



Scale *D2C* with Spur.so

Create Account ↗

Book Demo Call ↗

Become Partner ↗

AI that *Markets* + *Serves*, across



WhatsApp



Instagram



Facebook



Live Chat

TRUSTED BY

550+ customers *across* 25+ countries

MESSAGES / YR

4.8cr

delivered through Spur.

REVENUE DRIVEN / YR

50cr

for our brands.

106 REVIEWS ON SHOPIFY
★★★★★ *five-star*



BRANDS ON SPUR

JAIPUR
RUGS

Libas

Siyaram's



FABRIC
PANDIT

miss
mosa!
BY AKANKSHA



PhotoJewels®

We are *Spur*.

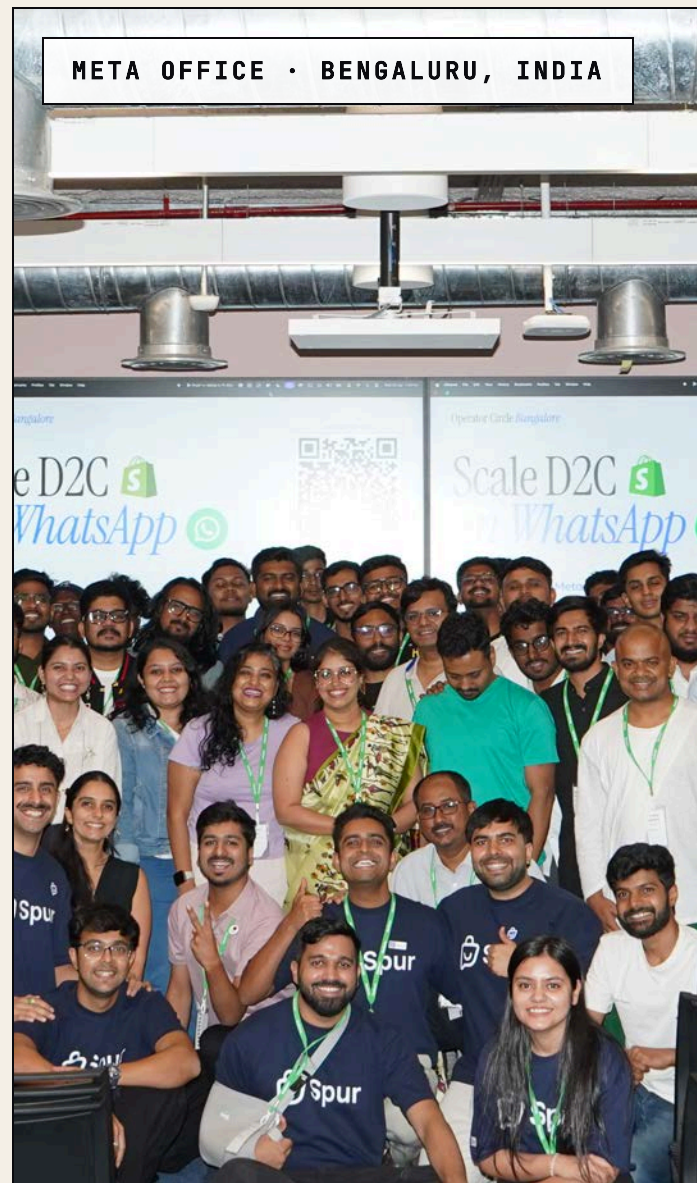


Bootstrapped *team of 10*.

Engineers, designers and success pros who care.

Preferred *Meta* & *Shopify* partners.

Events at *Meta* HQs.



Founders with *Meta* & *Shopify* leadership.



SECTION 01 OF 04

Acquire *with* *Spur*.

Turn ad spend and traffic into WhatsApp leads.

Acquire as many as you can – every channel, every touchpoint, every day.

ACQUIRE

Click-to-WhatsApp & Lead Form Ads.

Sheopals.

SHEOPALS.COM →

AD RUN FOR

7 days

LEADS GENERATED

3,323


HOW IT WORKS

AD CLICK → WHATSAPP OPENS → WELCOME MSG → CRM

Opens a **72-hour** free conversation window after the user messages.

CAPI OPTIMIZATION

Send a *positive signal* back to Meta when a lead replies or purchases — so the algorithm learns who converts.



Hi Karuna,

Thank you for your interest in our **HerCycle Juice**.

You can purchase the from our official stores. Both platforms provide secure payment, fast delivery, and easy returns.

If you need any assistance, feel free to reply to this message.

Team Sheopals

[Flipkart](#)

[Meesho](#)

Mar 30th at 6:10

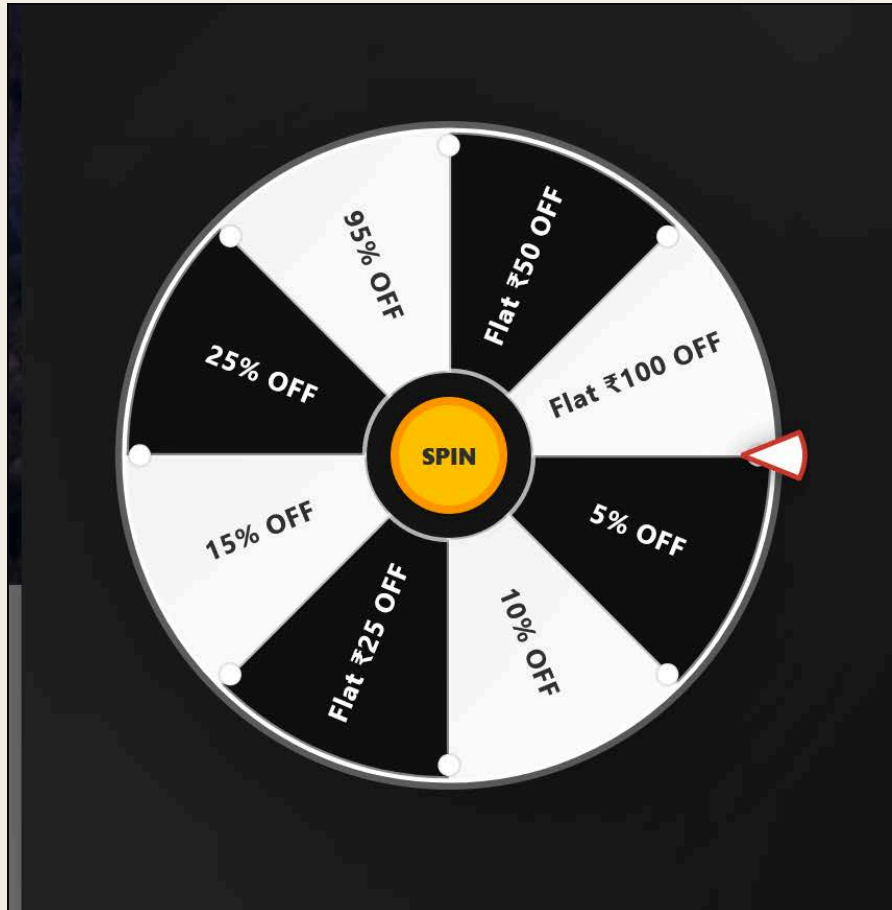
Spin the wheel & lead capture.

VISITORS
56,692

PHONES CAPTURED
6,156
10.9% identified

ATTRIBUTED ORDERS
122
2.0% converted

ATTRIBUTED REVENUE
₹53,656



Spin & Save BIG!

Enter your phone number to spin the wheel for a chance to win

Phone number

🇮🇳 +91

I agree to receive updates and offers from this store.

TRY YOUR LUCK!

Powered by Spur

Congrats!
Offer ends Apr 18, 5:24 PM

Hey there!
Thank you for subscribing with **ECellStreet!**

You've won **5% OFF** 🎉
Click the button below to **copy** your **exclusive discount code**. Use it on your **next order** to enjoy your special reward.

Happy shopping!

[Copy offer code](#)

[Start Shopping](#)

Apr 17th at 6:24 PM

Anonymous visitor *identification*.

Ethnicplus. LAST 30 DAYS · NITRO × SPUR

ETHNICPLUS.IN

ANONYMOUS VISITORS IDENTIFIED

6,800+

ADDITIONAL REVENUE

₹70k

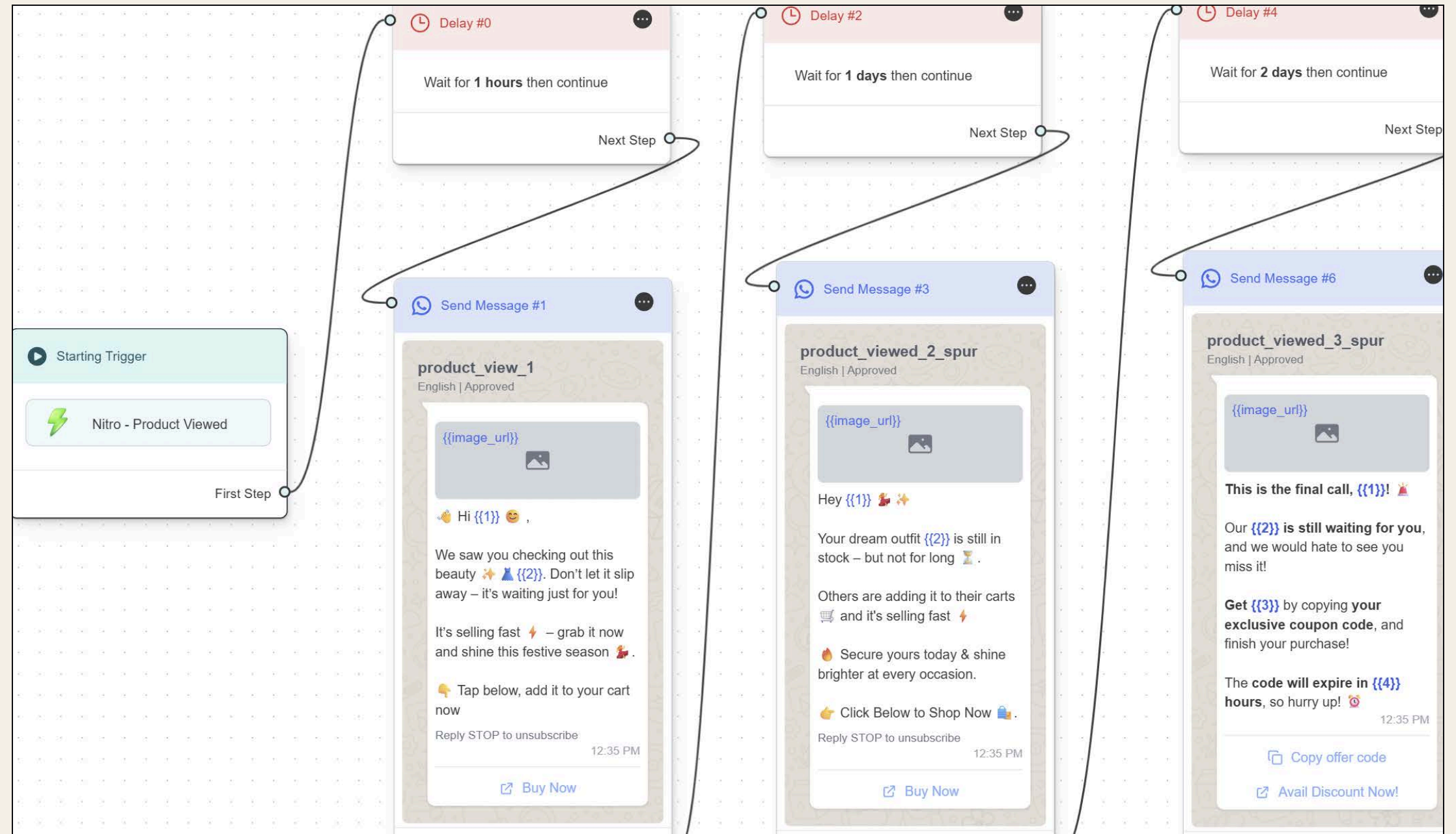
INTEGRATIONS

NITRO

SHOPPASS

FLEXPASS

"This is basically free money – money they wouldn't have earned and completely lost without this mechanism."



Capture *leads* before the first message.

*Spur AI Agent on your website – collect **name, email & phone** on the website widget itself, before the chat even begins.*

01 · PRE-CHAT FORM

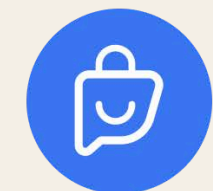
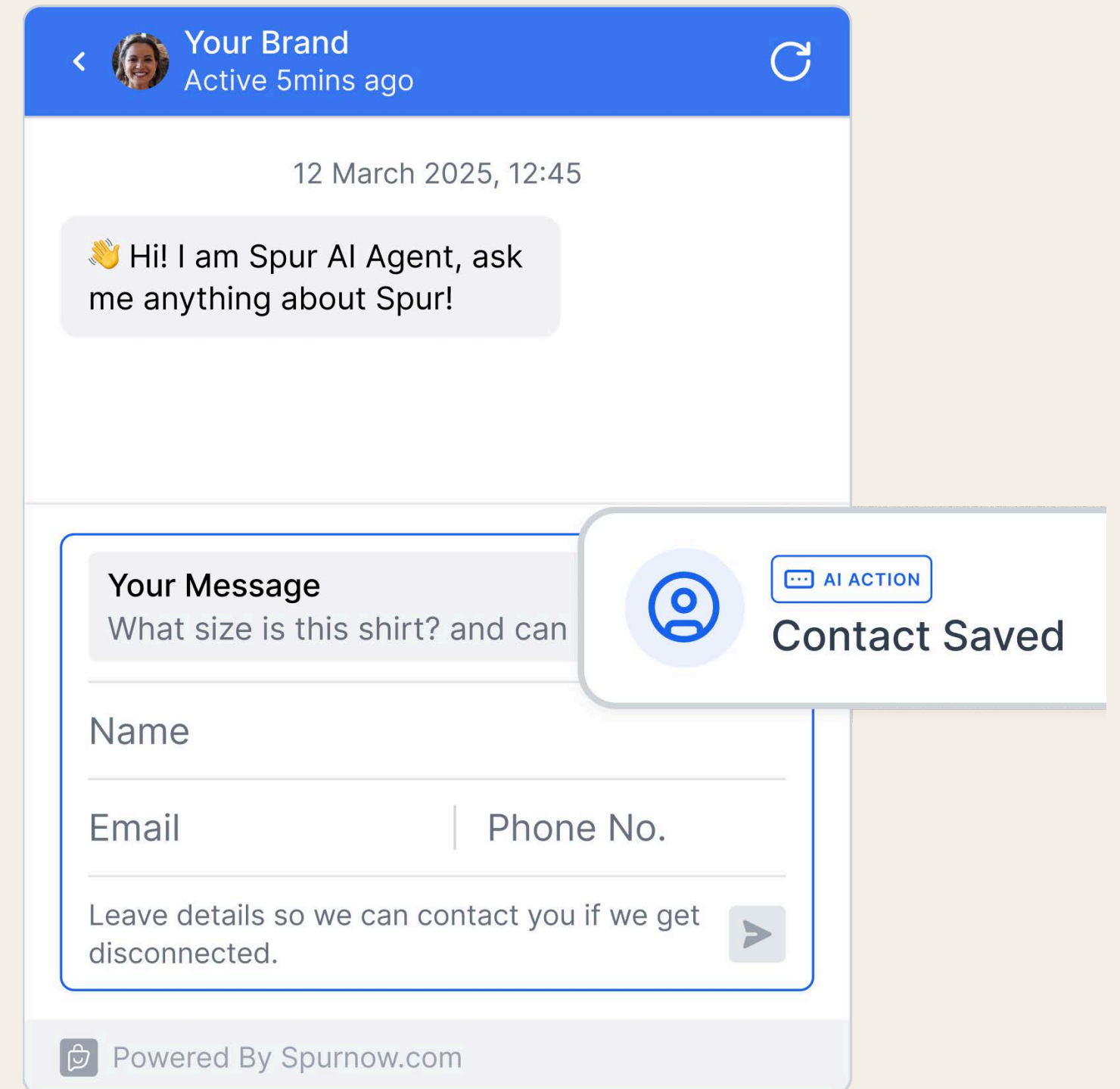
Name, email & phone *before* the message lands.

02 · AI ACTION · CONTACT SAVED

Auto-saved into your *Spur CRM* + Shopify customer.

03 · REACH BACK LATER

If they drop off – reach them on *WhatsApp or email*.



SECTION 02 OF 04

Convert *with* *Spur*.

Turn leads into paying customers.

Delivery *Boost.*

If the message *delivers*, only then can they *convert*.

When Meta throws a per-user limit error, Spur quietly retries over 72 hours – recovering deliveries that would otherwise be lost. Works across automation flows, broadcasts and API.

WITHOUT RETRY

30%

WITH SPUR DELIVERY BOOST

70–80%

Every *template*, day one.

As soon as Meta ships a new WhatsApp template type, it's live on Spur – text, media, GIF, carousel, whatever's next. GIFs convert hard.

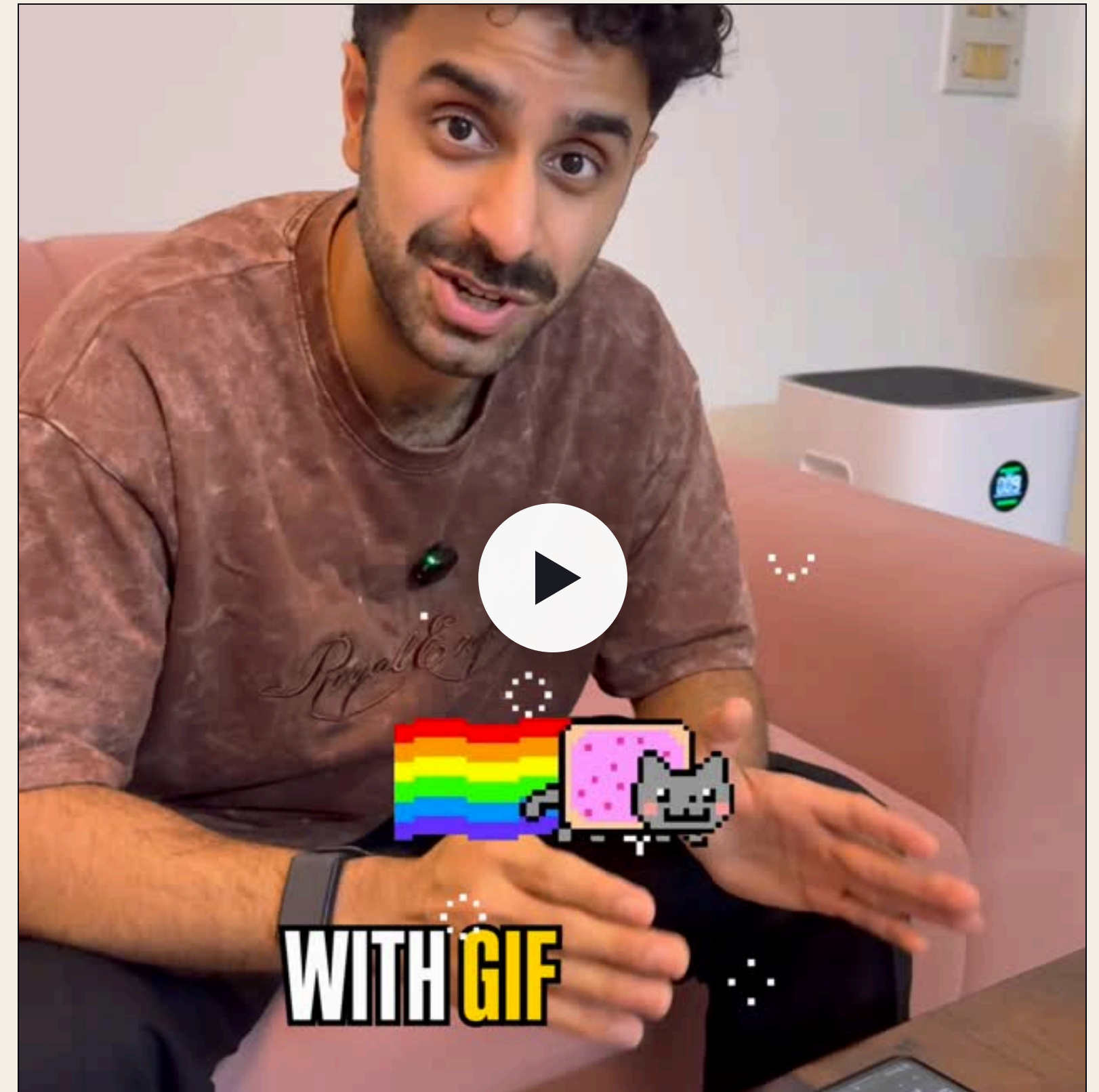
TEXT

MEDIA

GIF

CAROUSEL

WHATEVER'S NEXT →



WATCH ON INSTAGRAM

Abandoned Checkout *Recovery.*

Daivik. DAIVIK.IN

LAST 30 DAYS · SPUR'S DEFAULT AUTOMATION

₹5.3 lakhs recovered.

ORDERS 225	MESSAGES DELIVERED 4,500	RECOVERY RATE 5%
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ONE-CLICK CHECKOUTS · ALL INTEGRATED

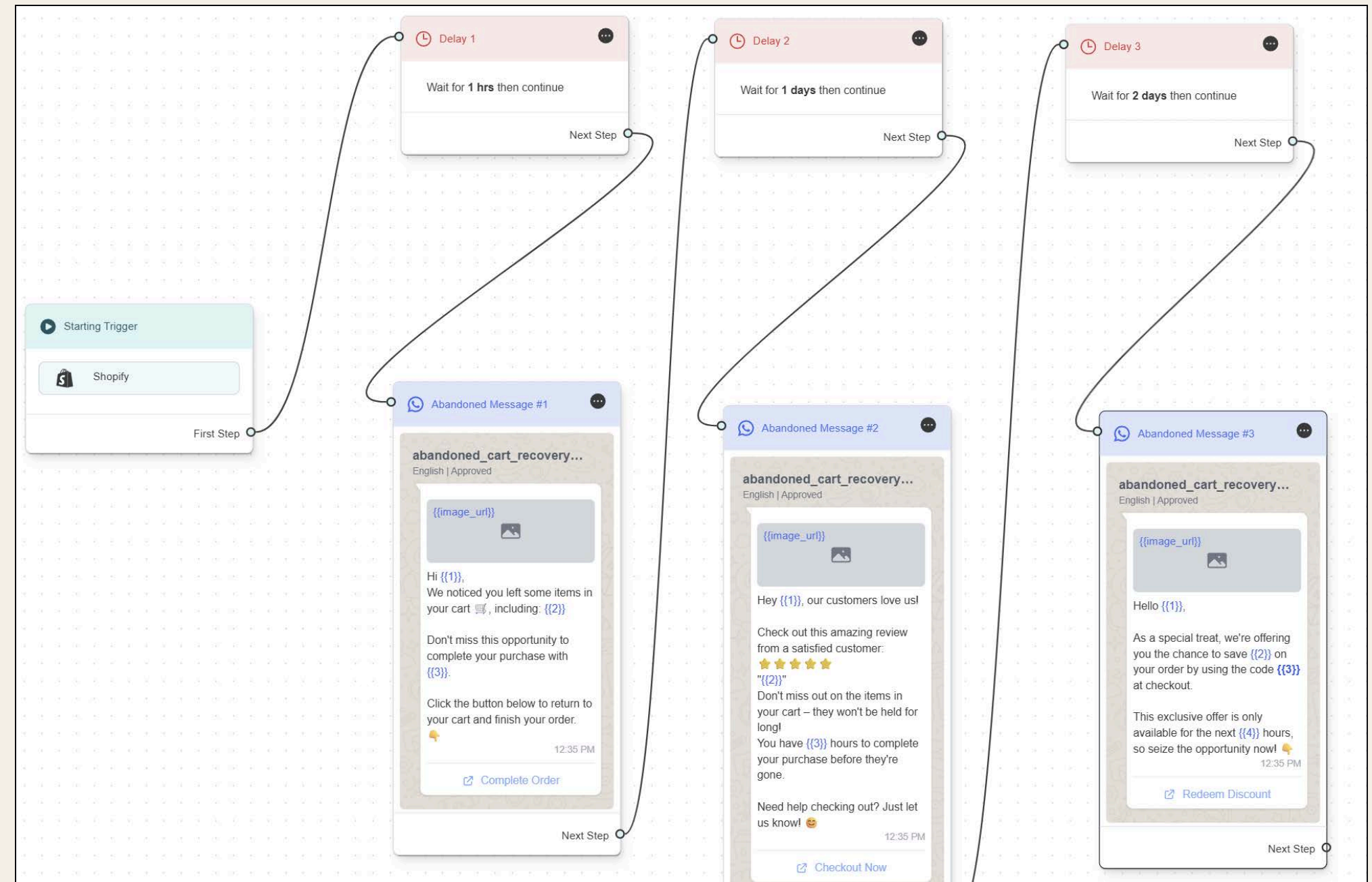
SHOPFLO GOKWIK FLEXTYPE + MORE

RECOVERS ACROSS THE FUNNEL

Abandoned *Checkout* Abandoned *Cart* Abandoned *Page*

Cart & Page recovery work only with Spur Popups & Anonymous Visitor ID.

DEFAULT FLOW · 3 NUDGES OVER 3 DAYS



COD *Confirmation* & COD to *Prepaid*.

Sheetal Batra.

SHEETALBATRA.COM

Q1 2026 • WHATSAPP COD CONFIRMATION & COD TO PREPAID

₹4.5 *laks* recovered.

Premium brand, high-AOV orders – fewer COD shoppers convert to prepaid, but every one that does protects margin.

ORDERS

29

MESSAGES DELIVERED

2,969

UNIQUE CONTACTS

871

WORKS WITH

Shopify

Draft order → collect payment → cancel original.

Razorpay *Checkout*

Same order, marked paid in place.



Hello Manju,

Thank you for choosing Sheetal Batra

You've selected Cash On Delivery as your payment method, and we kindly ask you to confirm your order before we proceed with processing it.

Order ID: #24494

Order Value: 17250.00

Order Items: Vipra Mehta In Noora - Rani Hotpink Short Kurta with Salwar

Replying to Message

CLICKED QUICK REPLY

Confirm Order

or 26th at 4:28 PM

Sent by workflow • WhatsApp COD Confirm

Thank you for confirming your order!

You can choose to pay within the next 24 hours and 5% off on your order.

Pay Now

Continue with COD

Replying to Message

CLICKED QUICK REPLY

Pay Now

or 26th at 4:28 PM

Sent by workflow • WhatsApp COD Confirm

Thank you so much!

You can select the button b

Pay Now

Clicked on rzp.io/rzp/MzGSj36

Segment, write & broadcast.

Modest Essential.

LAST 120 DAYS · 32 BROADCASTS

MODESTESSENTIAL.COM

BROADCASTS SENT

32

MESSAGES DELIVERED

128,163

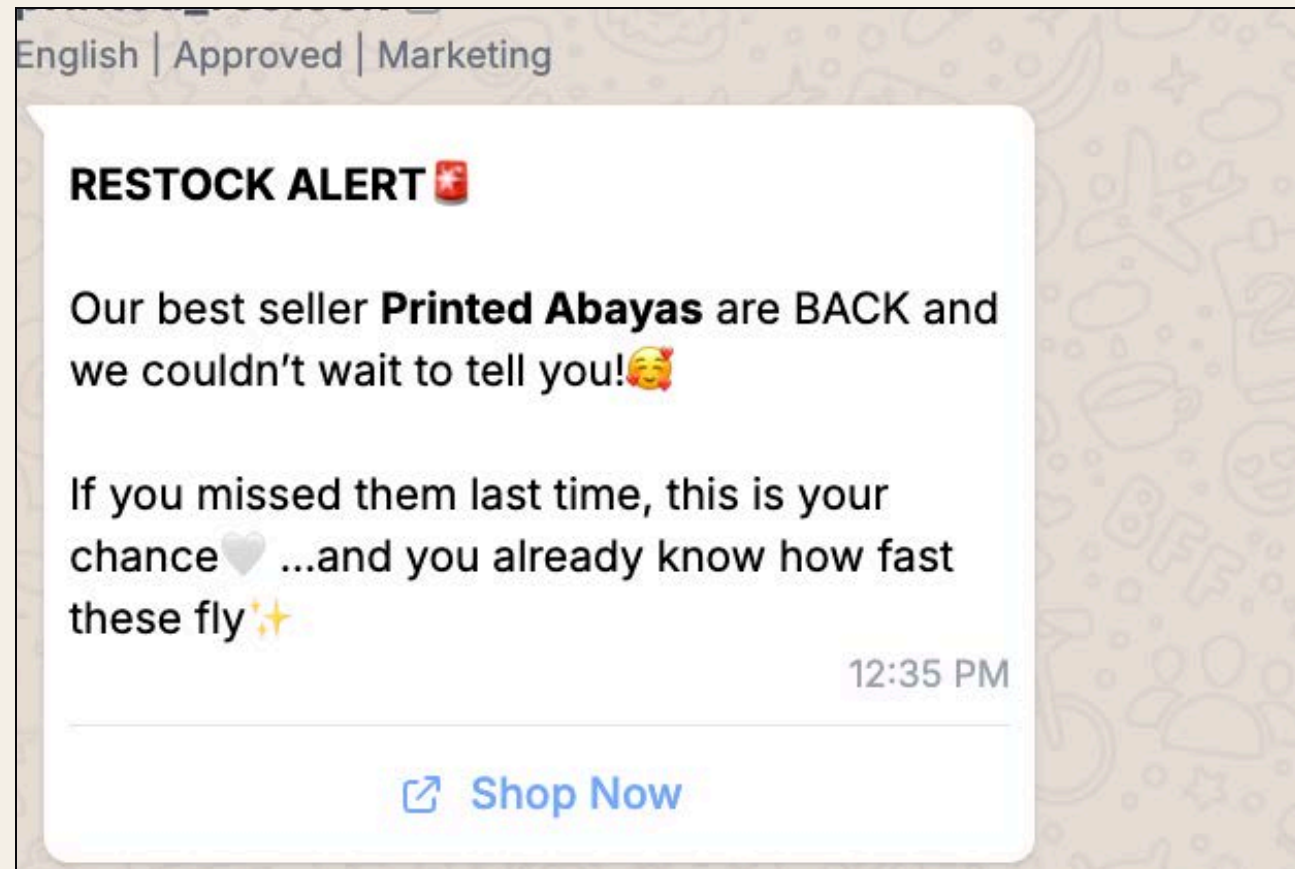
ATTRIBUTED ORDERS










2,094

1.63% conversion

ATTRIBUTED REVENUE

₹56.3 L



 <p>Total Revenue</p> <p>₹7,54,659.2</p>	 <p>Total Orders</p> <p>296</p> <p>View Orders</p>	 <p>WA Spent ⓘ</p> <p>₹13,780.87</p>
	 <p>WA ROI ⓘ</p> <p>54.76x</p>	 <p>Messages Sent</p> <p>15,869</p>
	 <p>Messages Delivered ⓘ</p> <p>84.28% 12643 delivered</p> <p><small>Without Delivery Boost: 8,226</small></p>	 <p>Messages Opened ⓘ</p> <p>58.7% 7421 opened</p>
	 <p>Messages Clicked ⓘ</p> <p>20.75% 2624 clicked</p>	 <p>Contacts not on WhatsApp ⓘ</p> <p>700</p>

Broadcast straight from *Shopify Segments.*

Your customer list already lives in *Shopify* — broadcast to it as-is.

TWO WAYS TO SEND

01 · INSIDE SPUR

Pick a Shopify *segment* as your audience.

Compose, schedule and ship the broadcast inside Spur.

02 · FROM SHOPIFY ADMIN

Hit “*Send WhatsApp*” right on the segment page.

Stay in the Shopify admin you already use every day.



WATCH ON INSTAGRAM

Browse & buy — right inside the chat.

Tapee. LAST 7 DAYS TAPEE.IN ↗

REVENUE
₹16,844

ORDERS
6

UNIQUE CONTACTS
26

CONVERSION RATE
23%

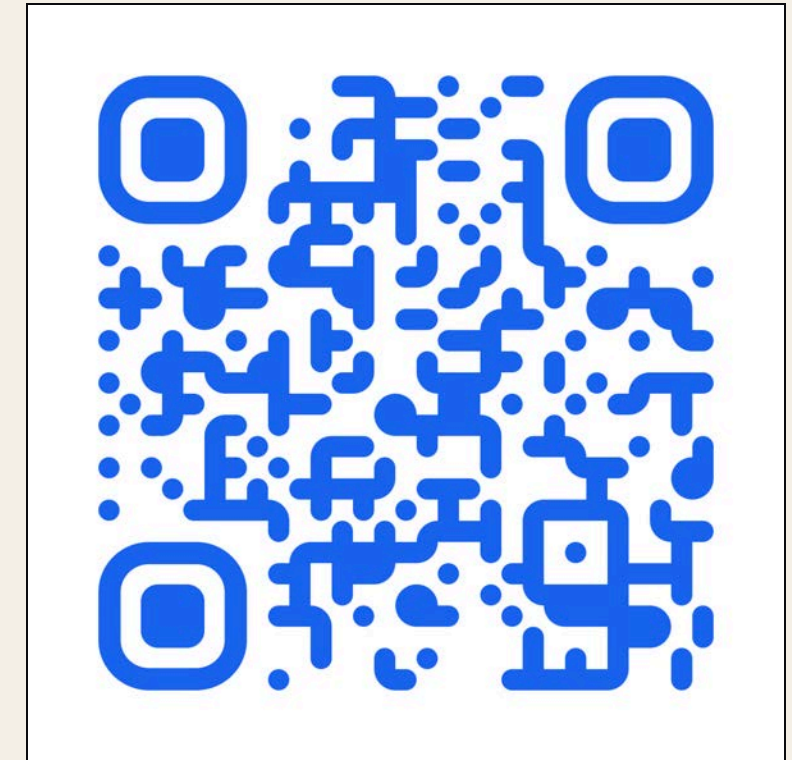
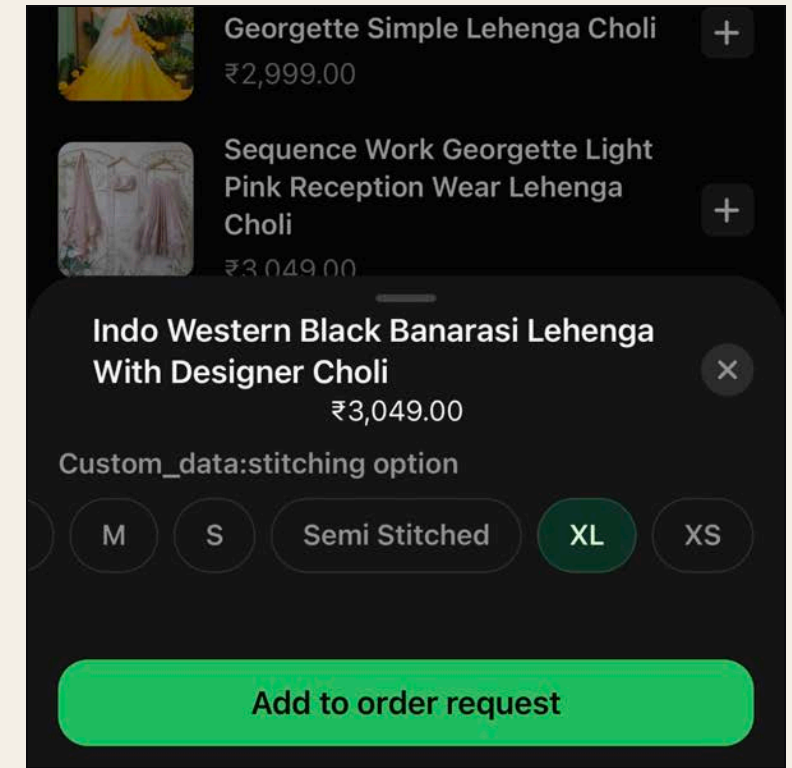
NEW Catalog now supports *variants*.

AI Build *AI-assisted* journeys.


TWO CHECKOUT PATHS

Send to *Shopify* cart.
Hand off to one-click checkout on the site.

Pay with *Razorpay* in-chat.
Pay link in-thread, order marked paid in Shopify.



SCAN OR TAP

 [wa.me/c/91 81407 87800](https://wa.me/c/918140787800)

Convert Instagram “PP” comments into *sales*.

Label DC. 30 DAYS · MUMBAI · 640K FOLLOWERS @DCMUMBAI ↗

REVENUE · 30 DAYS
₹19.4L

ORDERS
403

AVERAGE ORDER VALUE
₹4,815

HOW IT WORKS

Reply to *every* comment – not just keywords. Auto-DM with product link, price & image.

Linked posts keep selling – *old posts drove ₹11L*, new ones ₹8.2L. Compound revenue.

LINK PRODUCTS DASHBOARD · ONE VIRAL POST DROVE ₹2.64 L FROM 3,500+ COMMENTS

Post	Account	Products	Comments	Replies	Shares	Revenue	Action	
Indigo Color on Indian Wo... Aug 22, 2025, 1:43 PM GMT+5:30	DC Mumbai DC Mumbai	1 product	131	0	3	0	INR0	Edit Product(s)
Indigo Color on Indian Wo... Aug 22, 2025, 1:43 PM GMT+5:30	Label DC @dcmumbai	1 product	746	0	268	5	INR20150	Edit Product(s)
Finally Cutwork at a Grea... Aug 21, 2025, 1:39 PM GMT+5:30	DC Mumbai DC Mumbai	2 items	382	0	11	0	INR0	Edit Product(s)
Finally Cutwork at a Grea... Aug 21, 2025, 1:39 PM GMT+5:30	Label DC @dcmumbai	2 items	3544	0	2611	57	INR264106	Edit Product(s)
Exclusive Festive Launch ... Aug 18, 2025, 12:32 PM GMT+5:30	DC Mumbai DC Mumbai	1 product	79	0	2	0	INR0	Edit Product(s)
Exclusive Festive Launch ... Aug 18, 2025, 12:32 PM GMT+5:30	Label DC @dcmumbai	1 product	1367	0	976	33	INR146821	Edit Product(s)
Indo Western Festive Lau... Aug 15, 2025, 12:44 PM GMT+5:30	DC Mumbai DC Mumbai	1 product	30	0	1	0	INR0	Edit Product(s)

Try it yourself
comment
“PP” or “Price”
on any post – we’ll DM you back
with the link.

INSTAGRAM @DCMUMBAI ↗

SECTION 03 OF 04

Retain *with* *Spur*.

Turn customers into repeat revenue.

Collect reviews on *WhatsApp*. Auto-push to *Shopify*.

Debaans.

LAST 30 DAYS

[DEBAANS.COM](#) >

REVIEW RATE

23%

REVIEWS REQUESTED

1,147

REVIEWS COLLECTED

270

AUTO-PUSH TO SHOPIFY

Judge.me integration

Replies auto-publish to your product pages.

CSV export

Download & upload to any review app you use.



Hey Sanal! 🙌

We hope you've been enjoying your latest purchase: **Plum bamboo bath towel and Personalization**

On a scale of 1-5, how would you rate your experience with us?

← 5 Stars

← 4 Stars

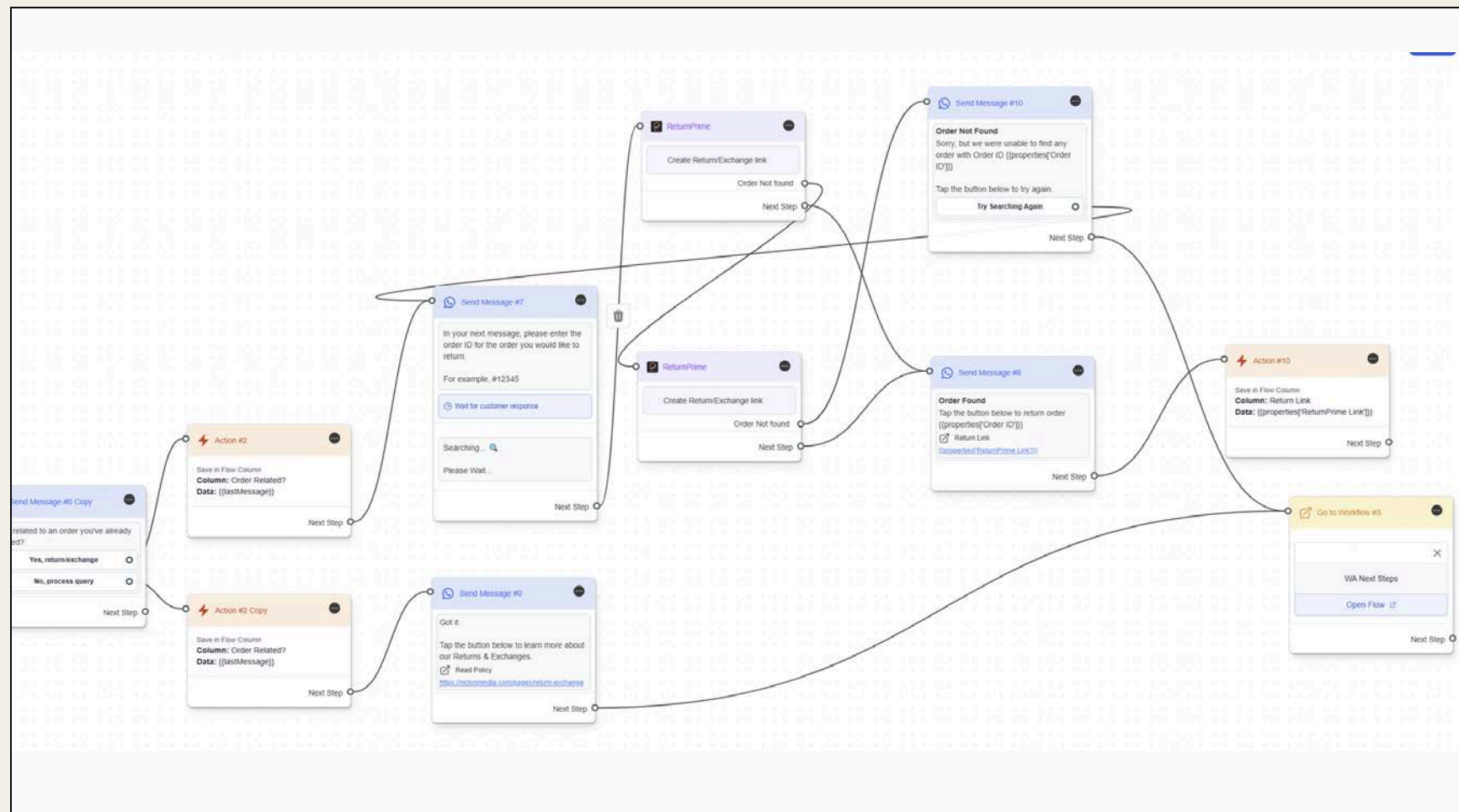
← 3 Stars or Less

Returns & exchanges on *WhatsApp*.

ReturnPrime. Automate the *mundane* – save hours every week.

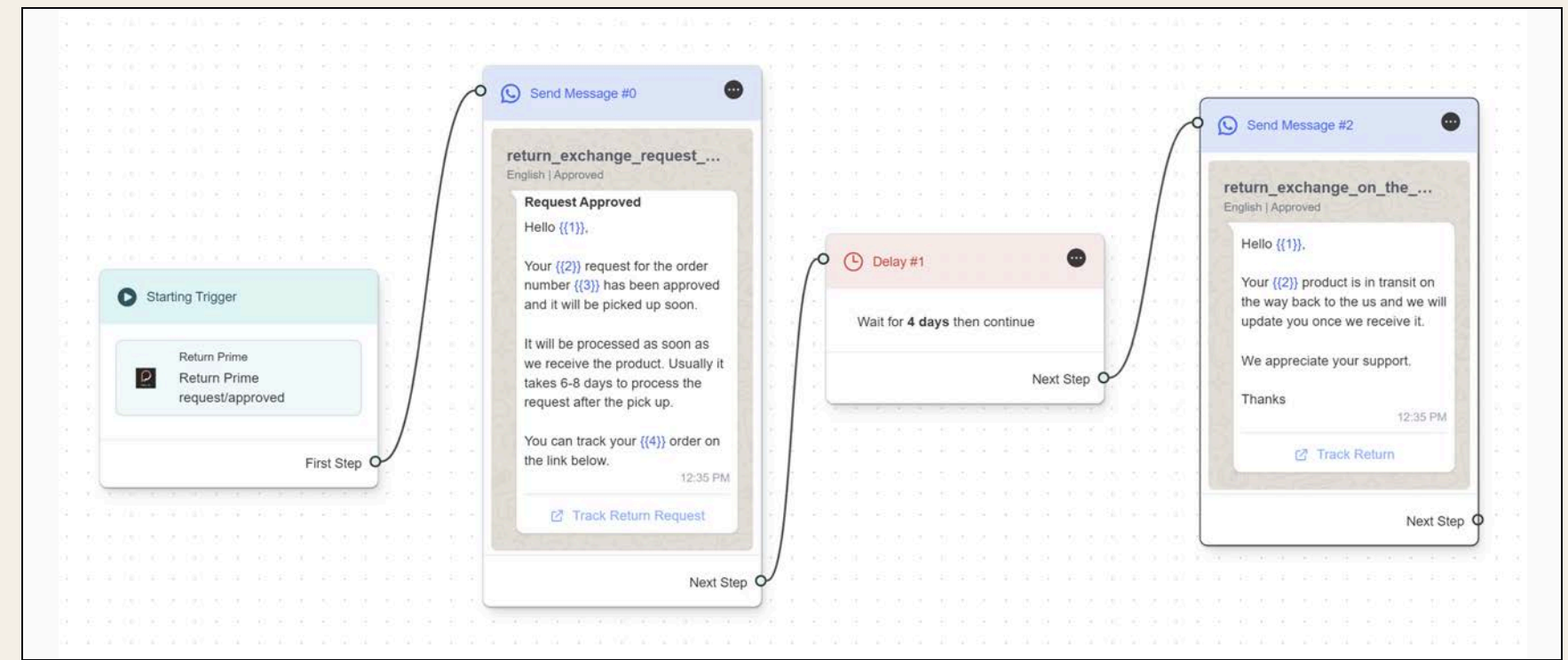
Piematrix.

THEPIEMATRIX.COM



Tara C Tara.

TARACTARA.COM



DAYS
30

MESSAGES SENT
1,132

RETAIN

Loyalty & Referrals on *WhatsApp*.

Orange Sugar. NECTOR FLOW · 30 DAYS [ORANGESUGAR.IN](#)

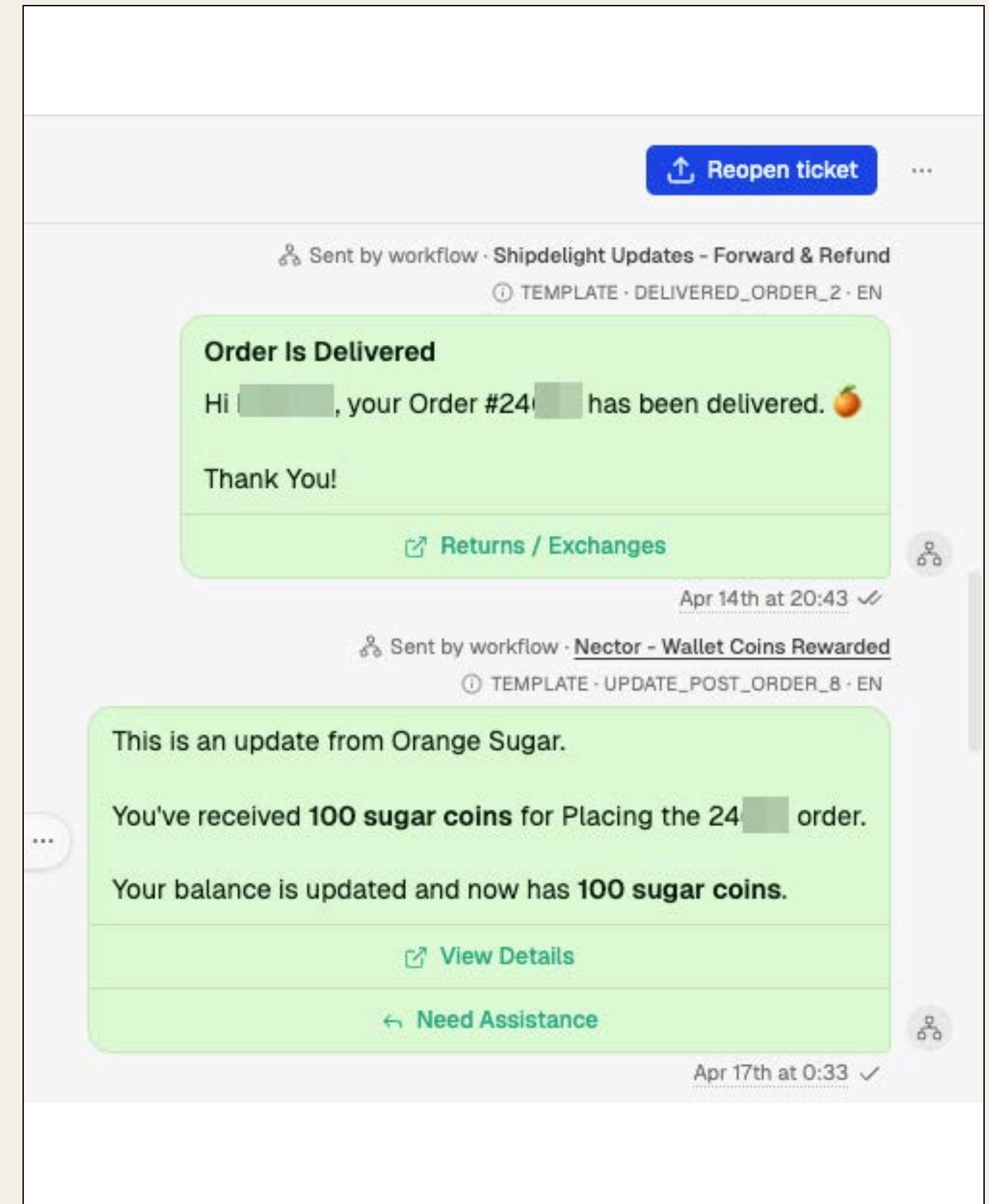
REVENUE ₹22,403	ORDERS 19	UNIQUE CONTACTS 3,305
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HOW IT WORKS

Order delivered → *auto-credit points* on WhatsApp → customers spend & refer.

NATIVE INTEGRATIONS

Nector <i>Loyalty wallets & coin rewards.</i>	ReferRush <i>Referral programs that ride on WhatsApp.</i>
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Win them back — *30 days later.*

Printmine. 69 DAYS • ABANDONED CHECKOUT

[PRINTMINE.IN](#) >

REVENUE
~₹10 L

ORDERS
259

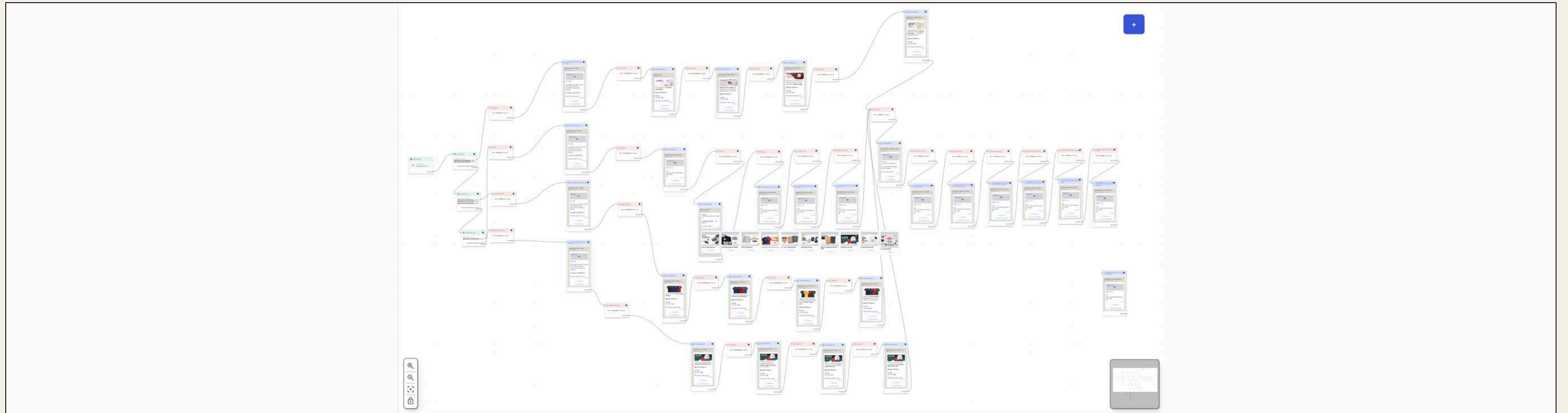
UNIQUE PEOPLE
9,560

HOW THE
FLOW RUNS

Starts *30 days* after abandonment — keeps messaging for up to **89 days**.

Messages *tailored* to the abandoned product — branches per category, not a generic blast.

THE BRANCHING WIN-BACK FLOW

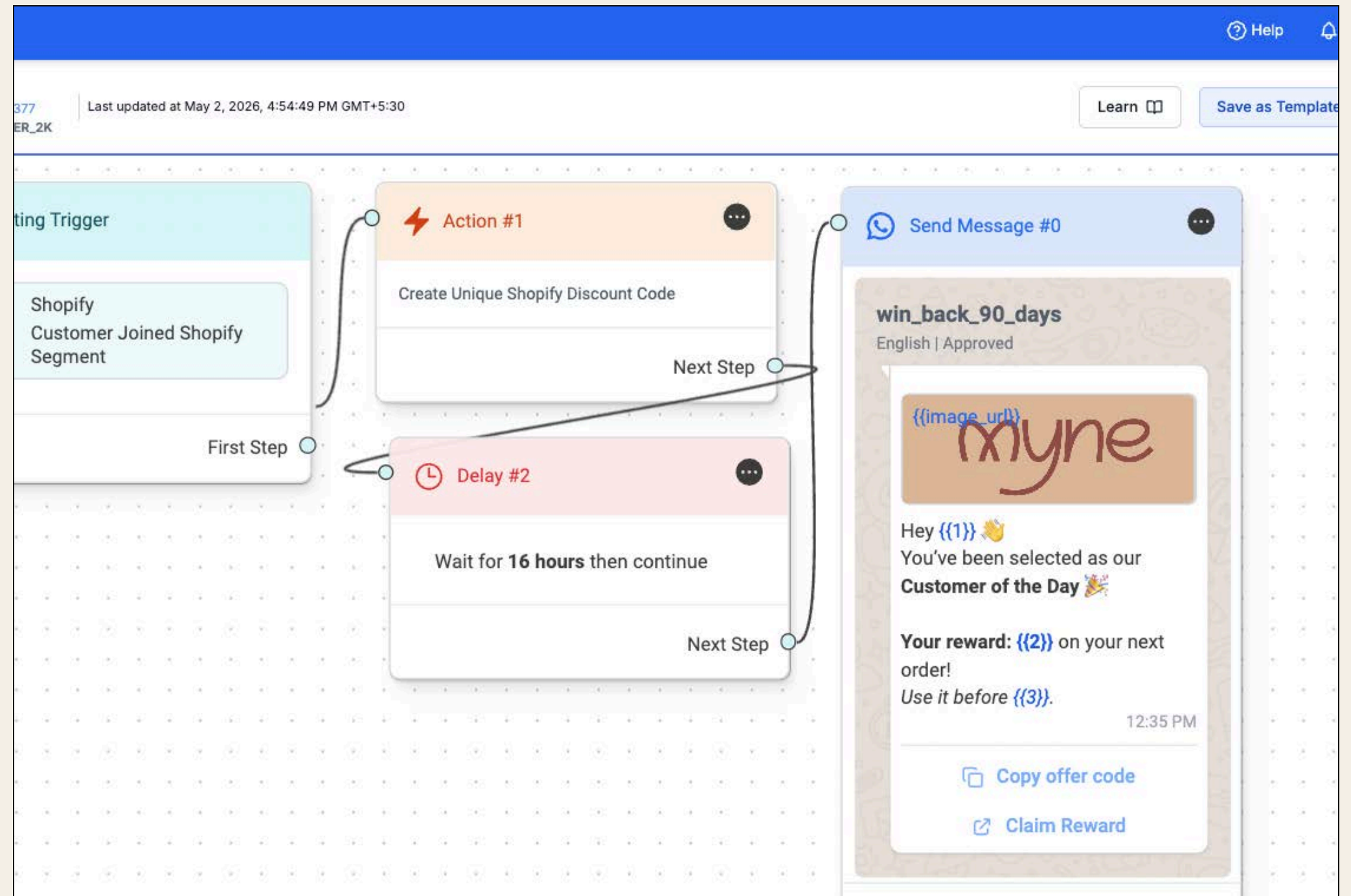


Engage when someone enters a *Shopify Segment*.

OUT-OF-THE-BOX SHOPIFY SEGMENTS

<input type="checkbox"/>	Name	% of customers
<input type="checkbox"/>	Atleast 3 Orders Last Order 30 D...	4%
<input type="checkbox"/>	1 or 2 Orders Last Order 30 Days ...	28%
<input type="checkbox"/>	Last Order 60 Days Ago SPUR	31%
<input type="checkbox"/>	Last Order 90 Days Ago SPUR	31%
<input type="checkbox"/>	Last Order 180 Days Ago SPUR	27%
<input type="checkbox"/>	Last Order 365 Days Ago SPUR	26%

PRE-BUILT WIN-BACK TEMPLATE



SECTION 04 OF 04

Serve *with* *Spur*.

Turn support into delight at scale.

AI that *answers & sells.*

WhatsApp, Instagram, Facebook & Live Chat – one AI, trained on your Shopify store, handling the long tail so your team handles the edge cases.

INCOMING QUERIES

The bot resolves *most of it.*



RESOLVED BY AI

72%

FAQs, order status, product help – answered instantly.

ROUTED TO HUMAN

28%

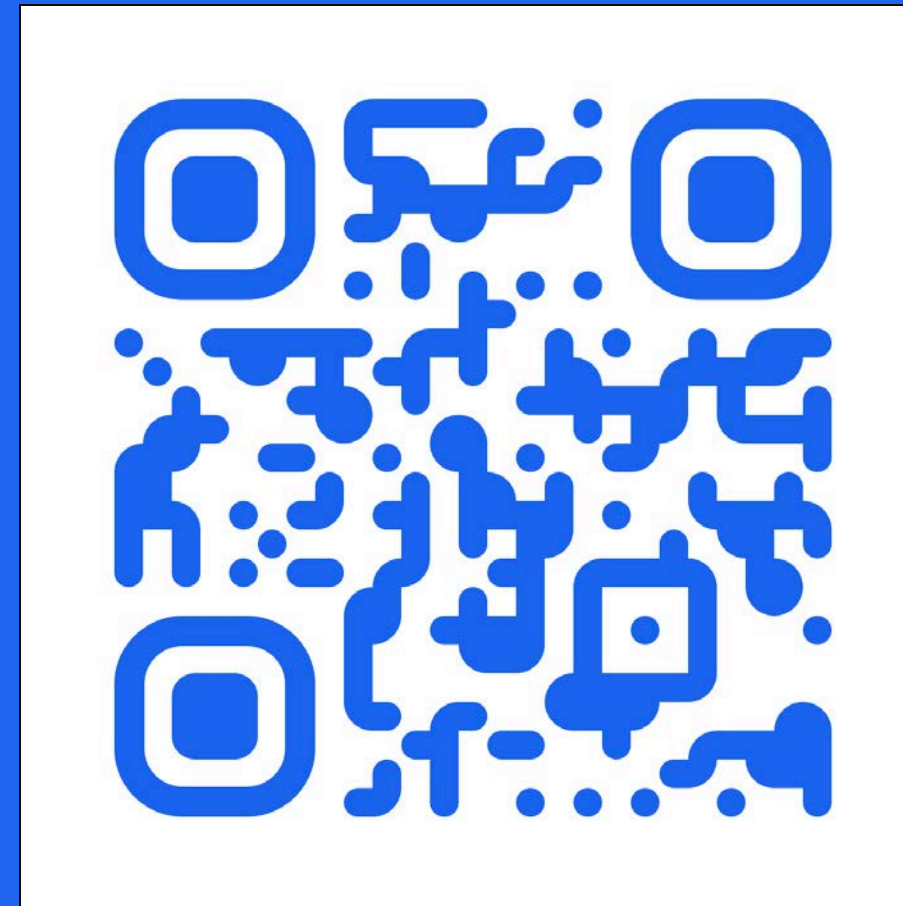
Edge cases auto-escalate to your team in the Spur Inbox.

ACROSS CHANNELS

 WhatsApp  Instagram  Facebook  Live Chat

TRY IT YOURSELF

Chat with our AI, live on *Panda's Box.*

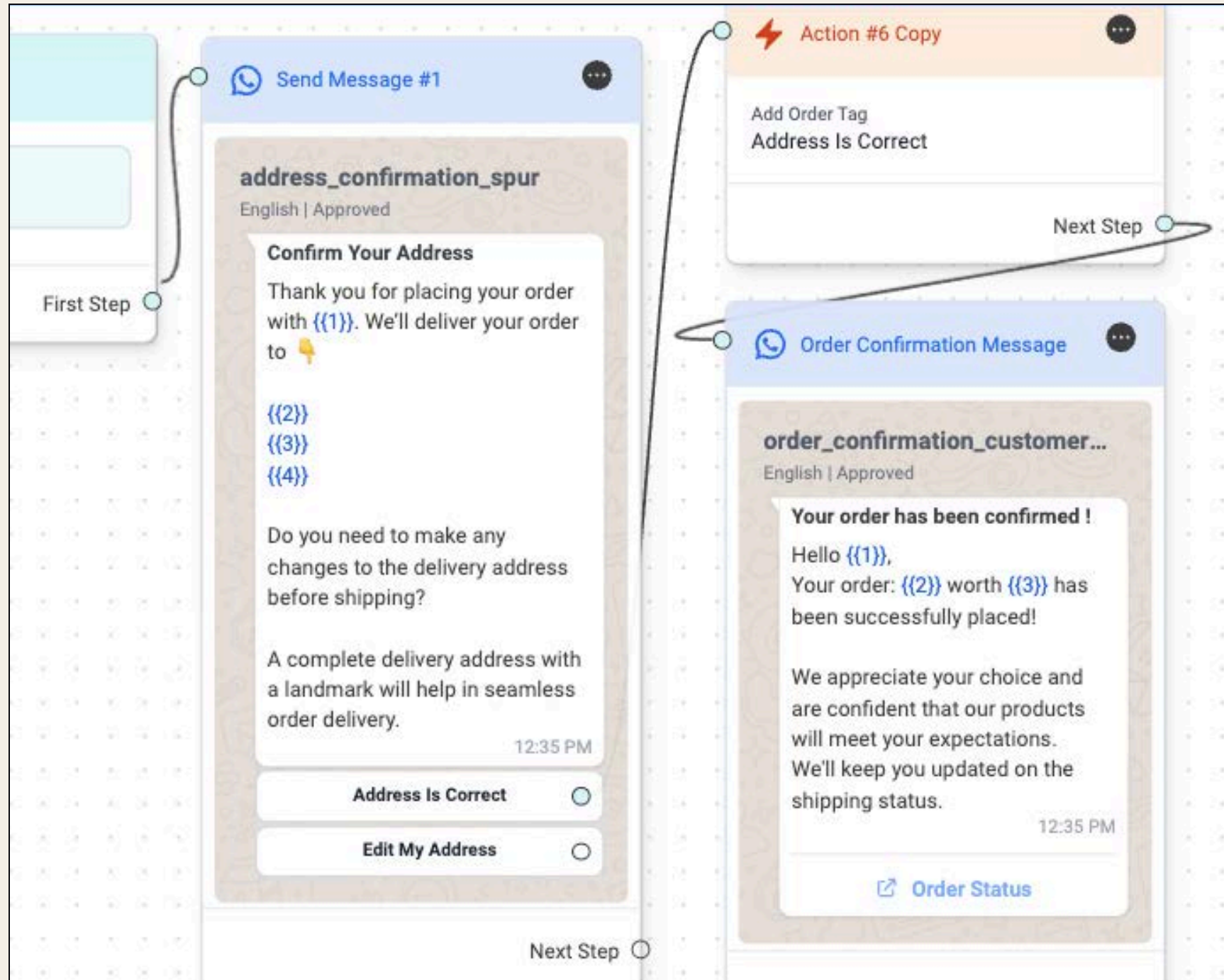


SCAN OR TAP

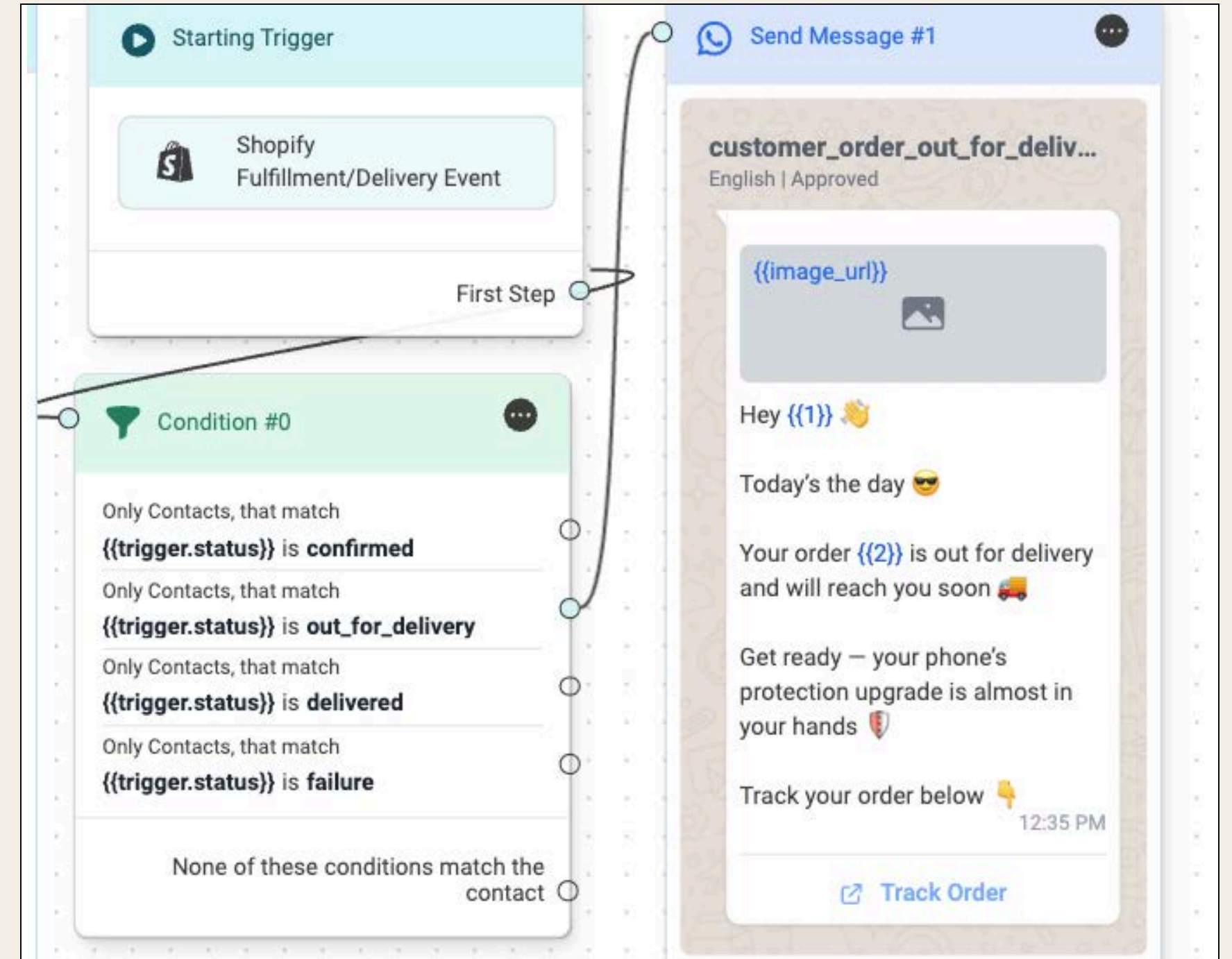
 [wa.me/91 88104 02508](https://wa.me/918810402508)

Keep customers *in the loop* — from order to delivery.

Address & *order confirmation*.



Shipping updates — *fulfilled* → *shipped* → *delivered*.



The *Spur* Inbox.

The screenshot displays the Spur Inbox interface, which is organized into several key sections:

- Left Sidebar (Inbox):** Features a search bar, filter options (All Conversations, My Inbox, Team, AI Agent, Unassigned), and a list of channels including WhatsApp, Instagram, and Live Chat.
- Conversations List:** A central list of customer interactions with names like Rohan Rajpal, Lehar, Shivprasad Ramarao, and others, along with their last activity dates.
- Main Chat Window:** Shows a conversation with Rohan Rajpal. It includes a message about a purchase, an order summary (Classic Varsity Top : 1 - 1999, Subtotal: 1999), and a 'Complete Purchase' button. It also displays a list of events like 'page_viewed' and 'checkout_started'.
- Right Panel (Customer Context):** Provides detailed information about the customer, including their profile, tags (like 'nice', 'spurfam'), notes, and custom fields (such as 'Party Interested', 'Birthday Month', 'Anniversary Month').

Unified *multi-channel* queue.

Customer *context* + Shopify orders.

AI handoff + *human takeover*.

Tags, assignments & *SLAs*.

WHAT'S NEXT

The future *with* *Spur*.

Build, broadcast and serve — just by talking to AI.

INTRODUCING

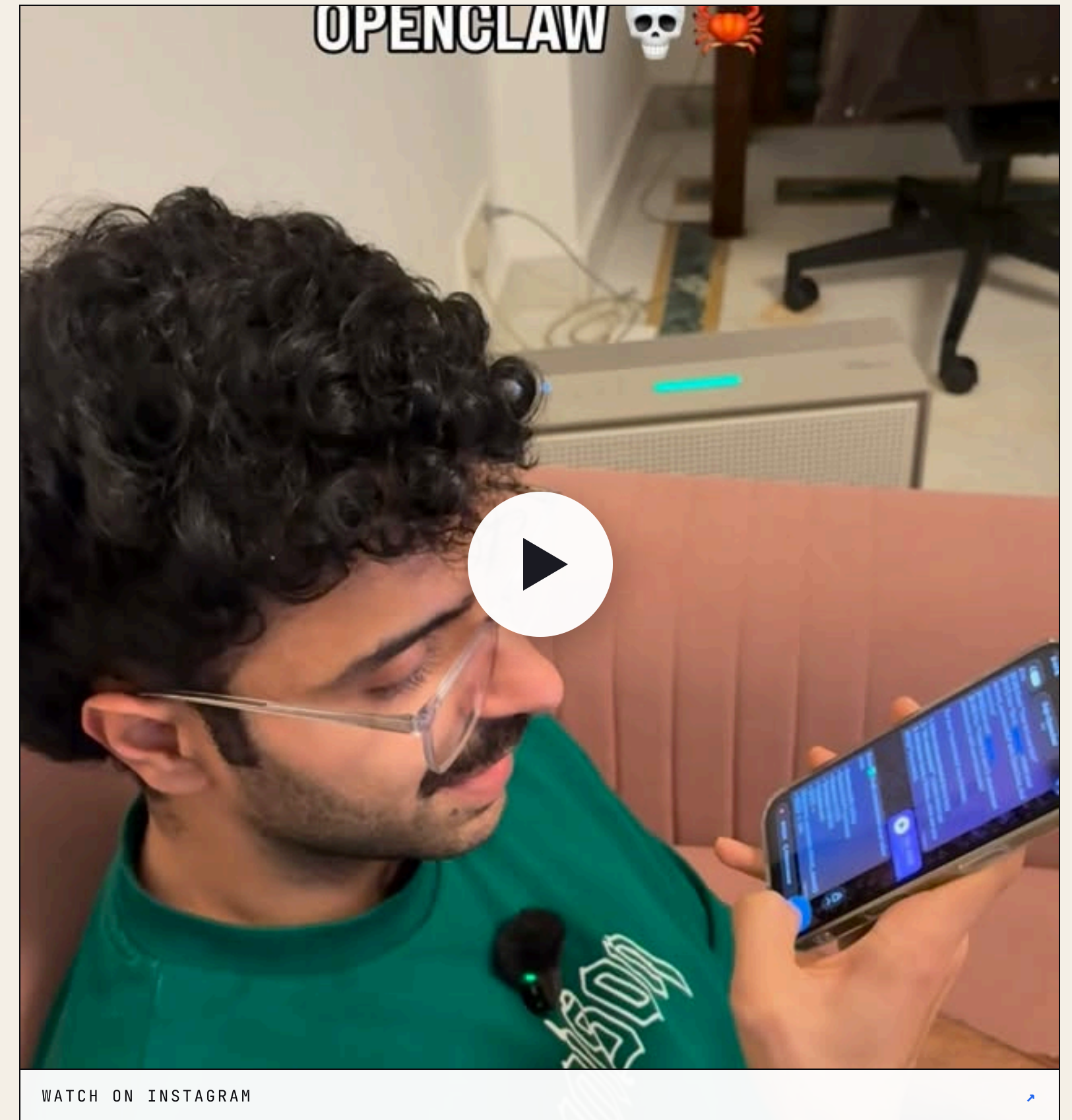
Spur *MCP*.

Talk to Claude, ChatGPT & more – and ask it to:

- Create a *template* for you
- Create a *segment* for you
- Run a *broadcast* for you
- Fetch *broadcast reports*

– *and unlimited possibilities, all without using the UI.*

IN ACTION



Coming *this year.*

08 ITEMS · 2026

<p>01 · CHANNELS</p> <p>SMS & RCS</p>	<p>02 · VOICE</p> <p>AI Voice <i>calling</i> on telephony & WhatsApp.</p>	<p>03 · VOICE</p> <p>AI Voice <i>broadcasting</i> on telephony & WhatsApp.</p>
<p>04 · FALLBACKS</p> <p>SMS, RCS, Voice AI <i>fallbacks</i> across channels.</p>	<p>05 · PAYMENTS</p> <p>WhatsApp <i>native payments</i>.</p>	<p>06 · INBOX</p> <p>Email <i>for inbox</i>.</p>
<p>07 · INBOX</p> <p>WhatsApp inbox <i>calling</i>.</p>	<p>08 · INBOX</p> <p>WhatsApp inbox call <i>recording</i>.</p>	<p>← SHIPPING ALL OF THIS</p> <p>In 2026.</p>



Scale *D2C* with Spur.so

Create Account ↗

Book Demo Call ↗

Become Partner ↗

AI that *Markets* + *Serves*, across



WhatsApp



Instagram



Facebook



Live Chat