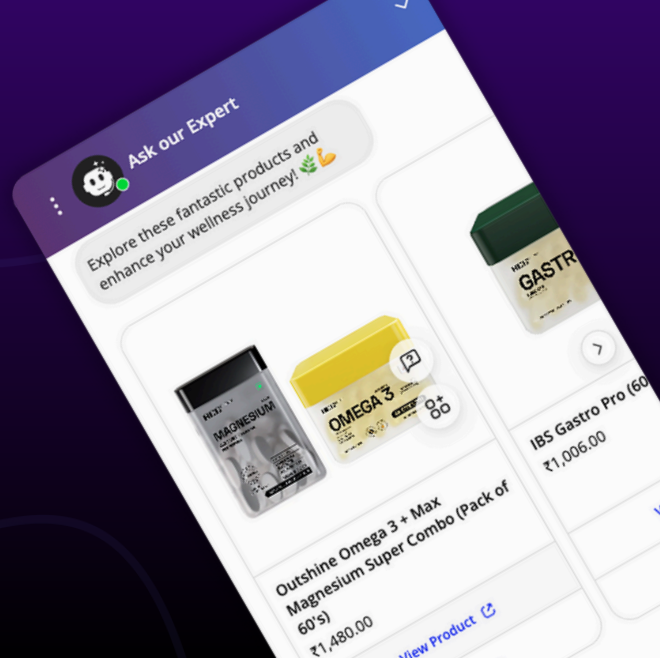


How Ace Blend Unlocked 20X ROI with AI-Driven WhatsApp Commerce



ACE^{BLEND}

- India's fastest-growing plant-based nutrition brand, backed by Fireside Ventures.
- Vertically integrated across proteins, functional drinks and wellness supplements.
- Strong digital presence across D2C, marketplaces and corporate wellness channels.
- High-consideration category where clarity and trust drive every conversion.

As Ace Blend grew, customer doubts grew faster and answers couldn't keep up.

Despite using , they still faced gaps in pre-purchase guidance and automation:

- No GPT-powered AI assistant to explain ingredients, formulations, dosages or usage
- No segment export for Meta lookalikes or deeper retargeting
- Limited visibility into product discovery behaviour and buying intent
- No AI-driven product recommendations based on goals or preferences
- Ingredient and comparison queries still routed to humans

What worked for them?

- **AI Product Assistant** for instant ingredient, usage and goal clarity in seconds.
- High-intent **PDP nudges** that turn research into adds-to-cart.
- **WhatsApp AI integration** for fast support and sales resolution.
- **Automated FAQs & order tracking** to cut routine load.
- **Unified Bik + Manifest reporting** that links conversations to revenue.

Where Manifest Moved the Needle?



Faster Decisions



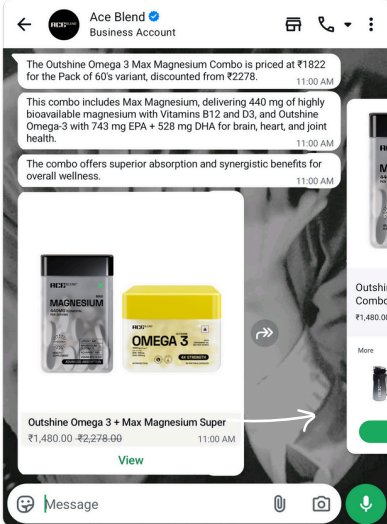
Higher Conversions



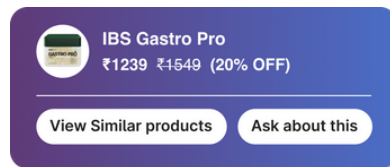
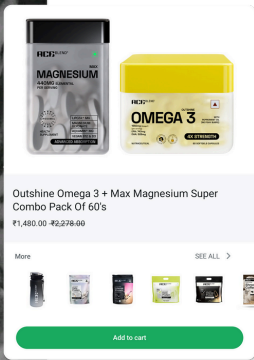
Lower Workload



Clear Attribution



Whatsapp Integration

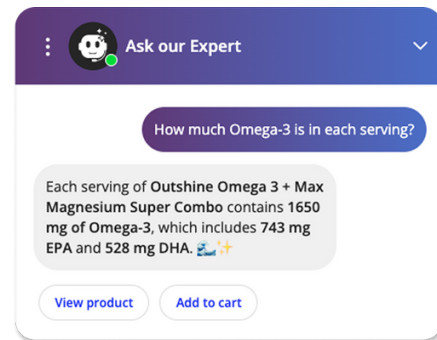


Benefits of Vitamin D3 in this product?

How much Magnesium in 1 serving?

Ask Custom Question

Contextual AI Nudges



Detailed and Exact Product Knowledge with AI

The Outcome (Oct–Nov 2025, Last 30 Days)



Revenue

₹45L+

revenue driven via AI

15X

ROI from Whatsapp alone

33%

of total sales attributed to AI



Orders

700+

orders driven via Manifest AI

19.27%

add-to-cart rate from interactors

₹2,000+

AOV from engaged users



Support

5,788

queries solved without agents

186

human handover cases (only 3%)

97%

reduction in agent effort



Engagement

5,518

high-intent shoppers assisted

1,140

nudges that converted intent to interaction

6,053

guided conversations completed

Manifest has been one of the most effective deployments for us when it comes to helping customers make informed decisions. The setup was seamless, and the platform's interface is designed to help teams adapt quickly and move faster. Cross-integration with BIK helps in alerting and allocating agents where human intervention is required. Highly recommended!



–Aishwary Mishra, Head of IT & CRM at Aceblend

Become our Next Success Story!

Get Started

