

Real work. Real outcomes.

An assortment of case studies showcasing
how brand strategy and AI-driven
solutions deliver results.

The Merlin AI



Introduction



Diagnose problems fast.



Deliver outputs in 30–45 days.



Combine AI, strategy, and creative storytelling.



Focus on measurable outcomes.

Case study – Apna Guru

1

Challenge

Slow, fragmented training for rural health workers.

2

Approach

GPT-powered mobile tutor for 6-month lessons.

3

AI Tools

Custom GPT, quizzes, automated progress tracking.

4

Outcomes

30–40% less training time, 60% less trainer dependency.



"It's like having a digital mentor for every worker."

Case study – food brand

Challenge

Launching a standalone food brand & D2C rebrand.

Approach

Dual narratives, new packaging, Shopify store.

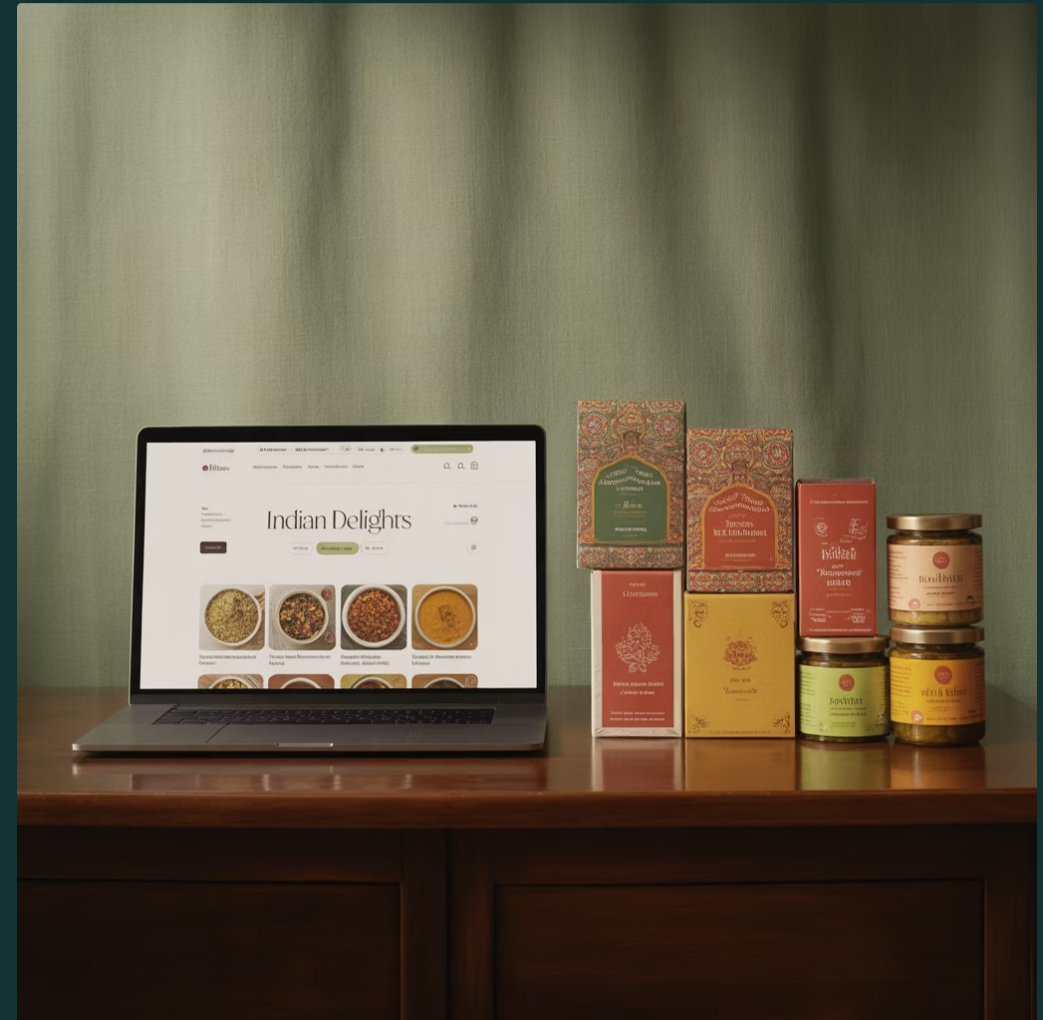
AI Tools

AI content analysis, content automation.

Outcomes

Brand launch in 45 days, 20% improved conversions.

"Our brand now feels modern yet authentic."



Case study – D2C women's fashion brand



Challenge

Low conversions on Shopify.



Approach

UX redesign, 'everyday elegance' positioning, cart recovery flows.



AI Tools

Heatmaps, GPT content, automated email journeys.



Outcomes

+20% conversions, +35% cart recovery.

"Our online store finally feels like us."

Case study – D2C aromatherapy brand

Challenge

Competing as a premium wellness brand.

Approach

Luxury positioning, Shopify optimization, ritual kits.

AI Tools

GPT product narratives, AI visuals, automated campaigns.

Outcomes

+25% sales in 2 months, +40% engagement.

"Our brand now stands out as premium."



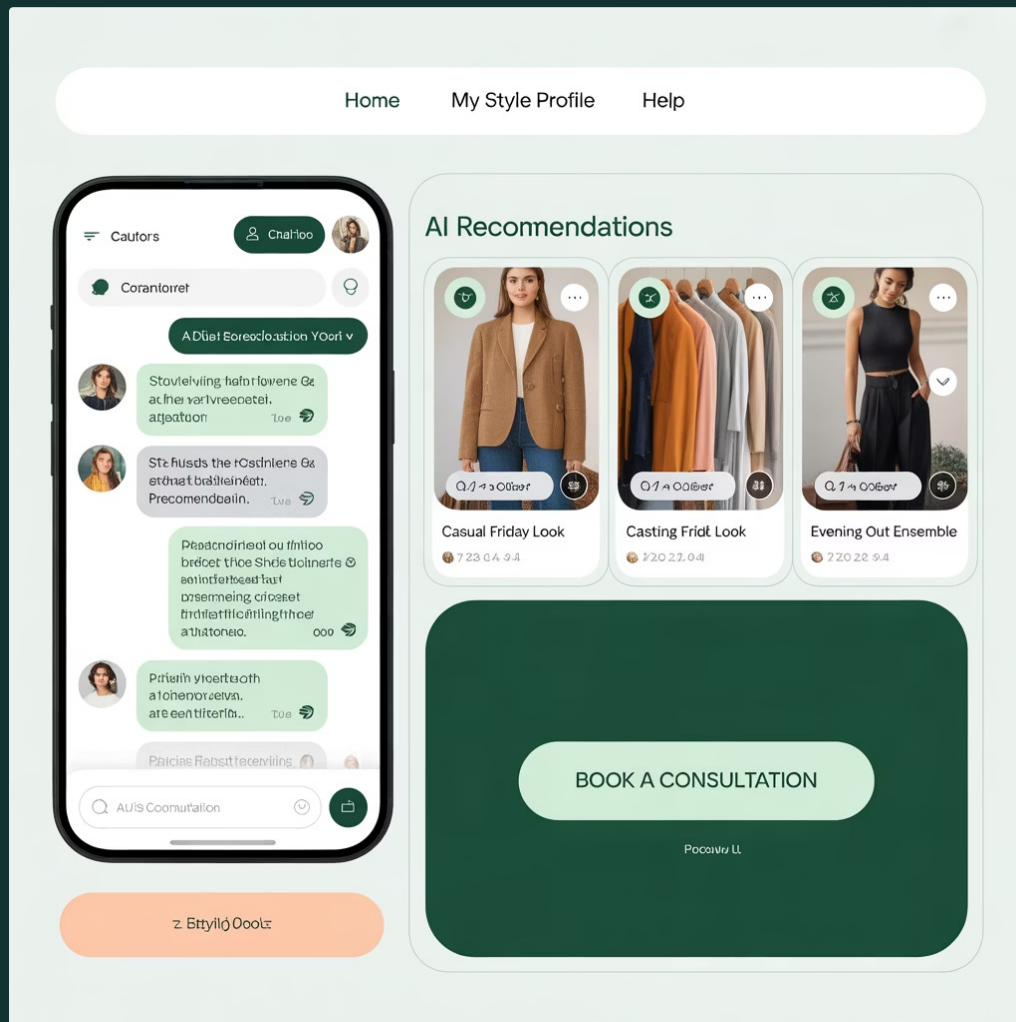
Case study – B2B ladder & climbing equipment



"Our safety story is opening doors fast."



Case study – Happy Dresser



Challenge

Abandoned carts & irrelevant suggestions.

Approach

GPT stylist assistant offering personalized looks and add-ons.

AI Tools

AI styling engine, bundling logic.

Outcomes

Improved conversions, higher average order value.

"Our store feels like it has a personal stylist."

Case study – Fertility Assistant



Challenge

Repetitive queries and lack of 24/7 patient support.



Approach

GPT assistant with verified clinic content and onboarding flows.



AI Tools

Chatbot, privacy-first data handling.



Outcomes

30–50% fewer queries, improved patient satisfaction.

"Patients feel supported between visits."

Patterns that work

Narrative clarity
that resonates with customers and donors.



AI accelerators
for faster insights, content, and automation.

Business outcomes
you can measure.



Execution speed
– 30–45 day turnaround.

Your challenge next

What problem
can I solve for
you?



Contact

Let's talk.

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