenshot PnL)

	April-2024	March-2024	February-2024	January-2024
Total Orders ⓘ	12649	9445	8865	7147
Cancelled Orders	998	726	765	561
RTO % ⓘ	23.31%	23.17%	23.67%	18.04%
Delivered Orders	8935	6699	6183	5398
Total Sales	₹55,01,068 100.00%	₹41,33,342 100.00%	₹38,52,766 100.00%	₹34,86,627 100.00%
Shipping Charge	-₹10,13,561 -18.42%	-₹7,56,888 -18.31%	-₹7,09,052 -18.40%	-₹5,82,457 -16.71%
Marketing spend	-₹15,78,278 -28.69%	-₹14,36,255 -34.75%	-₹12,71,406 -33.00%	-₹10,16,431 -29.15%
Shopdeck Service Fees	-₹2,26,923 -4.13%	-₹1,70,622 -4.13%	-₹1,59,039 -4.13%	-₹1,43,865 -4.13%
Net Sum [A] ⓘ	₹26,82,306 48.76%	₹17,69,577 42.81%	₹17,13,269 44.47%	₹17,43,874 50.02%
Product Cost [B] ⓘ	-₹24,28,320 -44.14%	-₹18,18,358 -43.99%	-₹16,99,253 -44.10%	-₹15,80,412 -45.33%
Net profit [A+B] ⓘ	₹2,53,986 4.62%	-₹48,781 -1.18%	₹14,016 0.36%	₹1,63,462 4.69%

BRANDS WORKING WITH US

FARGO

LONDON HILLS

Zinnis Wardrobe



I'DECORA

Krish-e
BY Mahindra
एक्सपर्ट तंत्र । नवीन उपाय । परिणाम दर्शविते ।

Rekha Maniyar
BY ALBERTO CUCCI

GoSriKi

HomerZ

PRICING

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WEBSITE SETUP & MAINTENANCE COST

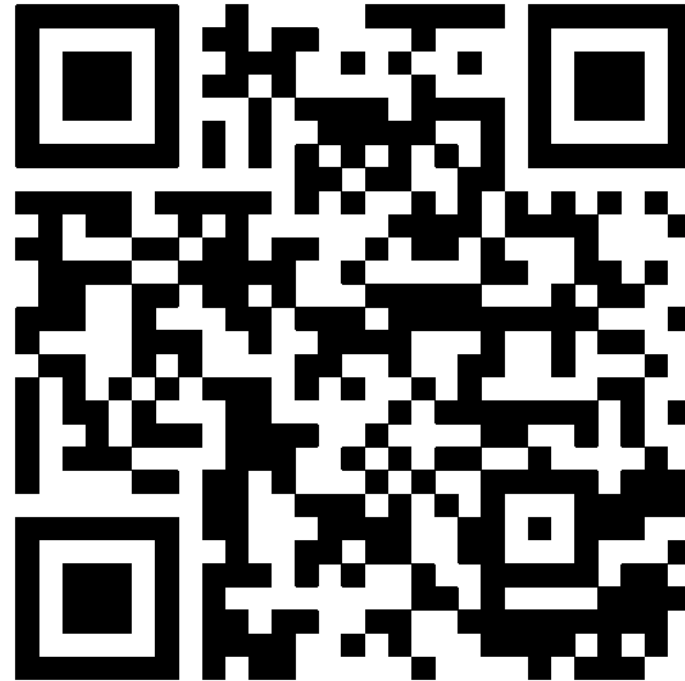
0%

COMMISSION ON MARKETING BUDGET

3%

+ GST, ON DELIVERED ORDERS

**JOIN US
TODAY**



<https://shopdeck.com/book-demo-form>