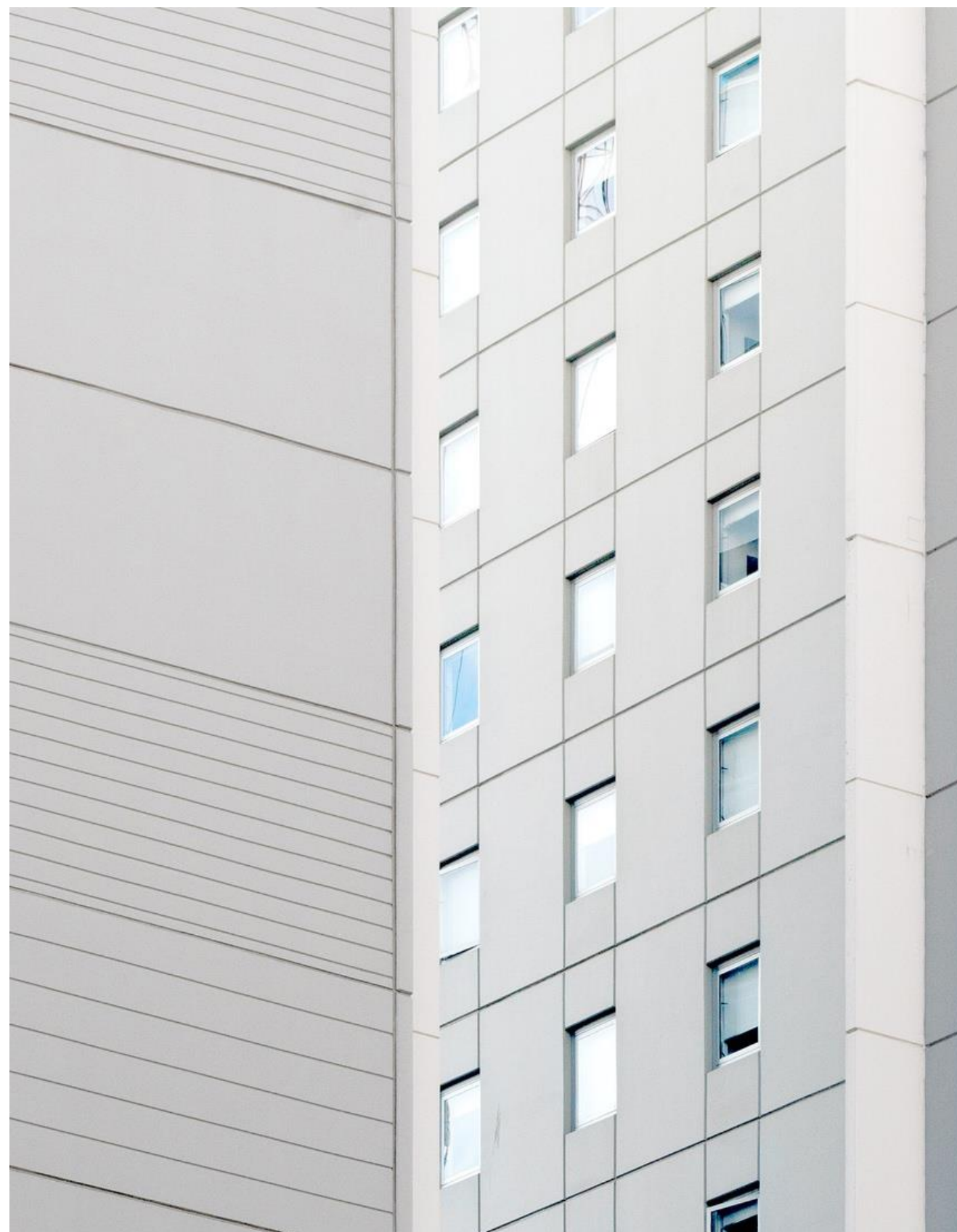


Capability Deck



About Our Company

We are a passionate and dedicated team of professionals who believe in making a difference. Since 2019, we have been driven by a common goal - to empower individuals and businesses alike by providing innovative solutions and exceptional services.

Our journey started with a vision to create a company that stands for integrity, excellence, and customer-centricity. Today, we are proud to be a leading player in our industry, continuously striving to exceed expectations and set new benchmarks.

E-commerce Shopify

Development



Problem

Charustore is a premium perfumery brand. Arismeta built a high-performance Shopify store to improve conversions, customer guidance, and digital experience.

Challenges

Low product discovery.

High cart abandonment.

Weak engagement
No personalization.

Lack of analytics
and funnel
visibility.



Solution

Shopify Custom Features

Smart Upsell Engine

Recommends premium alternatives, combos & bundle kits.

Wishlist & Save-for-Later

Boosting repeat visits and lower drop-offs.

Product Story Sections

Showcases brand identity, ingredients & perfume profiles.

COD Verification + Advanced Checkout

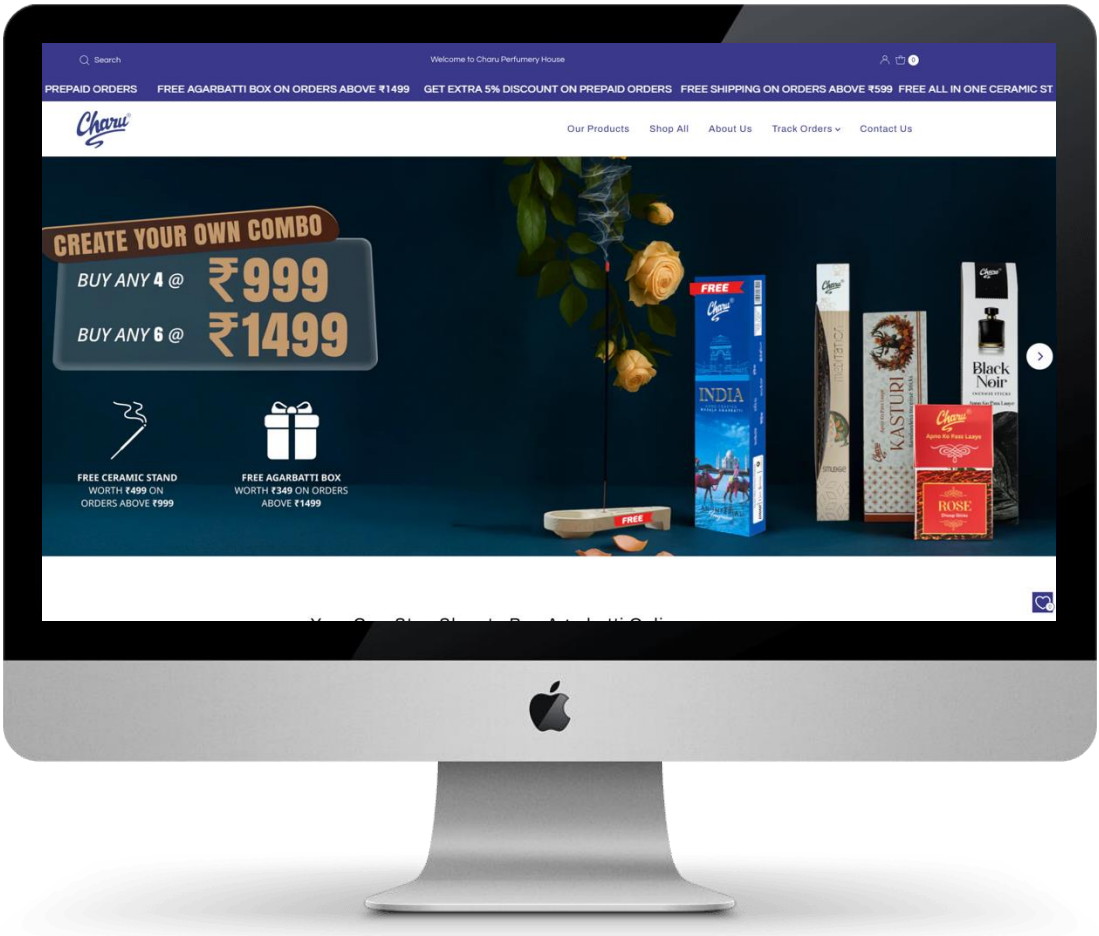
Reduced fake COD orders by 22%

Conversion-Focused Shopify Apps Setup

- ✓ Reviews & UGC
- ✓ Abandoned cart recovery
- ✓ Upsells & cross-sells
- ✓ Email & SMS automation
- ✓ Referral & loyalty program

Shopify Speed Optimization

- ✓ Compressing assets
- ✓ Removing unused scripts
- ✓ Using lazy loading
- ✓ Optimizing Liquid templates
- ✓ CDN optimization



Impact

42%

Increase in Online Sales

32%

Better Customer Engagement

27%

Reduction in Cart Abandonment

55%

Faster Website Performance

3X

Growth in Returning Customers

Problem

MuktaIncense is a fragrance and spiritual wellness brand offering premium incense sticks, dhoop, cones, sacred scents, luxury packs, and gifting ranges. The brand blends traditional fragrance-making craftsmanship with modern e-commerce, aiming to make luxury incense affordable and accessible.

Challenges

Limited product discoverability

Generic product presentation
weak storytelling

Potential performance
UX shortcomings

Weak customer engagement



Solution

Shopify Theme Rebuild & UX Redesign

Designed a clean, modern theme

- ✓ Aligned with incense + wellness.

Enhanced navigation with clear categories:

- ✓ Luxury, Economic, Dhoop, Cones, Sacred Scents, Pouch Packs.

Structured product pages with:

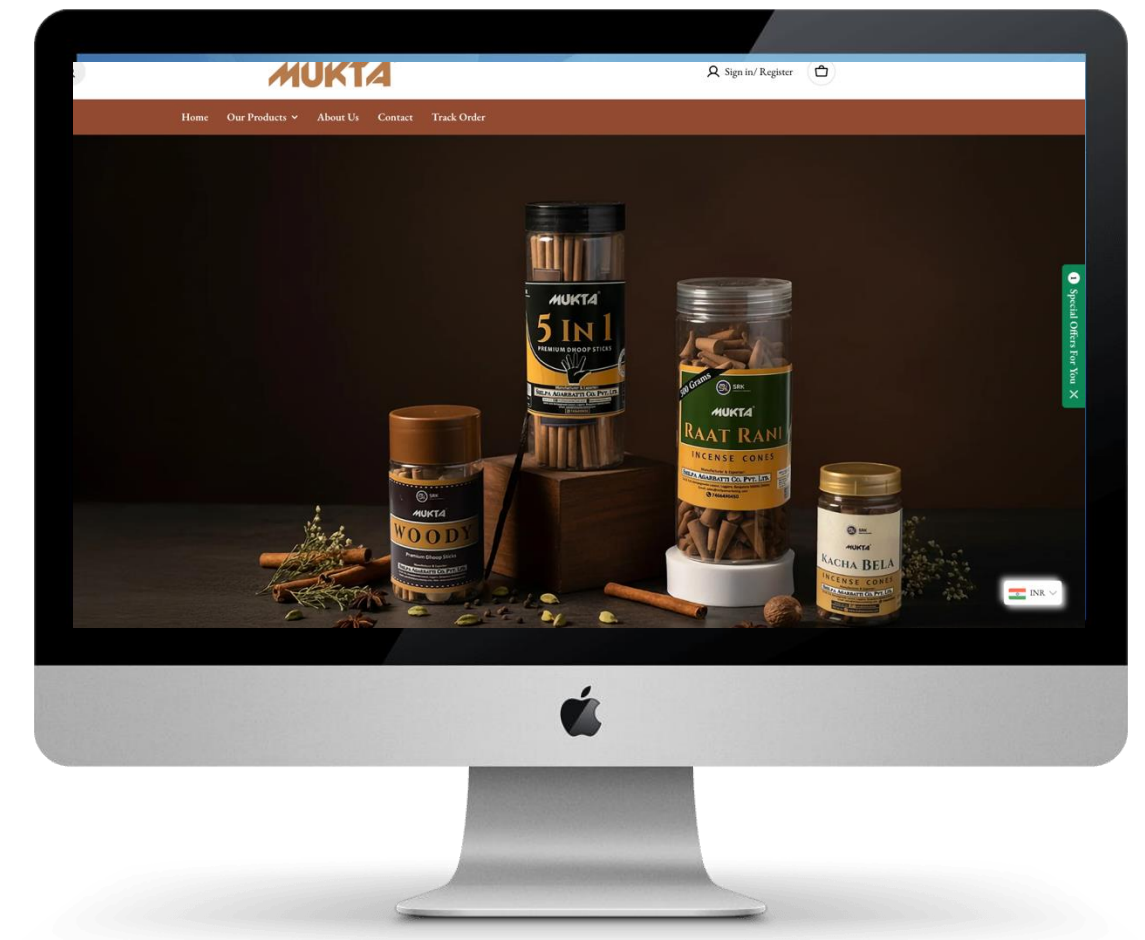
- ✓ Fragrance notes
- ✓ Burn-time details
- ✓ Usage categories
 - ✓ (Puja, Meditation, Home Ambience)
- ✓ Customer benefits

Speed & Performance Optimisation

- ✓ Compressed images, optimized scripts, removed unused code.
- ✓ Lazy-loading applied for banners & product grids.
- ✓ Implemented **Shopify Liquid** optimizations for faster rendering.

Customer Engagement Features

- ✓ Abandoned
- ✓ Wishlist & Save for Later
- ✓ Recently Viewed Items
- ✓ Bundle & Combo Suggestions
- ✓ Usage-based recommendations: Meditation / Puja / Gifting



Impact

50%

Improvement in
Website Speed

35%

Increase in Customer
Engagement

28%

Boost in
Conversions

40%

Reduction in Cart
Abandonment

Problem

Zahara Skincare is a premium personal-care brand offering natural face care, serums, hair care, body essentials, cleansers, toners, and wellness products.

The brand focuses on:

- ✓ Herbal & natural ingredients
- ✓ High-quality packaging
- ✓ Mid-to-premium affordability

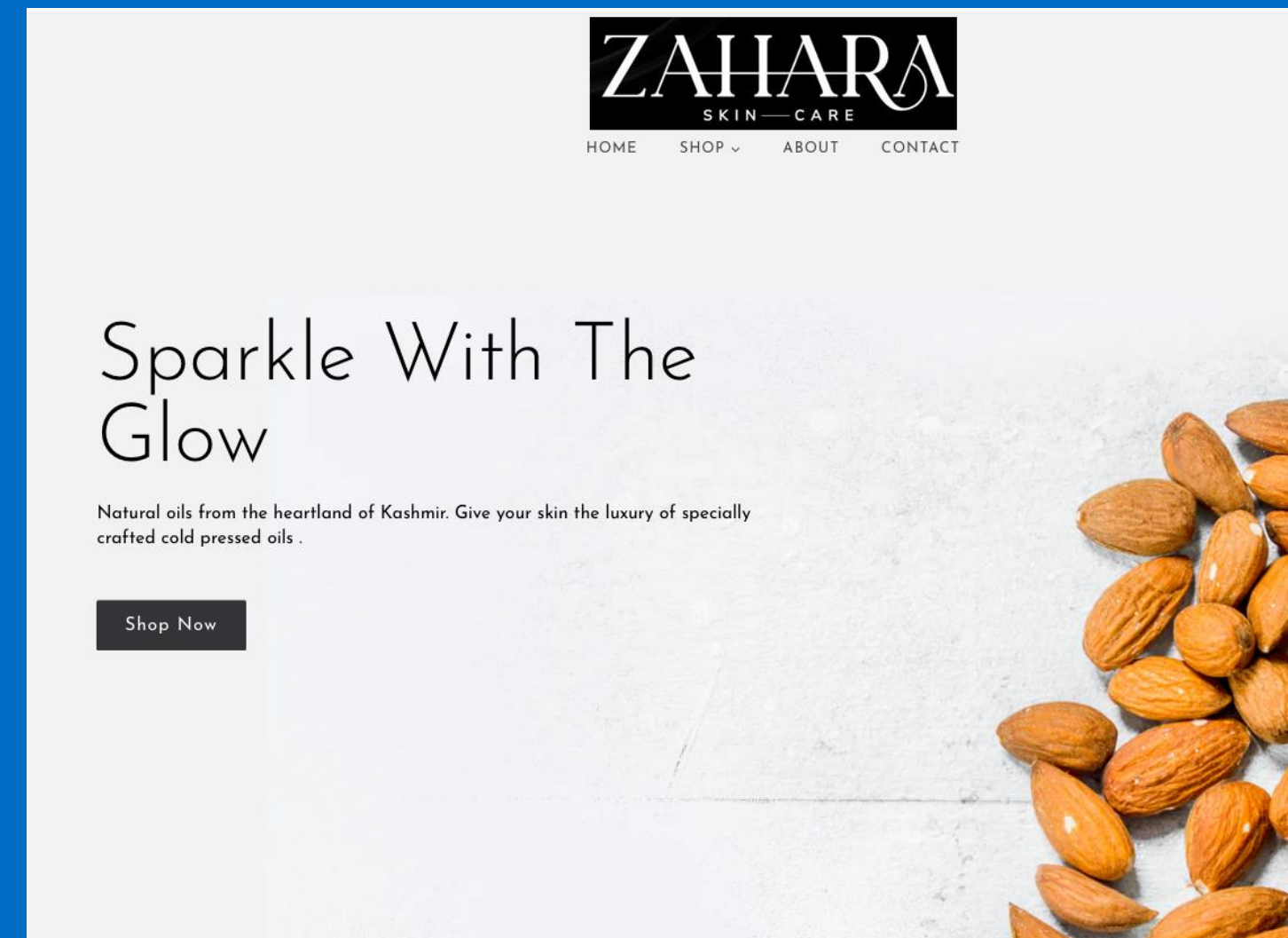
Challenges

**Slow Website
Speed & High
Load Time**

**Frequent Technical
Issues**

**Poor Scalability for
Growth**

**Smooth, error-
free migration of
all data**



Solution

Comprehensive WooCommerce Audit

- ✓ Full audit of WooCommerce setup (plugins, database, theme structure).
- ✓ Architecture plan for Shopify’s collections, tags, metafields, and product structure.
- ✓ Mapping of WooCommerce URLs → Shopify URLs to prevent SEO loss.
- ✓ Backup of the entire WooCommerce store.

SEO-Protected URL Mapping

- ✓ Mapped all WooCommerce URLs to Shopify equivalents.
- ✓ Implemented 50 redirects to prevent ranking and organic traffic loss.

Impact

55%

Improvement in
Website Speed

40%

Increase in
Conversion Rate

35%

Reduction in
Technical Issues

32%

Growth in Customer
Engagement

Shopify Architecture Blueprint

- ✓ Planned a complete structure for Shopify collections, tags, meta fields, variants, and product hierarchy.
- ✓ Ensured a scalable and marketing-friendly catalogue.

SEO-Protected URL Mapping

- ✓ Mapped all WooCommerce URLs to Shopify equivalents.
- ✓ Implemented 50 redirects to prevent ranking and organic traffic loss.



Product Development



Arismate

AI-driven chatbot and virtual sales assistant designed to help Shopify stores increase conversions, improve customer engagement, and automate support. It acts like a 24×7 intelligent sales associate on your website, guiding customers through product discovery, answering questions, and boosting sales with smart recommendations.

Tech Stack

Shopify Remix



Shopify Polaris



Liquid



Prisma



Available on
Shopify App Store

Key Features

- ✓ Reduces customer confusion during product selection
- ✓ Increases time spent on the site
- ✓ Improves add-to-cart and checkout conversions



Features

- ✓ Cuts down customer support workload
- ✓ Enhances the overall brand experience
- ✓ Works seamlessly with any Shopify theme

Arismate AI Chatbot on Shopify Appstore

The Challenge

The fragrance brand was facing high customer drop-offs during fragrance and gifting selection, along with a low lead-capture rate on the website. Shoppers lacked real-time product guidance to choose the right scent or ritual product, which ultimately led to higher cart abandonment during checkout.

The Solution

- ✓ AI-driven fragrance & product recommendations
- ✓ Automated lead capture & CRM sync
- ✓ Smart upsell/cross-sell logic
- ✓ 24/7 instant query handling & support



The Impact

Significant reduction in drop-offs during fragrance and gifting selection, a strong increase in website lead capture, improved real-time product guidance for shoppers, and a noticeable decline in cart abandonment during checkout.

4X

Increases in Leads
Faster support for clients

18%

Boost in conversion
AI Sales Assistant

60%

Less manual support work
Support Assistant

12%

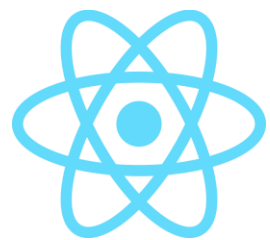
Higher average order value
Product recommendation

MYBigPlate

MyBigPlate is a digital menu and restaurant-management platform that converts a restaurant's traditional paper menu into a digital board accessible via

- ✓ **Mobile devices**
- ✓ **Tablets.**

Tech Stack



React Native



HTML CSS



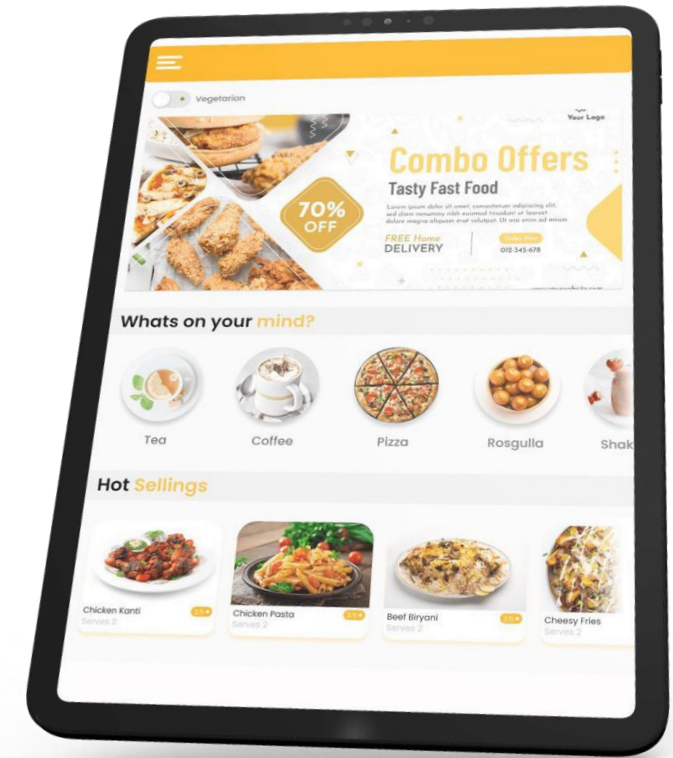
Flutter



PHP Laravel

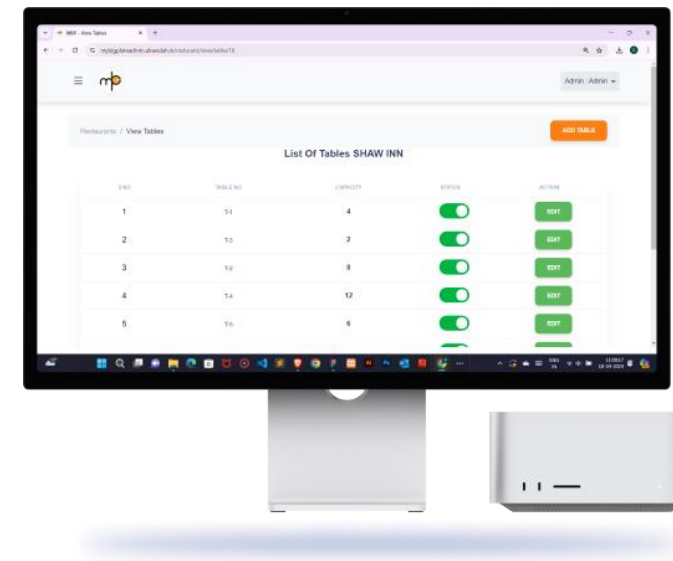
Key Features

- ✓ Digital / QR-based menu for dine-in or takeaway orders.
- ✓ Table & order management, billing, and invoicing.



Dashboard

- ✓ Dashboard with analytics, item-level control (disable items, mark daily specials), discounts/tax management, and real-time order flow



Challenges Managed by the app solution

Inflexible Paper Menus

Changing prices, specials, or out-of-stock items requires reprinting menus or verbally informing staff/customers.

High Order Errors

Manual order-taking (pen/paper/verbal) leads to mistakes, wrong items, and repeat work — affecting customer satisfaction.

Slow Service During Peak Hours

Staff get overloaded handling menus, taking orders, and generating bills, causing delays and longer table turnover time.

Inefficient Billing & Payments

Manual tax/discount application and invoice generation are slow, error-prone, and difficult to track.

No Real-Time Operational Visibility

No instant view of active orders, table status, billing progress, or sales performance — limiting quick decision-making.

No Dynamic Menu Control

Updating specials, marking sold-out items, or changing dishes is slow and inconsistent across staff and customers.

High Operational Costs

Printing menus, manual order entry, billing effort, and corrections increase time, cost, and chances of misuse/error.

MBP App Dynamic Features

- ✓ Table Management
- ✓ Inventory Management
- ✓ Digital Menu
- ✓ Set Today's Special Dish
- ✓ Configure Hot Selling Dish
- ✓ Employee Management
- ✓ Order History
- ✓ Dynamic Order Status
- ✓ Billing & Invoice
- ✓ Guest Feedback



Digital Marketing



Social Media Management & Marketing

01

Content strategy

02

Content Creation

03

Profile Management

04

Performance Marketing

Social Media Performance Marketing

Challenges

The Client faced challenges with limited reach and conversions, because of no Social Media presence, coupled with a lack of expertise in ad campaigns, resulting in an overall lack of awareness.

Solution

Impact

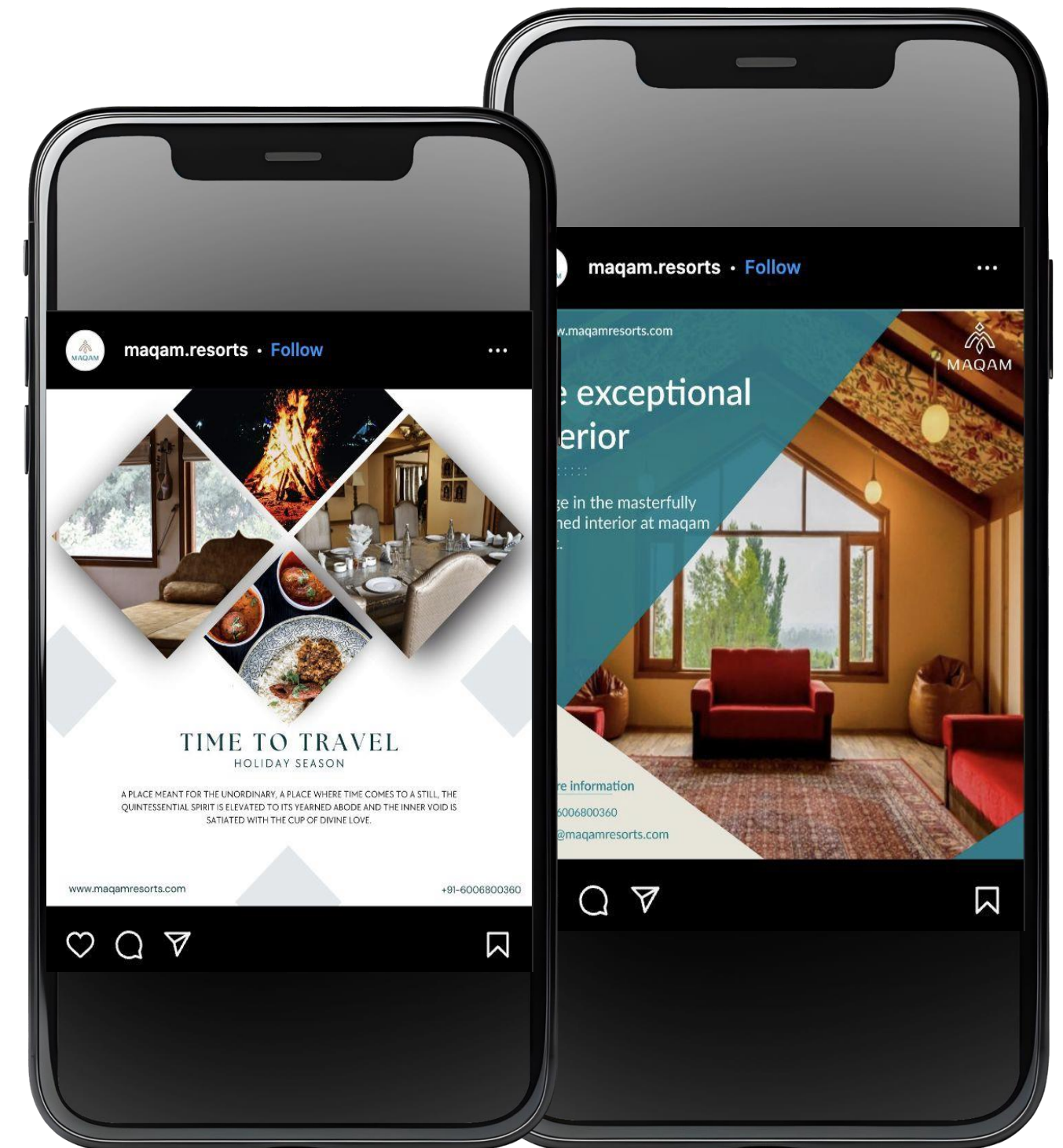
We addressed the client's limited reach and awareness by creating Social Media Handles and implementing targeted ad campaigns.

420k

Accounts reached in a week
Increased Brand Awareness

37%

Increase in Bookings



Thank You

arismeta

 H.O: Yelahalli, Bangalore, Karnataka, India, 560068.

We are ready to assist you

  +91 88677 51005  www.arismeta.com