

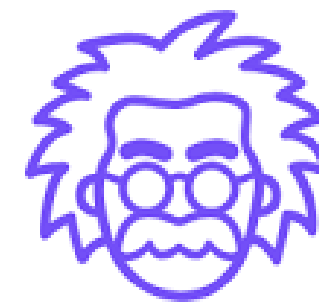
tinyEinstein

AI Marketing manager

Grow your Shopify store 10x faster

—

Competitor Analysis
Feature Design



tinyEinstein™



Mahendra Yadav

[Linkedin](#)

1. Analyse different competitors of tinyeinstein and identify what are key feature gaps in tinyeinstein

Competitors

Upsell by ONE
Omnisend
Klaviyo
SEOAnt
SMSBump
Mailchimp
FreshMarketer by Freshworks
Retainful

1. Analyse different competitors of tinyeinstein and identify what are key feature gaps in tinyeinstein

1	Product	Features	Rating on Shopify	Reviews on Shopify
2	Upsell by ONE	AI Chatbot Writes Product Description, Emails, Translation, Automate Shopify Email/SMS Marketing A/B Test Coupon Codes	4.9	2436
3	Omnisend	Email/SMS Marketing Ready-made email marketing templates Easily set up abandoned carts with one click	4.8	5214
4	Klaviyo	Build coupon codes for automated flows and campaigns for easier tracking Built-in templates like Welcome, Back in Stock, Browse Abandon, and Price Drop Get real-time revenue data per automation, campaign, segment, and channel	3.9	1725
5	SEOAnt	Content optimization for SEO rankings Generate creative and compelling product descriptions in seconds with Chatgpt AI	4.8	812

1. Analyse different competitors of tinyeinstein and identify what are key feature gaps in tinyeinstein

1	Product	Features	Rating on Shopify	Reviews on Shopify
6	Mailchimp	Launch email automations like abandoned cart, welcome, and re-engage customers. Access your creative assets in Content Studio for instant reuse across channels. Make AI-powered improvements to your copy and imagery with Content Optimizer.	3.5	482
7	FreshMarketer by Freshworks	Engage with buyers across email, WhatsApp, SMS, chat, and social media Automate social media posts on Instagram and Facebook to drive engagement Bring customer queries from channels into one inbox for contextual support	4.6	20
8	Retainful	Abandoned Cart Recovery Email Campaigns Create automated email campaigns Referral / Refer-a-friend campaigns	4.1	6
9	SMS Bump	Easily craft, personalize, and A/B test campaigns to text and email subscribers Build SMS flows powered by real-time events and custom conditions Create hyper-targeted segments to engage subscribers	4.9	5310

1. Analyse different competitors of tinyeinstein and identify what are key feature gaps in tinyeinstein

1	Product	Key feature gaps in tinyeinstein
2	Upsell by ONE	AI Chatbot Writes Product Description A/B Test Coupon Codes — Buy X Get Y, Buy One Get One, Gift Card, Free Shipping
3	Omnisend	SMS Marketing
4	Klaviyo	Build coupon codes for automated flows and campaigns for easier tracking
5	SEOAnt	Boost page loading: AMP, image compression, preload, app scripts removal Content Optimization for SEO rankings Auto-scan SEO: indexing, speed, content, tag errors, dead links, alt, canonical
6	Mailchimp	Access your creative assets in Content Studio for instant reuse across channels.
7	FreshMarketer by Freshworks	Engage with buyers across multiple channels (Email, WhatsApp, SMS, Chat, and Social Media). Bring customer queries from multi channels into one inbox for contextual support Full end-to-end social media publishing smart automation. AI time/frequency recommendation engine for social media.
8	Retainful	Referral / Refer-a-friend campaigns
9	SMS Bump	Build SMS flows powered by real-time events and custom conditions
10		

2. Which area /feature gaps are most prominent ?

Prioritising the features as per the impact it will create

1	Feature	Impact
2	Content Optimization for SEO rankings	High
3	Access your creative assets in Content Studio for instant reuse across channels.	Medium
4	Referral / Refer-a-friend campaigns	High
5	SMS Marketing	High
6	WhatsApp Marketing	High
7	Build coupon codes for automated flows and campaigns	Medium
8	A/B Test Coupon Codes — Buy X Get Y, Buy One Get One, Gift Card, Free Shipping	Medium
9	Full end-to-end social media publishing with AI time/frequency recommendation engine for social media (Instagram, FB, Twitter, LinkedIn)	Low
10	Bring customer queries from multi channels (Email, WhatsApp, SMS, Chat, and Social Media) into one inbox for contextual support	Medium
11	Boost page loading: AMP, image compression, preload, app scripts removal	High
12	Auto-scan SEO: indexing, speed, content, tag errors, dead links, alt, canonical	High

2. Which area /feature gaps are most prominent ?

These area/feature gaps are most prominent:

1	Feature	Impact
2	Content Optimization for SEO rankings	High
3	Referral / Refer-a-friend campaigns	High
4	SMS Marketing	High
5	WhatsApp Marketing	High
6	Boost page loading: AMP, image compression, preload, app scripts removal	High
7	Auto-scan SEO: indexing, speed, content, tag errors, dead links, alt, canonical	High

3. Among all the gaps, which one should tinyeinstein invest in & why? (don't highlight more than 4 gaps)

Prioritising the features as per the effort it will take to create the feature and impact it will create

1	Feature	Impact	Effort
2	Content Optimization for SEO rankings	High	Low
3	Referral / Refer-a-friend campaigns	High	Low
4	SMS Marketing	High	Medium
5	WhatsApp Marketing	High	Medium
6	Boost page loading: AMP, image compression, preload, app scripts removal	High	High
7	Auto-scan SEO: indexing, speed, content, tag errors, dead links, alt, canonical	High	High

3. Among all the gaps, which one should tinyeinstein invest in & why? (don't highlight more than 4 gaps)

These are 4 features in which tinyEinstein should invest in

1	Feature	Impact	Effort
2	Content Optimization for SEO rankings	High	Low
3	Referral / Refer-a-friend campaigns	High	Low
4	SMS Marketing	High	Medium
5	WhatsApp Marketing	High	Medium

Reason: tinyEinstein is AI Marketing Manager but currently it's covering majorly Email Marketing. It's main goal is to become Marketing Manager which should cover all aspect of marketing in the future so if we go with these features we'll cover SEO, SMS Marketing, WhatsApp Marketing & Referral Marketing it means major part of marketing will be covered. From Effort perspective also it'll take low to medium effort and it'll create High Impact.

4. Among all the gaps where tinyeinstein should invest (identified in step 3), pick one feature and design the feature as you would like to be built.

These are 4 features in which tinyEinstein should invest in

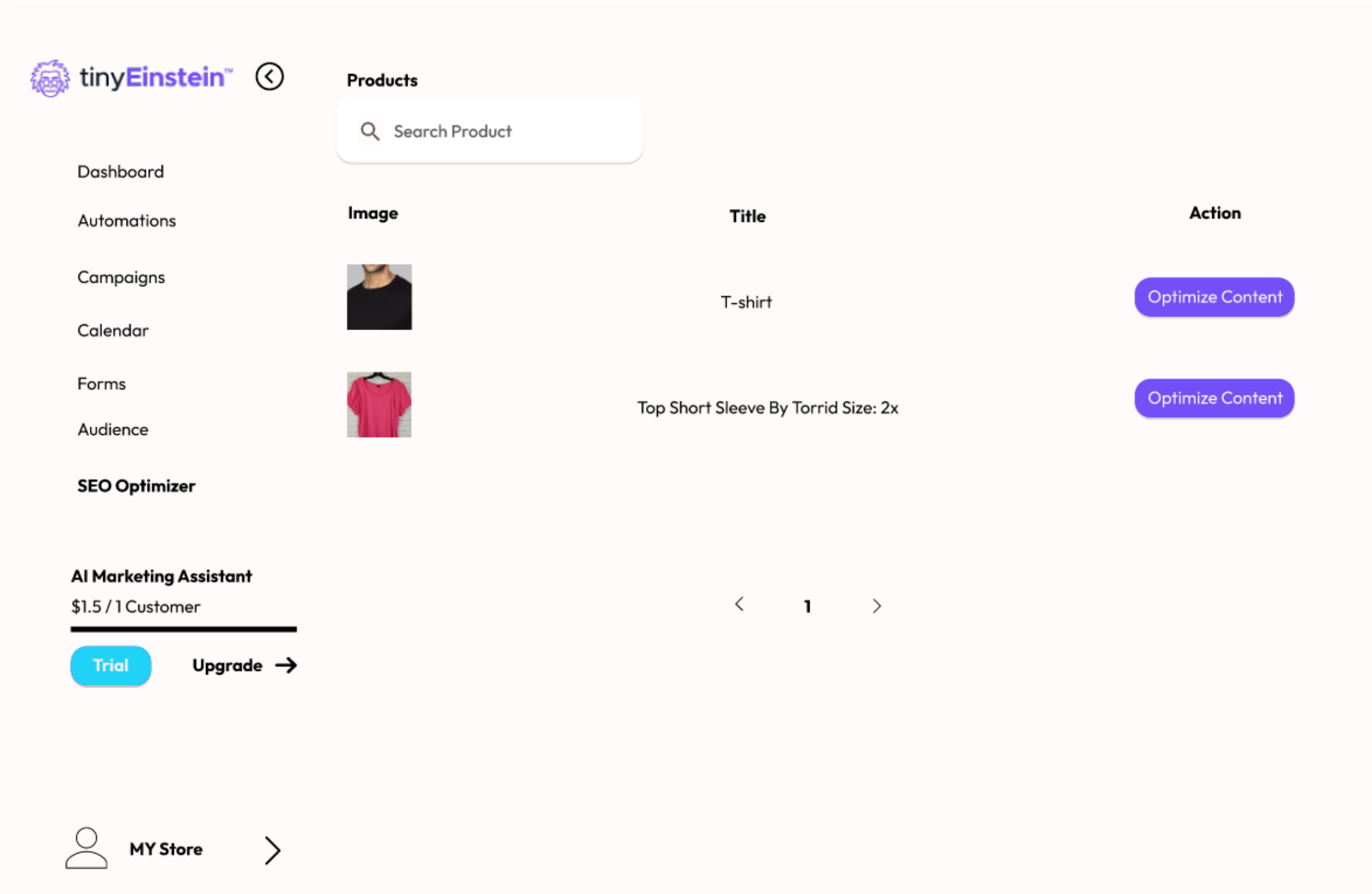
1	Feature	Impact	Effort
2	Content Optimization for SEO rankings	High	Low
3	Referral / Refer-a-friend campaigns	High	Low
4	SMS Marketing	High	Medium
5	WhatsApp Marketing	High	Medium

I'm choosing Content Optimization for SEO Ranking

Content Optimization for SEO Ranking: By this feature user can write product title, product description, meta title and meta description with the help of AI.

Feature Prototype

There will be one more section SEO Optimizer in the left side just after Audience



- Under this section user can see all products
- Product Details: Image, Title, Action (Columns). For each product it'll capture data through Shopify
- Search Bar: This is text based search where it'll match string with product title and show the result
- CTA - Optimize content - It'll open next screen with particular product details

Edit Product Details

Product Title

T-shirt

Product Description

T shirt with custom design

Meta Title

T-shirt

Meta Description

T shirt with custom design

AI Writer

Generated

Provide us some details to give you best output for Product Title, Product Description, Meta Title, and Meta Description

Product Title

T-shirt

Product Category

Clothing

Product Description

T shirt with custom design

English

Generate Output

- With the help of AI writer user can generate Product Title, Product Description, Meta Title, Meta Description
- Generate Output Button: User needs to give product title, product category, basic product description, language with the help of this data it'll generate Product Title, Product Description, Meta Title, Meta Description
- From Tech side there will be chatgpt integration where we need to create a query with this data, with that query it'll give result
- 2 Sections in right
 - AI Writer - It'll take input from user
 - Generated - Output will be shown here

Mahendra Yadav

Edit Product Details

AI Writer

Generated 1

View Previously AI Generated Content Here

>

Product Title

T-shirt

Product Description

Men's T shirt with custom design

Meta Title

T-shirt

Meta Description

T shirt with custom design

Product Title

Men's T Shirt

Use This Content

Product Description

Classic and Trendy Men's T Shirts
Looking for a stylish and comfortable t shirt for men? Look no further than our collection of men's t shirts. Whether you prefer classic styles or like to stay on-trend, we have something for everyone.
Our t shirts are made with high-quality materials and designed to fit perfectly. From basic crew necks to stylish graphic tees, we have a wide range of options to choose from. And with regular and slim fit styles available, you're sure to find the perfect fit. Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.

Use This Content

Meta Title

Shop Men's T Shirt Online

Use This Content

Meta Description

Discover the latest collection of men's t shirts online at our store. Choose from a wide range of classic and trendy styles. Enjoy free shipping on all orders!

Use This Content

- User can see Generated content under “Generated ” section. For each generation count will increase by one
- After generating content user can click on “Use This Content” button to use it for Shopify.

Unsaved Changes

Discard

Save

Edit Product Details

Product Title

T-shirt

Product Description

Classic and Trendy Men's T Shirts
Looking for a stylish and comfortable t shirt for men? Look no further than our collection of men's t shirts. Whether you prefer classic styles or like to stay on-trend, we have something for everyone. Our t shirts are made with high-quality materials and designed to fit perfectly. From basic crew necks to stylish graphic tees, we have a wide range of options to choose from. And with regular and slim fit styles available, you're sure to find the perfect fit. Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.

Meta Title

T-shirt

Meta Description

T shirt with custom design

AI Writer

Generated 1

View Previously AI Generated Content Here >

Product Title

Men's T Shirt

Use This Content

Product Description

Classic and Trendy Men's T Shirts
Looking for a stylish and comfortable t shirt for men? Look no further than our collection of men's t shirts. Whether you prefer classic styles or like to stay on-trend, we have something for everyone. Our t shirts are made with high-quality materials and designed to fit perfectly. From basic crew necks to stylish graphic tees, we have a wide range of options to choose from. And with regular and slim fit styles available, you're sure to find the perfect fit. Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.

Use This Content

Meta Title

Shop Men's T Shirt Online

Use This Content

Meta Description

Discover the latest collection of men's t shirts online at our store. Choose from a wide range of classic and trendy styles. Enjoy free shipping on all orders!

Use This Content

- On clicking “Use This Content” button it’ll reflect in left side for Shopify. Ex. See Product Description, user can edit content as per their wish.
- Just after editing Save & Discard button will be active on top

Mahendra Yadav

Unsaved Changes

DiscardSave

Edit Product Details

AI WriterGenerated 1

View Previously AI Generated Content Here >

Product Title T-shirt	Product Title Men's T Shirt Use This Content
Product Description Click to edit the product description. You can use the AI Writer to generate content for your product page. Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.	Product Description Discover the latest collection of men's t shirts online at our store. Choose from a wide range of classic and trendy styles. Enjoy free shipping on all orders! Use This Content
Meta Title T-shirt	Meta Title Shop Men's T Shirt Online Use This Content
Meta Description T shirt with custom design	Meta Description Discover the latest collection of men's t shirts online at our store. Choose from a wide range of classic and trendy styles. Enjoy free shipping on all orders! Use This Content

- Clicking discard button will give popup to confirm
 - Again Discard: Don't save previous edited content
 - Continue Editing: Let them edit

Unsaved Changes

DiscardSave

Edit Product Details

AI WriterGenerated 1

View Previously AI Generated Content Here >

Product Title

T-shirt

Product Description

Classic and Trendy Men's T Shirts
Looking for a stylish and comfortable t shirt for men? Look no further than our collection of men's t shirts. Whether you prefer classic styles or like to stay on-trend, we have something for everyone.
Our t shirts are made with high-quality materials and designed to fit perfectly. From basic crew necks to stylish graphic tees, we have a wide range of options to choose from. And with regular and slim fit styles available, you're sure to find the perfect fit.
Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.

Meta Title

T-shirt

Meta Description

T shirt with custom design

Product Title

Men's T Shirt

Use This Content

Product Description

Classic and Trendy Men's T Shirts
Looking for a stylish and comfortable t shirt for men? Look no further than our collection of men's t shirts. Whether you prefer classic styles or like to stay on-trend, we have something for everyone.
Our t shirts are made with high-quality materials and designed to fit perfectly. From basic crew necks to stylish graphic tees, we have a wide range of options to choose from. And with regular and slim fit styles available, you're sure to find the perfect fit.
Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.

Use This Content

Meta Title

Shop Men's T Shirt Online

Use This Content

Meta Description

Discover the latest collection of men's t shirts online at our store. Choose from a wide range of classic and trendy styles. Enjoy free shipping on all orders!

Use This Content

Saved Successfully!

- Clicking Save button will give success message - “Successfully Saved!” for 5 seconds then it’ll disappear

Unsaved Changes

DiscardSave

Edit Product Details

AI WriterGenerated 1

View Previously AI Generated Content Here >

Product Title

T-shirt

Product Description

Classic and Trendy Men's T Shirts
Looking for a stylish and comfortable t shirt for men? Look no further than our collection of men's t shirts. Whether you prefer classic styles or like to stay on-trend, we have something for everyone.
Our t shirts are made with high-quality materials and designed to fit perfectly. From basic crew necks to stylish graphic tees, we have a wide range of options to choose from. And with regular and slim fit styles available, you're sure to find the perfect fit.
Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.

Meta Title

T-shirt

Meta Description

T shirt with custom design

Product Title

Men's T Shirt

Use This Content

Product Description

Classic and Trendy Men's T Shirts
Looking for a stylish and comfortable t shirt for men? Look no further than our collection of men's t shirts. Whether you prefer classic styles or like to stay on-trend, we have something for everyone.
Our t shirts are made with high-quality materials and designed to fit perfectly. From basic crew necks to stylish graphic tees, we have a wide range of options to choose from. And with regular and slim fit styles available, you're sure to find the perfect fit.
Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.

Use This Content

Meta Title

Shop Men's T Shirt Online

Use This Content

Meta Description

Discover the latest collection of men's t shirts online at our store. Choose from a wide range of classic and trendy styles. Enjoy free shipping on all orders!

Use This Content

Saved Successfully!

- Under Generated Section
 - View Previously Generated content - On clicking Arrow it'll show previous generated content

Edit Product Details

Product Title

T-shirt

Product Description

Men's T shirt with custom design

Meta Title

T-shirt

Meta Description

T shirt with custom design

AI Writer

Generated 1

S. No.	Product Title	Generated Content
1.	T shirt	View

- Under Generated Section
 - View Previously Generated content - On clicking Arrow it'll show previously generated content
 - With column name
 - S. No. - 1, 2, 3 etc. (Most recent on top)
 - Product Title - Title of that product
 - View Button - It'll open respective AI content which was generated

Edit Product Details

Product Title

T-shirt

Product Description

Men's T shirt with custom design

Meta Title

T-shirt

Meta Description

T shirt with custom design

AI Writer

Generated 1

View Previously AI Generated Content Here >

Product Title

[Use This Content](#)

Men's T Shirt

Product Description

[Use This Content](#)

Classic and Trendy Men's T Shirts
Looking for a stylish and comfortable t shirt for men? Look no further than our collection of men's t shirts. Whether you prefer classic styles or like to stay on-trend, we have something for everyone.
Our t shirts are made with high-quality materials and designed to fit perfectly. From basic crew necks to stylish graphic tees, we have a wide range of options to choose from. And with regular and slim fit styles available, you're sure to find the perfect fit. Why not make your t shirt a statement piece? Our graphic tees feature bold and creative designs that are sure to turn heads.

Meta Title

[Use This Content](#)

Shop Men's T Shirt Online

Meta Description

[Use This Content](#)

Discover the latest collection of men's t shirts online at our store. Choose from a wide range of classic and trendy styles. Enjoy free shipping on all orders!

- Under Generated Section
 - View Button - It'll open respective AI content which was generated

Thank you!



Mahendra Yadav | IIT Guwahati
Email: mahendra.iitg@gmail.com | M. No. 6264252896

[Linkedin](#)

