AI for Performance Marketing

Nitan Jain

Chandigarh Growth Summit 2026

VAIZLE

Nitan Jain

Co-founder, Vaizle · **CEO, XOR Labs**

12 yrs
buying media
since 2014

300+
brands
managed

$Millions
in ad spend
run by our team

Still in the accounts every week.

VAIZLE

EVERY MONDAY, EVERYWHERE

How’s the account doing?

9:02 AM

• • •

…somebody, by Thursday

The most-asked question in every company in this room.

Ask Meta:

8.61x	−10%	−15%
ROAS	**Spend**	**Cost per purchase**
up 13.94%	vs last month	vs last month

Better returns, on less money.

Everything here says: scale it.

So that's what we would have done.

Ask the store:

−38%

Checkout completions

vs last month

+72%

Money refunded

and returned

−3%

Net sales

vs last month

2,848 reached checkout. 282 made it through.

Both are true.

Meta did its job — brilliantly.
It answers for the surface it can see. It has never seen your checkout, your refunds, or your margin.

Our best month.

And the client was leaving.

We weren’t lying to them.
We just couldn’t see past Meta.

WHAT WE COULD SEE

Meta

WHAT WE COULDN’T

- Store revenue
- Refunds & RTO
- Margin

The same story you just watched — from my side of it.

VAIZLE

So we started pulling in the rest.

Meta	2019
+ the store	then
+ the website	then
+ the competitors	then

We built it so that call never happened again.

Those scripts became Vaizle.

spend-check.py | rto-sheet.xlsx | creative-log | competitor-scan

margin-calc | daily-alert.sh | leak-finder | report-gen

↓

Ask anything ↑

And then it needed a real test.

So I asked two AIs the same question.

✦ “Give me a state-of-my-account briefing for a founder.”

One is a world-class general AI. One is built for marketers.

VAIZLE

TWO ANSWERS · SAME DAY

THE GENERAL AI

Recalibrated perspective toward founder-centric metrics and revenue impact

Here's the straight version, founder to founder.

You're making money and the trend is up. Last month, ₹3.2L of ad spend pulled roughly ₹28L in revenue — an 8.7x return, about 1,800 orders at ₹180 each. The month before it was 7.6x, so returns improved *and* you spent 11% less to get there. On paper, this is a well-run account.

The growth lever is real, with one condition. I've run the numbers on scaling: you can put ₹10L a month to work and roughly triple your orders while keeping cost-per-order under today's ₹180 — but only if we refresh creative first. That's not a nice-to-have. Your biggest, best campaign is showing the same audience your ads 5-6 times over; it's tiring. Pour money in without new creative and cost-per-order spikes. Do the creative work first, and the account can carry 3x the budget profitably. That's the single most important sentence in this briefing.

The risk I'd lose sleep over: you're riding one horse. A single campaign is a third of your spend and nearly 40% of your orders. If it stumbles — and it stumbled once already in June — the whole account feels it immediately. We need to spread the base so no one campaign can take you down.

The thing you need to tell me before we set any target: everything above is *platform* ROAS — what Meta reports. It doesn't account for returns and RTO, which in apparel is a real chunk of "revenue" that never lands in your bank. An 8.7x on the dashboard might be 6x in reality. So before I promise you a growth number, I need your RTO/return rate. That's the difference between a plan that grows profit and one that just grows revenue.

What I need from you: two decisions. One — greenlight the creative refresh so we can scale. Two — give me your true margin or RTO rate so I'm optimizing to profit, not vanity ROAS. Give me those and I'll come back with a growth plan you can actually bank.

VAIZLE

Founder br

Bottom line: Meta acquisition is getting more efficient, but the store is leaking demand at checkout. Keep Meta active, but make checkout reliability and margin visibility the immediate priorities before materially increasing spend.

Comparison: 5 Jul–3 Aug 2026 vs 5 Jun–4 Jul 2026, using completed 30-day windows. Meta uses the ad-account timezone (America/Los_Angeles); Shopify uses the store timezone (Asia/Kolkata).

Area	Current state	Change vs prior period	Founder read
Meta Ads	₹332,573.85 spend; 1,875 attributed purchases; ₹2,861,944.50 attributed purchase value; **8.61x ROAS**; ₹177.37 cost/purchase	Spend **-10.34%**; purchases **+5.75%**; ROAS **+13.94%**; cost/purchase **-15.21%**	Acquisition is healthy and improving.
Store revenue	₹2,378,517.53 net sales; ₹3,088,978.64 gross sales; 1,773 orders; **₹1,341.52 net AOV**	Net sales **-2.99%**; orders **-2.80%**; AOV **-0.20%**	More efficient advertising is not translating into stronger store revenue.
Store funnel	96,219 sessions; add-to-cart rate **6.56%**; conversion rate **0.29%**	Sessions **-7.39%**; add-to-cart **+0.56 percentage points**; conversion **-0.15 points**	Interest is not the main problem; the lower funnel is.
Checkout	2,848 sessions reached checkout; 282 completed; completion rate **9.90%**	Completed checkouts **-38.29%**; completion rate fell from **15.17%** (**-5.27 points**)	This is the highest-priority business risk.
Revenue leakage	₹190,900.60 in sales reversals, equal to **6.18% of gross sales**	Reversal value **+72.39%**; prior share was **3.57%**	Investigate refunds, returns, cancellations, and edits before scaling demand.
Customer mix	942 returning orders, or **53.13% of orders**; 831 first-time orders	First-time orders **-4.37%**; returning-order share **+0.77 points**	Retention is relatively stable, but new-customer acquisition through the store softened.

VAIZLE

THE GENERAL AI

Only what Meta reported.

“Your 8.7x might be 6x in reality.”

It was guessing.

VAIZLE

Meta — and the store behind it.

8.61x. And ₹1,90,900 already refunded.

It didn’t have to guess.

Same question. One had the numbers.

THE GENERAL AI

“Tell me your margin and return rate.”

It needed more information.

VAIZLE

“Refunds are up 72%. Fix your checkout today.”

It already knew.

THE GENERAL AI

“Refresh the creative,
then put ₹10 lakh
a month to work.”

VAIZLE

“Do not scale yet.
Fix checkout today.
Hold Meta where it is.”

One of them would have scaled the leak.

Neither one was wrong.

Only one was useful.

Not a smarter model.
More context.

An answer is only as good as what stands behind it.

01	**Your live account**	Ads, social, web — together
02	**Your backend**	Store, sheets, refunds, margin
03	**Your brand**	Site, catalogue, audience
04	**Your competitors**	What changed outside your account

You run 11 ads. They run 38.

Best offer

You **20% off**

Them **60% off**

Not a metric. A conclusion.

Competitor creative and offer benchmark

Competitor	Ads	Video	Video %	DPA	Cards	Discount ads	Max % off
[illegible]	11	7	63.64	2	3	6	20
[illegible]	17	7	41.18	8	9	6	51
[illegible]	38	26	68.42	14	14	6	60

“Your gap isn’t your brand. It’s your offer.”

Then it read them.

"Patla nahi dikhna hai,
mujhe khush dikhna hai."

Your most distinctive line. It said: build on this.

One coupon in 7 of 11 ads. It said: that's your risk.

It didn't count your ads. It understood them.

We didn’t ask for this one.

AFTER THE BRIEFING, IT FOLLOWED UP — UNPROMPTED

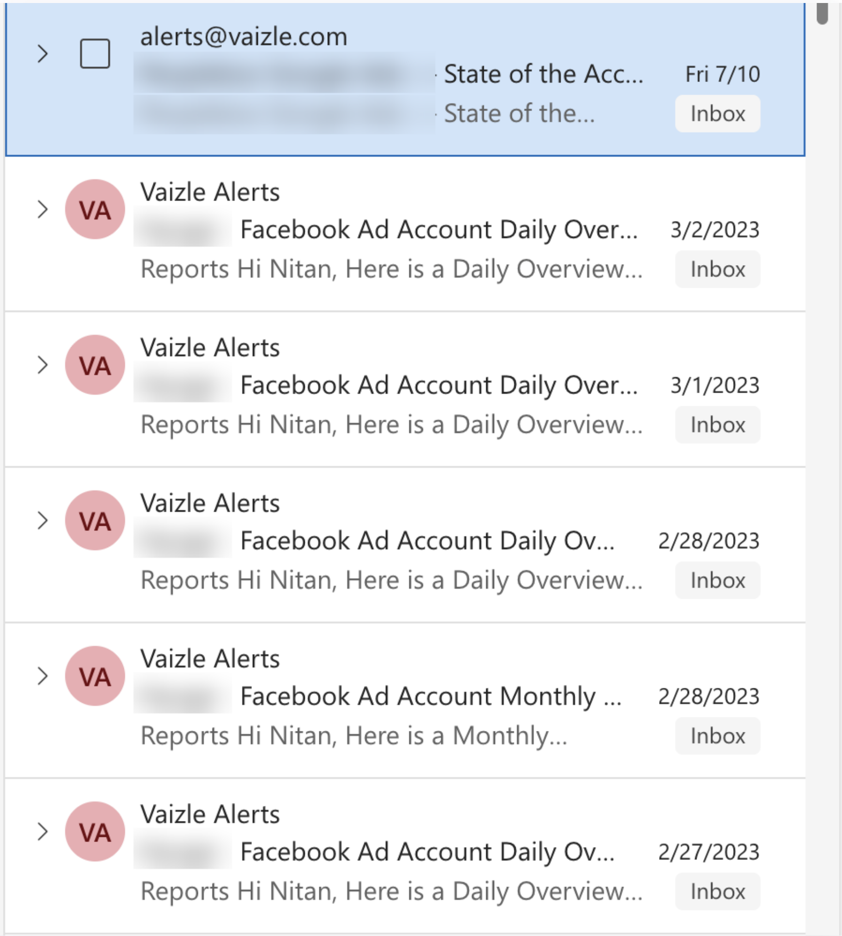
> *Should I turn this into a weekly founder dashboard with checkout, reversal, contribution-margin, and Meta scaling alerts?*

It saw the leak — and offered to watch the account for you.

Checkout. Reversals. Margin. Scaling alerts. Weekly, without being asked twice.

VAIZLE

You don’t even have to open it.



Key June performance

- **Spend:** $6,825.35, down **3.48%** vs May
- **Impressions:** 27,802, up **56.91%**
- **Clicks:** 1,712, up **130.73%**
- **CTR:** 6.16%, up **1.97 percentage points**
- **Avg. CPC:** $3.99, down **58.17%**
- **Conversions:** 11, up **10.00%**
- **CPA:** $620.49, improved by **12.26%**
- **Conversion rate:** 0.64%, down from 1.35% in May

Daily.
Weekly.
Monthly.

Or the moment something breaks.

Set it once. It reports to you.

Everyone has AI.
Almost nobody has context.

Context is the last thing that's still yours.

You don’t need to know what to ask.

Are my sales growing in a healthy way, or are discounts, refunds, or low-AOV orders making performance look better than it is?

Shopify

Which products are driving healthy revenue after discounts and refunds?

Shopify

Are customers coming back, or is most revenue coming from one-time buyers?

Shopify

Straight from the product — questions written by marketers, waiting in every account.

Everyone got a specialist.

DEVELOPERS

An AI that knows their code.

META

An AI that runs your ads.

MARKETERS

An AI that knows your business.

That’s all this is.

One question to take home.

So — how’s the account doing?

You should know the answer before you scale. Not after.

Q&A

Ask me anything.