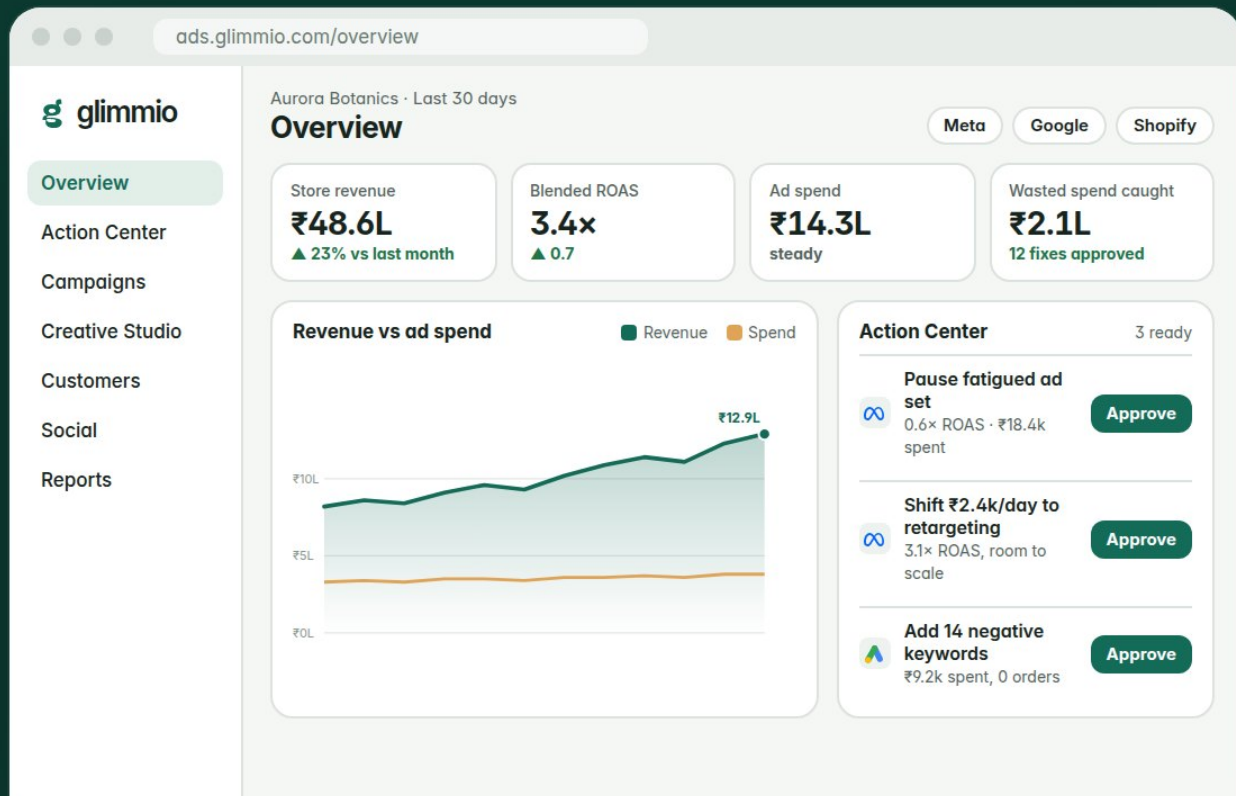


The growth operating system for D2C brands.

Glimmio connects Meta Ads, Google Ads and Shopify, measures every rupee of spend against the revenue your store actually recorded, and fixes what's wasting money with your approval. Then it makes your next creatives, recovers lost carts and keeps your social calendar full.

SAMPLE DATA



AT A GLANCE

One workspace for your ads, store, creative and customers.

Glimmio finds wasted Meta and Google ad spend for ecommerce brands, shows the account evidence behind every recommendation, and uses manual approval by default. Around that core sit the tools a growing brand needs next: creative, retention, social, an AI assistant and reporting.

583

fix types in the catalogue, across Meta, Google, Shopify, tracking and lifecycle

344

optimisation rules checked against your Meta and Google accounts

426

fix types Glimmio can apply for you through official APIs, once you approve

7 days

to roll back an eligible change, with the current setting re-checked first

0

new tracking pixels to install. Glimmio uses the connections you already have

13 · 48

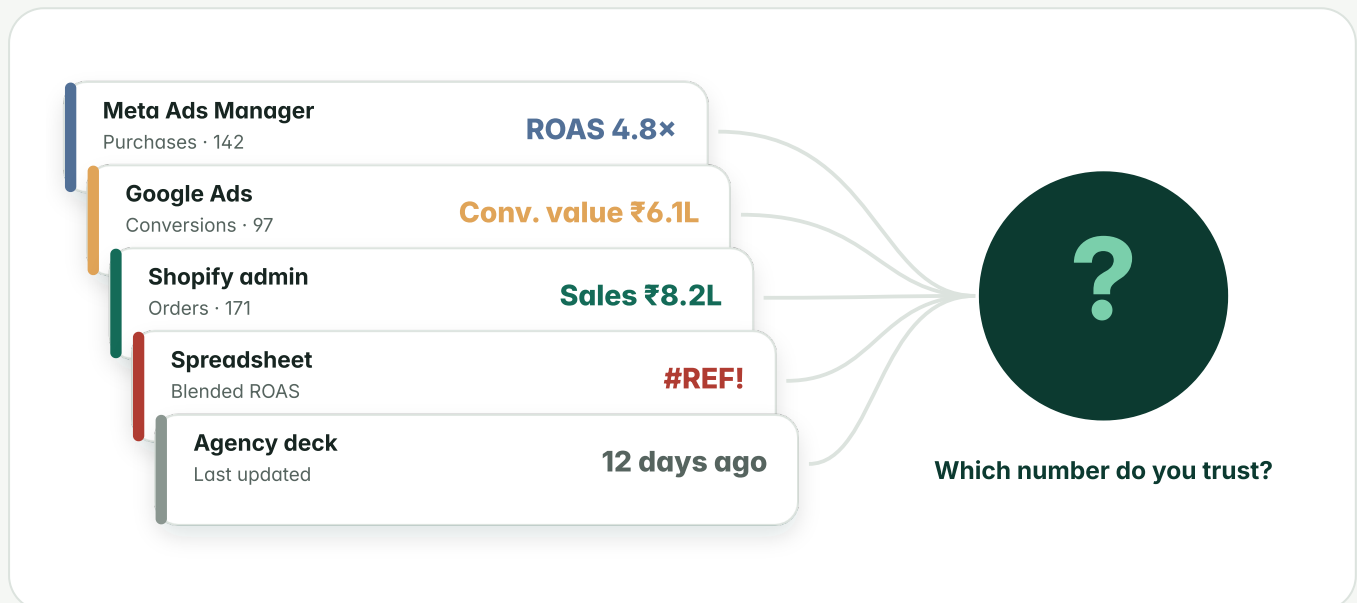
team roles and permissions, for founders, teams and agencies

The D2C founder's problem	03	Creative Studio	10
What Glimmio is	04	Lifecycle and retention	11
How it works	05	Social Studio	12
Your real ROAS	06	AI Growth Assistant	13
Action Center	07	Marketing Mix and reports	14
Account audits	08	Teams and agencies	15
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Plans and getting started	19		

THE D2C FOUNDER'S WEEK

Five dashboards. Zero decisions.

Growing a D2C brand means running performance marketing, analytics, creative, retention and social at the same time, usually across tools that don't talk to each other.



Numbers that never agree

Meta and Google each claim credit for the same order, so platform ROAS overstates what your store actually earned.



Budget that quietly leaks

Tired creatives, search terms with no orders, overlapping audiences and capped winners drain spend every day.



The creative treadmill

Ads fatigue in weeks. Briefing, designing and resizing replacements never stops.



Customers who don't return

Abandoned carts and one-time buyers slip away without a timely follow-up.



Tool and agency sprawl

Five subscriptions and a retainer, and Monday still starts with a manual review.



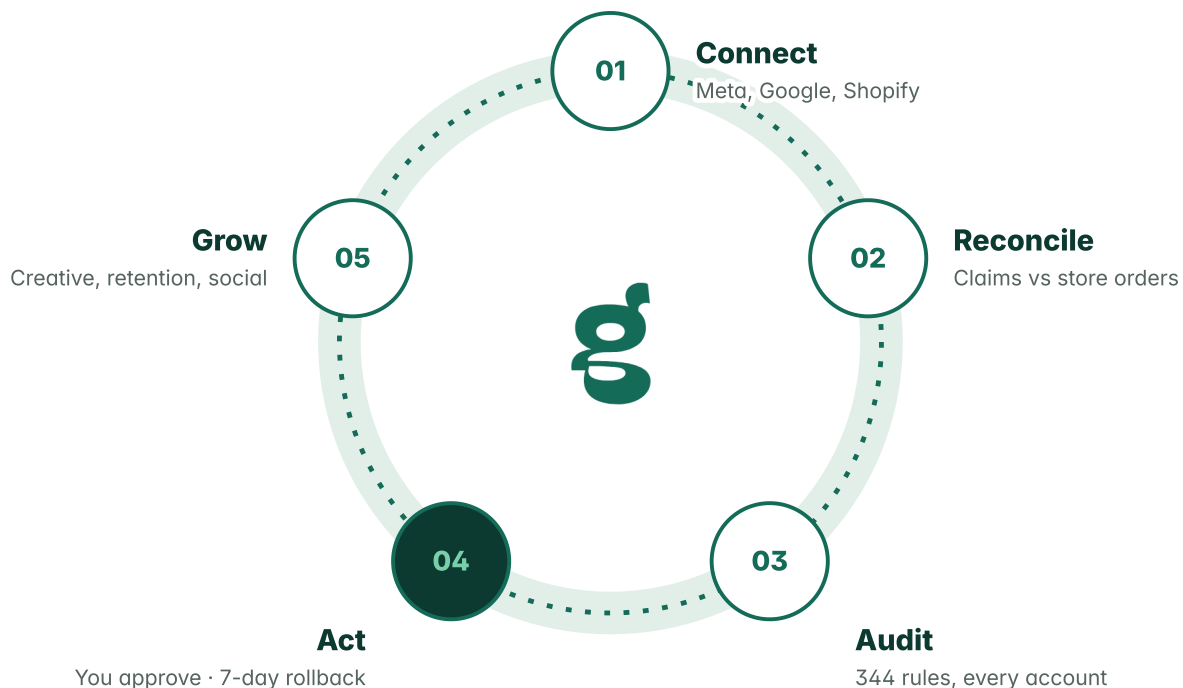
No time for social

Posting consistently, on brand and at the right hour is a full-time job on its own.

WHAT GLIMMIO IS

A growth team that works from your real data.

Glimmio is an AI performance marketing and profit intelligence platform for D2C and Shopify brands. It connects your ad accounts and your store, works out what's really driving revenue, and turns that into clear actions you approve.

**Evidence first**

Every recommendation shows the numbers behind it: spend, orders, trend and the rule that fired.

You approve

Manual approval is the default. Bounded automation is an opt-in, with limits you set.

One workspace

Ads, store, creative, retention, social and reporting share one view of your business.

Who it's for

D2C founders

Clear paid-media decisions without hiring an agency.

Ecommerce teams

Running Meta, Google and Shopify and unable to reconcile the three.

Lean operators

Acquisition, store, creative and retention in one workspace, not four tools.

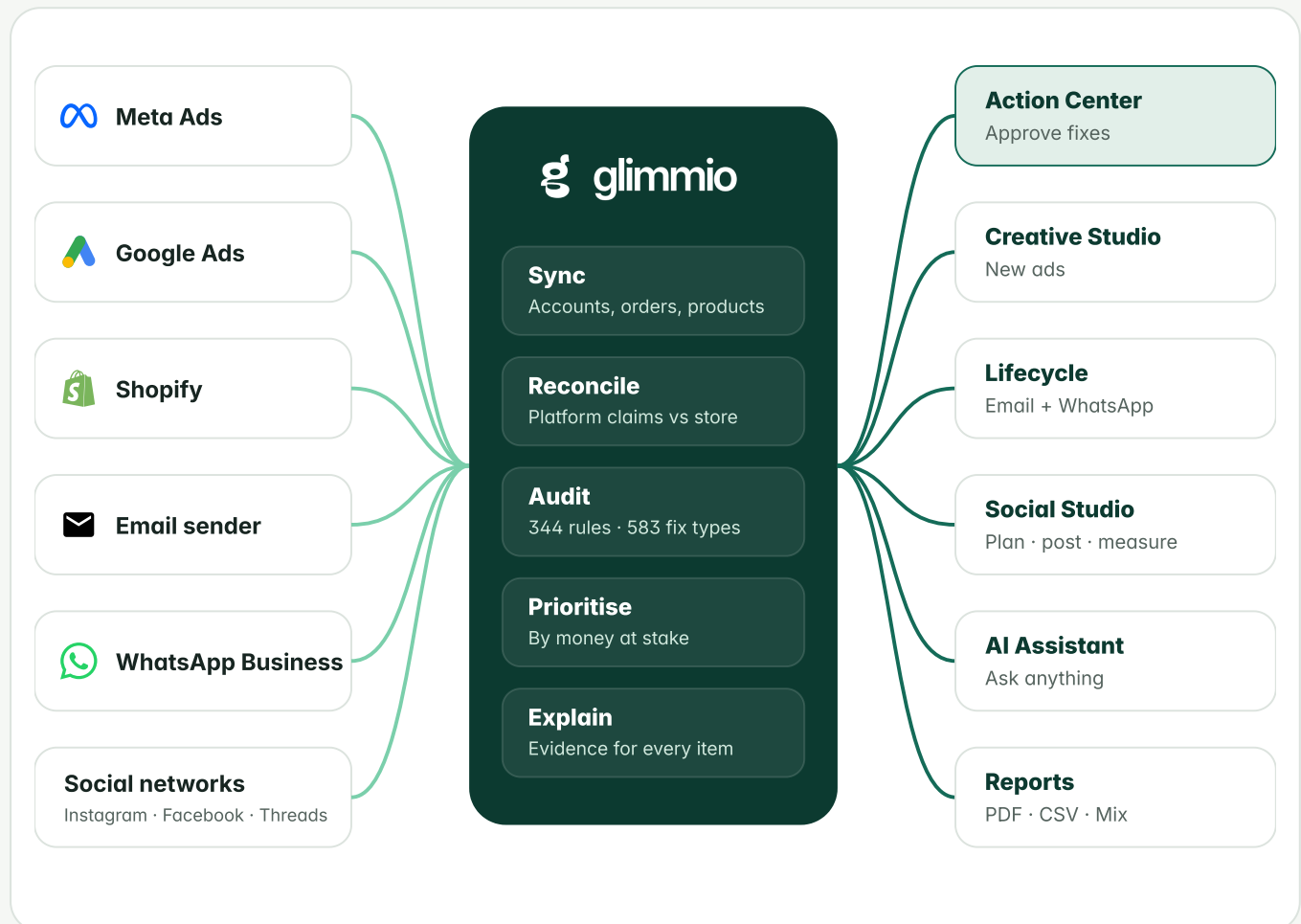
Agencies

Audits, client reporting, per-client permissions and rollback-ready changes.

HOW IT WORKS

Connected by official APIs. Nothing to install.

You sign in to each platform through its own consent screen. Glimmio syncs your accounts, reconciles them against your store, audits them, and sends the results to the tool that acts on them.

**Official connections**

Meta, Google Ads and Shopify through their published APIs and sign-in screens. You choose which accounts to connect.

No proprietary pixel

Works with your existing Meta Pixel, Conversions API and Google tag, and monitors their health.

Changes only on approval

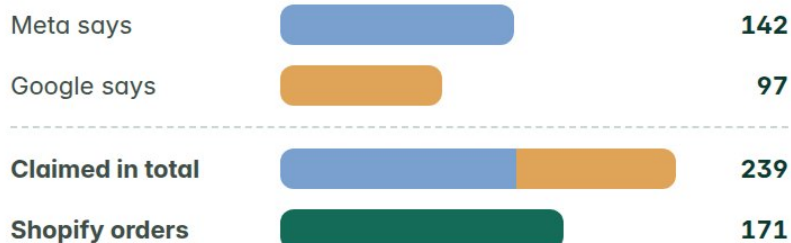
Glimmio writes to an ad account only to apply a fix you approved, or one inside the automation limits you set.

MEASUREMENT

Your real ROAS, not the one the platforms report.

Each ad platform credits itself for a sale. When a customer clicks a Meta ad and later a Google ad, both can report the same order. Add their numbers together and you get revenue your bank has never seen.

What the platforms claim vs what your store shipped



68 orders counted twice

Each platform takes credit for the same sale. Your store only counts it once, so budgets get scaled on numbers that were never real.

ROAS YOU THINK YOU HAVE

~~4.8x~~

ROAS YOU ACTUALLY HAVE

3.4x

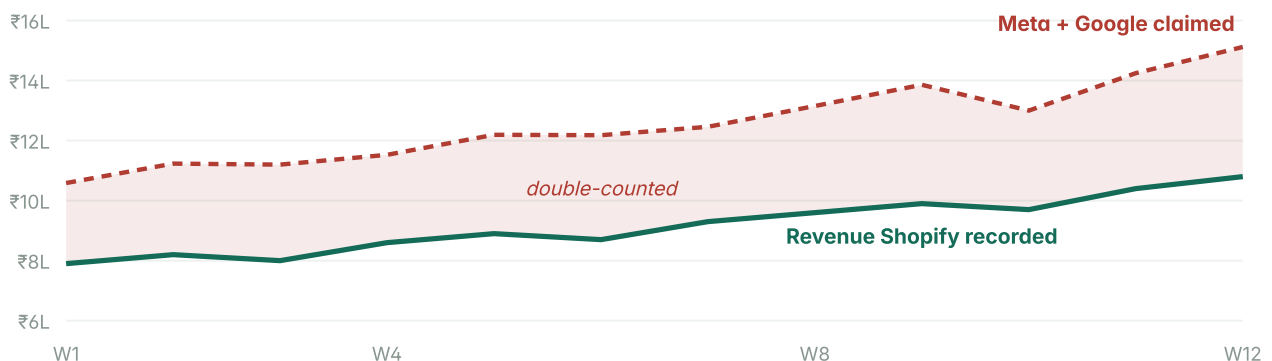
Glimmio measures spend against the revenue your store recorded.

ILLUSTRATION · SAMPLE STORE

Illustration with sample numbers.

Platform-claimed vs store-recorded revenue

ILLUSTRATIVE · 12 WEEKS



Blended ROAS

Total ad spend against the revenue Shopify recorded, not the sum of platform claims.

Down to the ad set

Campaigns and ad sets ranked by what they really return, so budget follows real sales.

Profit view

Add product costs and Glimmio judges spend on contribution margin, not just revenue.

ACTION CENTER

Fixes, with the evidence attached.

Findings become a review list. Each item explains what's wrong, what it costs, and exactly what will change. Approve it in one click and Glimmio applies it through the official API.

Action Center

4 ready to approve

- 
Pause "Broad — Women 25-44"
 0.6x ROAS on ₹18.4k in 28 days · the weakest ad set
 Approve
- 
Raise "Retargeting 30d" to ₹2,400/day
 3.1x ROAS and not limited by frequency
 Approve
- 
Add 14 negative keywords
 ₹9.2k spent on searches with 0 orders
 Approve
- 
Refresh 3 fatigued creatives
 CTR down 41% in 10 days · replacements drafted
 Review

Fixes, with the evidence attached.

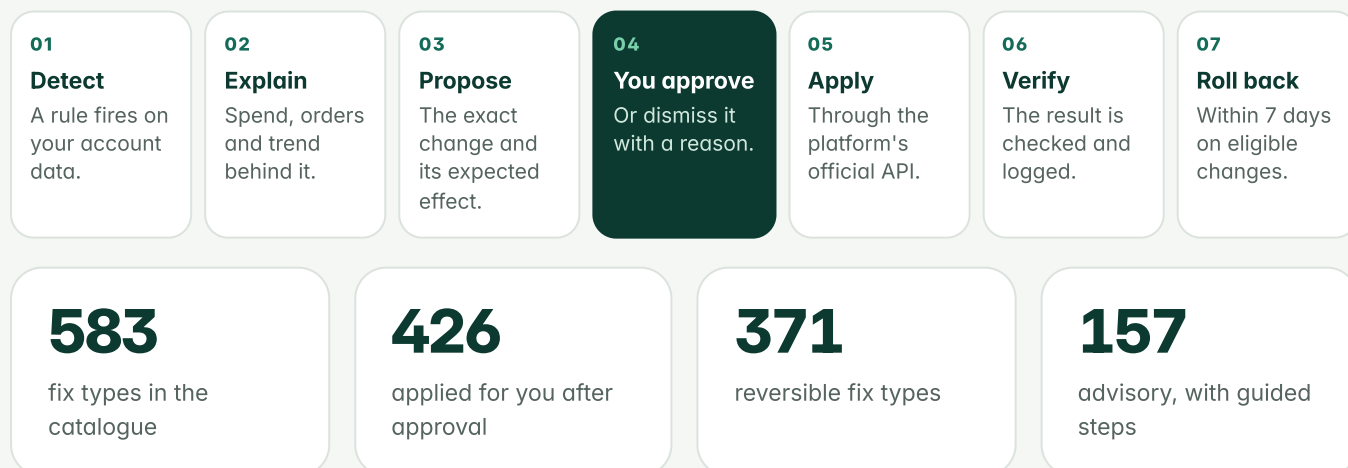
Every recommendation shows the numbers behind it. Approve in one click. Nothing changes in your ad accounts until you do.

[↺ 7-day rollback](#)

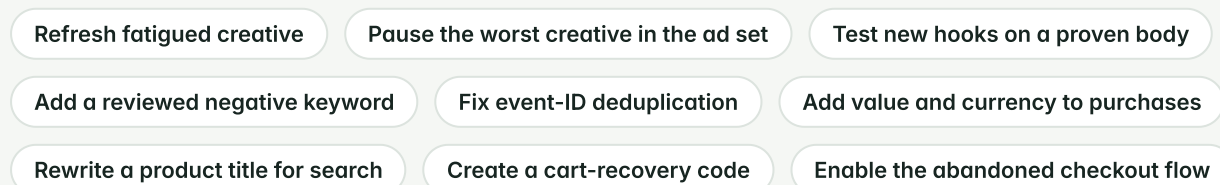
SAMPLE DATA

Sample data.

Anatomy of a recommendation



A few from the catalogue



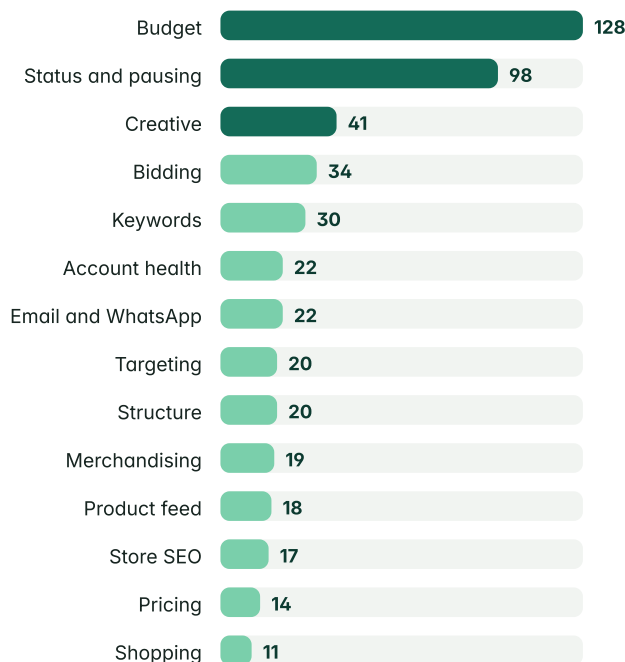
ACCOUNT AUDITS

Hundreds of checks, run against every account.

Glimmio audits Meta Ads and Google Ads (Search, Shopping and Performance Max) for wasted spend, creative fatigue, tracking gaps, budget constraints and room to scale, and checks your Shopify store for revenue leaks.

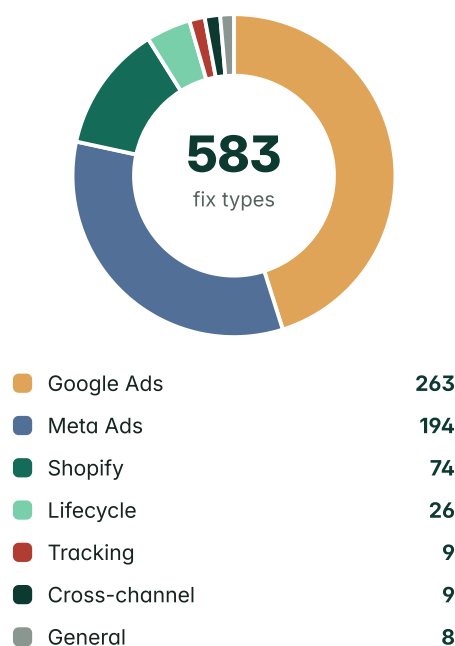
What Glimmio checks

FIX TYPES BY CATEGORY



By channel

583 IN TOTAL



The four leaks in almost every account

Tired creatives

CTR slides and frequency climbs while the ad keeps spending.

Dead search terms

Queries that spend every day and haven't produced an order.

Audience overlap

Your own ad sets bidding against each other for the same people.

Capped winners

Your best campaigns limited by budget while weaker ones keep theirs.

Every fix type is rated before it reaches you

Each carries a risk level, whether it can be reversed, and a cooldown so the same change isn't repeated too soon. Advisory items come with guided steps instead of a button.

TRACKING HEALTH

Trustworthy tracking, without another pixel.

Every optimisation depends on the signal the platforms receive. When a purchase event misfires or is counted twice, the algorithms learn the wrong lesson and your reports stop being true. Glimmio watches the tracking you already have.

Signal health

Checked daily

✓	Meta Pixel Purchase events arriving	Healthy
✓	Conversions API Server events deduplicated	Healthy
!	Google tag Conversion value recording	Check value
✓	Shopify orders 171 orders matched this week	Healthy
✓	Event match Browser and server purchase counts aligned	Healthy

Example of the health panel, with sample states.

What Glimmio monitors

- ✓ **Meta Pixel and Conversions API** — whether purchase events arrive, and whether browser and server events are deduplicated.
- ✓ **Google tag and conversions** — whether conversion actions are firing and recording value.
- ✓ **Store truth** — reported conversions compared with the orders Shopify actually recorded.
- ✓ **Fix guidance** — each gap comes with the steps to repair it, in the Action Center.

0

No proprietary pixel

Nothing new on your storefront, nothing extra slowing your pages down. Glimmio works through the official connections you already use.

The tracking checks

Connect conversion tracking

Purchase event missing

Add value and currency to purchases

Fix event-ID deduplication

Refresh an expired CAPI token

Investigate an event volume drop

Raise server-event share

Improve identity match rate

Enforce UTM conventions

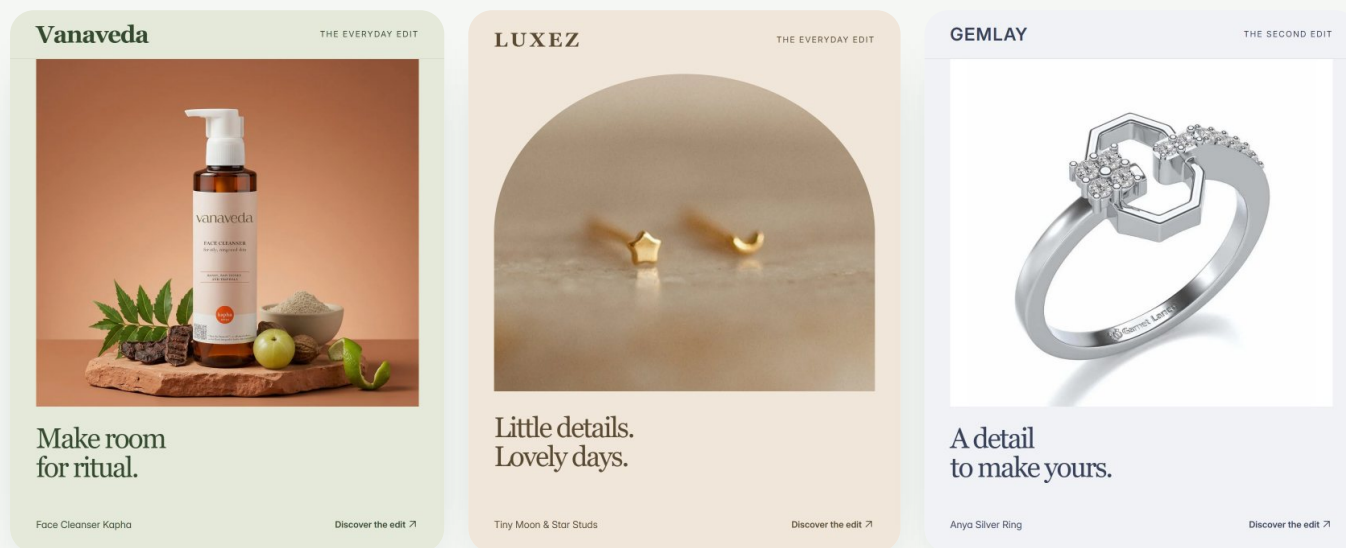
Why it matters

Meta and Google optimise toward the conversions they can see. Missing or duplicated purchase events teach them to find the wrong customers, and no bid strategy can fix bad data. Healthy tracking is the cheapest performance gain most brands have.

CREATIVE STUDIO

On-brand ads from your own product photos.

Creative Studio learns your brand from its memory: colours, tone, typography and products. It creates new concepts around your real product photography, not stock images, and hands you a design you can edit element by element.



Vanaveda · skincare

Luxez · jewellery

Gemlay · jewellery

Real products and brand-sourced imagery. These are new creative concepts made in Creative Studio.



Edit anything, like a design tool

Move, resize and restyle every text, shape and image layer. Change fonts, colours and alignment, with undo and redo.



Or just ask

"Make the headline shorter." "Use the green bottle." Conversational edits change the design in place, as many times as you like.



Every placement

Feed, story and reel sizes from one design, with copy variants for testing.



Pay as you create

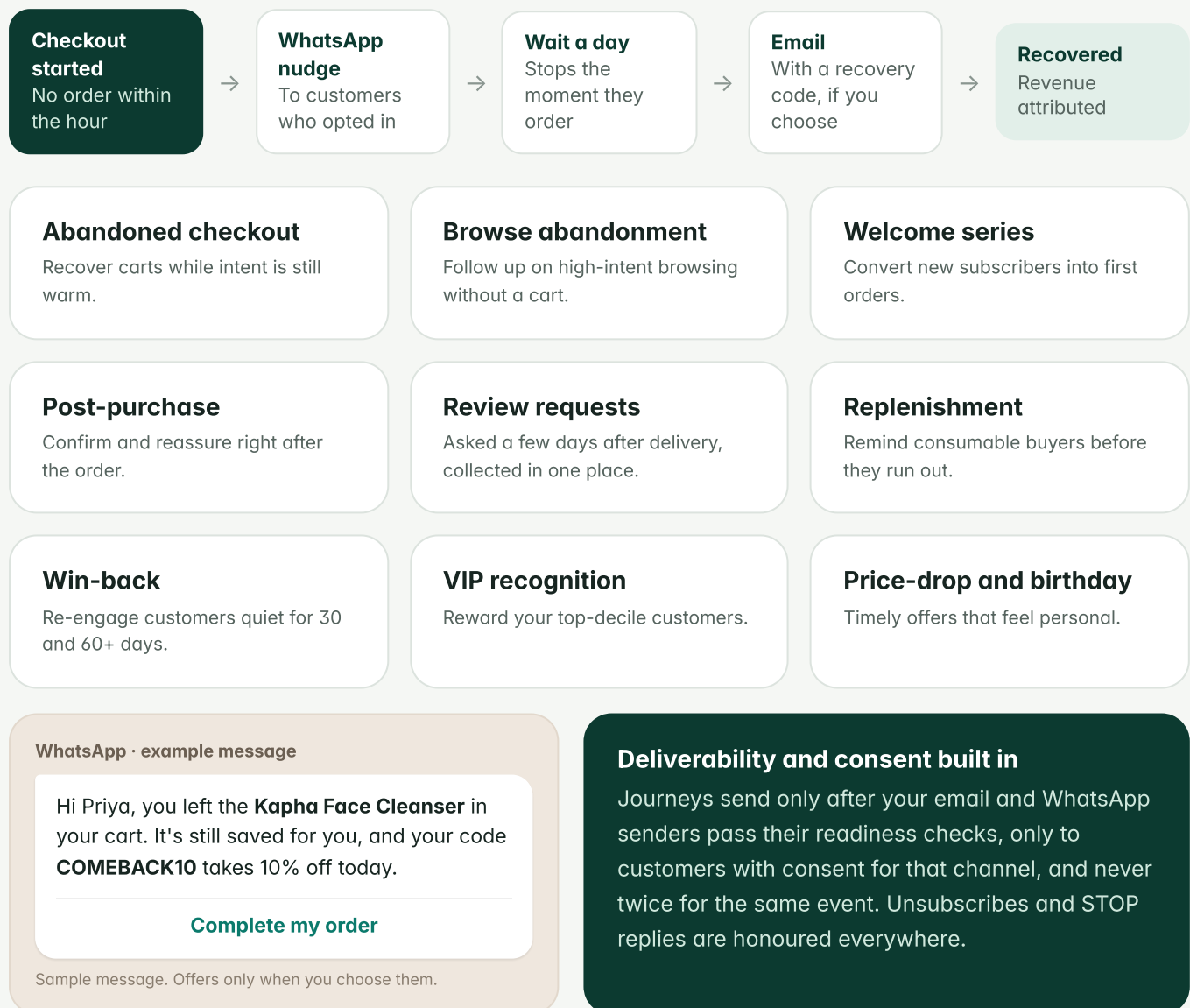
Generation draws on prepaid AI credit in your Glimmio wallet, so you only pay for what you make.

LIFECYCLE AND RETENTION · PRO

Retention journeys that run themselves.

You paid to bring each customer to your store. Lifecycle journeys over email and WhatsApp bring them back, triggered by what they actually do in your Shopify store.

Example: abandoned checkout



SOCIAL STUDIO · MAX PLAN

A social media manager that never misses a slot.

An agent that researches what's working, plans a calendar around your products and offers, creates on-brand posts, schedules them for when your customers buy, and reports every like, view and follower.

Content calendar

EXAMPLE WEEK

Mon 5 Bestseller reel Instagram · 7 PM	Tue 6 Customer review Facebook · 1 PM Behind the scenes Threads · 6 PM	Wed 7 New arrival carousel Instagram · 8 PM	Thu 8 Founder note Threads · 9 AM	Fri 9 Weekend offer Instagram · 6 PM Weekend offer Facebook · 6 PM	Sat 10 Trending audio remix Instagram · 7 PM	Sun 11 How-to guide Facebook · 11 AM
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Research

Trending topics, formats, memes and music moods that fit your category and products, with the reasoning shown.

Best time to post

Slots chosen from the hours your own Shopify customers place orders.

One-click remix

Turn a winning post into a fresh one, or the same structure for another product.

Analytics

Likes, comments, reach, views and followers synced from Instagram, Facebook and Threads.

Manual or autopilot

Approve every post yourself, or let autopilot plan and publish inside the limits you set: which channels, how often, and what needs your sign-off.

AI GROWTH ASSISTANT · PRO

Ask your business anything.

The assistant answers from your connected accounts: spend, orders, products, creatives and the Action Center. It explains what changed and why, and can line up the fix for your approval without leaving the conversation.

Why did our ROAS drop last week?

Blended ROAS fell from **3.6×** to **3.1×**. Most of it comes from two places:

- The "Broad · Women 25–44" ad set spent ₹18.4k at 0.6× ROAS. Its top creative's CTR fell 41% in 10 days, a fatigue pattern.
- Google Shopping spent ₹9.2k on 14 search terms with no orders.

Store revenue itself was steady, so this is spend efficiency, not demand.

Approve: pause fatigued ad set

Approve: add 14 negatives

Draft 3 replacement creatives

Which products should we push this weekend?

Three bestsellers have stock and rising add-to-cart rates. Kapha Face Cleanser has the highest repeat purchase rate. I've drafted a weekend plan: one retargeting budget increase and two posts for Saturday 7 PM, when your customers order most.

Example conversation with sample data.

Grounded answers

Built from the selected business account's own data, not general advice.

Action inline

Approve a recommended fix right inside the conversation.

From anywhere

Ask from the command palette on any screen.

Questions founders ask

Which campaigns are really profitable?

Where am I wasting money this week?

Which creatives are getting tired?

What should I launch for the festive sale?

Why did conversions drop on Tuesday?

Which products should get more budget?

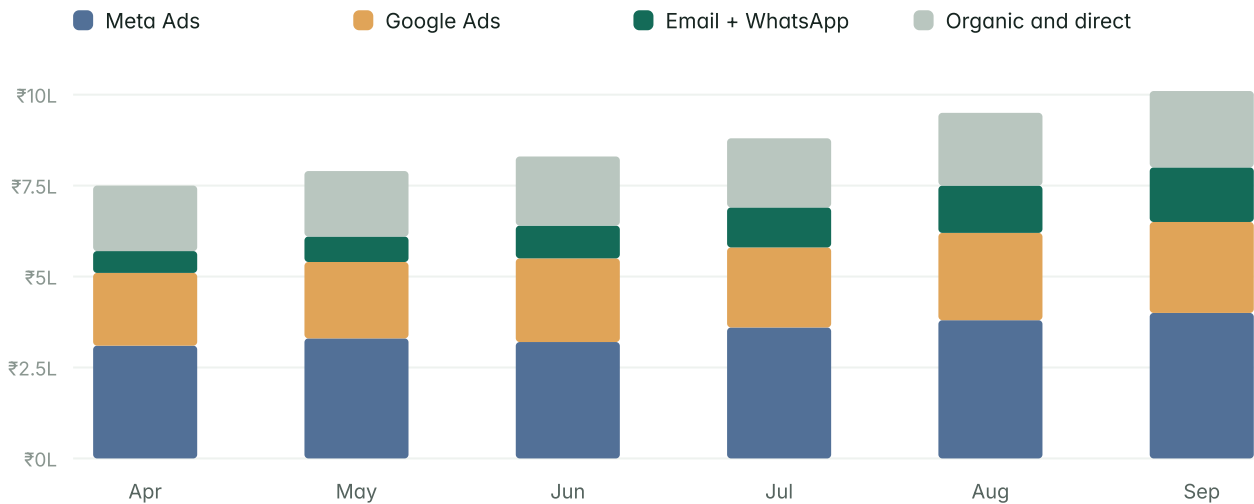
MARKETING MIX AND REPORTS

See what each channel really contributes.

Marketing Mix models the contribution of each channel to your store revenue, so you can plan budgets across Meta, Google and retention with more than last-click data. Reports go out on schedule, to you, your team or your clients.

Revenue contribution by channel

ILLUSTRATIVE · 6 MONTHS



Marketing Mix modelling (Pro)

Channel contribution and diminishing returns, to answer "where should the next rupee go?"



Scheduled PDF and CSV reports

Weekly or monthly, per business account, delivered automatically.



Store analytics

Products, customers and orders from Shopify alongside ad performance.



Alerts

Know when spend, conversions or tracking move outside their normal range.

TEAMS AND AGENCIES

Built for founders, teams and the agencies behind them.

One workspace can hold several brands. Each business account keeps its own connections, data, billing and reports, and every person gets exactly the access their role needs.

Workspace · Northstar Growth · example agency**Aurora Botanics**

Meta · Google · Shopify

Agency owner

Analyst

Client viewer

Brewline Coffee

Meta · Shopify

Agency manager

Media buyer

Loom & Thread

Meta · Google · Shopify

Agency admin

Creative manager

Finance

Example structure. Names are illustrative.

13

roles, from owner and agency roles to media buyer, finance and client viewer

48

permissions, including who can approve and who can publish

1

audit trail of every approval, change and rollback

Client-ready reporting

Scheduled reports per account, so clients see results without a login.

Separation by design

Data, connections and billing are scoped per business account.

Permissions that match real work

Who can approve

Approving, executing, dismissing and rolling back actions are separate permissions.

Who can publish

Generating creative, approving it and publishing it can sit with different people.

Who sees money

Billing and wallet access stay with owners and finance.

TRUST AND CONTROL

You stay in control. Always.

Glimmio is approval-first. Automation is something you switch on per business account, for eligible low-risk changes only, inside confidence thresholds and daily limits you set.

Manual

Default

Every change waits for a person to approve it. Glimmio prepares, explains and applies.

Guarded

Opt-in

Eligible low-risk fixes can run on their own within confidence and daily caps. Everything else waits for you.

Autonomous

Opt-in

More eligible actions run automatically, still bounded by action type, risk, confidence and daily limits.

Safety, built in

- ✓ **7-day rollback** on eligible changes. Before restoring, Glimmio re-checks the current setting so it never overwrites a newer edit.
- ✓ **Labelled risk:** advisory and non-reversible changes are marked before you approve.
- ✓ **Full audit trail** of who approved what, when, and what changed.
- ✓ **Cooldowns** stop the same change from being repeated too soon.

Your data

- ✓ Official APIs and consent screens only. Disconnect any time.
- ✓ Data scoped to each business account and its members.
- ✓ Secrets and tokens encrypted at rest.
- ✓ Consent recorded for every email and WhatsApp contact, with one-click unsubscribe.

Not a black-box bidding bot

Glimmio doesn't take over your accounts. It shows you what it found and why, and it acts only with your approval or inside limits you chose.

WHY FOUNDERS CHOOSE GLIMMIO

Everything that moves revenue, in one place.

Most tools do one part of the job. Dashboards report, bidding tools act without explaining, creative tools design without knowing what's working, and agencies do it all by hand.

Capability	Glimmio	Attribution dashboards	Rules and bidding tools	AI creative tools	Agency retainer
Spend judged on store revenue	✓	✓	Partial	—	Manual
Finds wasted spend, with evidence	✓	Partial	Rules you write	—	Manual
Applies fixes after approval	✓	—	✓	—	Manual
7-day rollback on changes	✓	—	Rarely	—	—
On-brand creative from your products	✓	—	—	✓	Extra cost
Email and WhatsApp retention	✓	—	—	—	Extra cost
Social planning and publishing	✓	—	—	Partial	Extra cost
No new tracking pixel	✓	Usually needed	✓	✓	✓
Plan pricing, not a share of spend	✓	Varies	Varies	✓	Retainer

Typical capabilities by category. Individual products vary.

Real numbers

Decisions judged on store revenue, not platform claims.

Evidence, then action

See why, approve in one click, undo within 7 days.

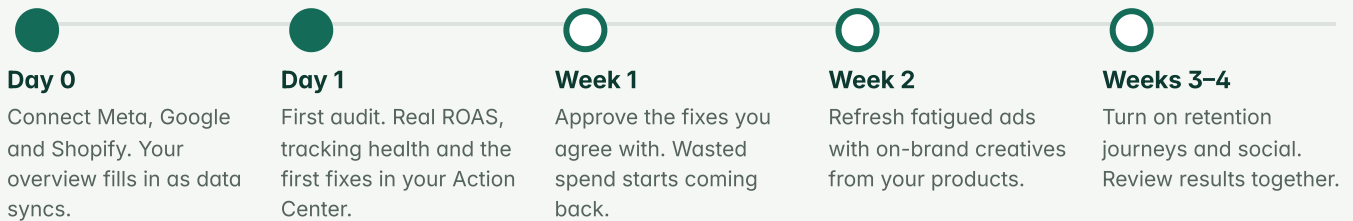
One workspace

Ads, store, creative, retention and social together.

YOUR FIRST 30 DAYS

From connection to compounding.

Setup takes about five minutes. Here's how a typical first month unfolds once your accounts are connected.



What a sample store's first 30 days looked like



Blended ROAS

2.6x → **3.4x**
+31%



Wasted spend / month

₹1.9L → **₹0.6L**
-68%



New creatives / month

3 → **24**
8x more tests



Recovered-cart revenue

₹0 → **₹3.1L**
WhatsApp + email



ILLUSTRATIVE EXAMPLE · RESULTS VARY

Illustrative example of a store's first 30 days. Results vary by account, category and spend.

What to expect honestly

The first gains usually come from stopping waste: fatigued ads, search terms with no orders, and budget stuck on weak campaigns. Creative refreshes and retention journeys compound over the following weeks. Glimmio shows its evidence at every step, so you can judge the results yourself.

PLANS AND GETTING STARTED

Simple plans. Start in five minutes.

Priced per business account, billed in INR with a GST invoice. Every plan includes a monthly Meta and Google ad spend allowance, with 2% on synced spend above it.

Basic	Pro	Max
30-day trial	Most popular	Coming soon
\$99 / month	\$199 \$149 / month	\$399 \$299 / month
✓ Meta Ads and Google Ads optimisation ✓ One-click action execution ✓ Automated recommendation scans ✓ Up to 3 team members ✓ \$3,000 monthly ad spend included Trial for eligible non-Shopify accounts after mandate verification.	✓ Everything in Basic ✓ Lifecycle, reviews and optional apps ✓ Marketing Mix modelling ✓ AI Growth Assistant ✓ Up to 10 team members ✓ \$6,000 monthly ad spend included ✓ \$10 of AI credit every month	✓ Everything in Pro ✓ Social Studio ✓ Custom enterprise integrations ✓ Dedicated ad account manager ✓ Up to 20 team members ✓ \$10,000 monthly ad spend included ✓ \$20 of AI credit every month

Founding-member pricing for launch week

Early-access brands get founding pricing during launch week. See your invitation for the current offer and its end date.

glimmio.com/early-access

Getting started

1 Create your account With Google or email, in a minute.	2 Connect Meta, Google and Shopify through official sign-ins.	3 Review Your real ROAS and first fixes, with evidence.	4 Approve and grow Apply fixes, refresh creatives, turn on journeys.
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Talk to us

help@glimmio.com · glimmio.com

g glimmio