Faym × Meesho

Building a Scalable Creator Commerce System

2025 Case Study

KEY OUTCOMES - MEESHO

GMV

₹860+ Cr GMV in 2025

ORDERS

~2.76 Cr orders

CREATORS

5,100+ creators generating sales

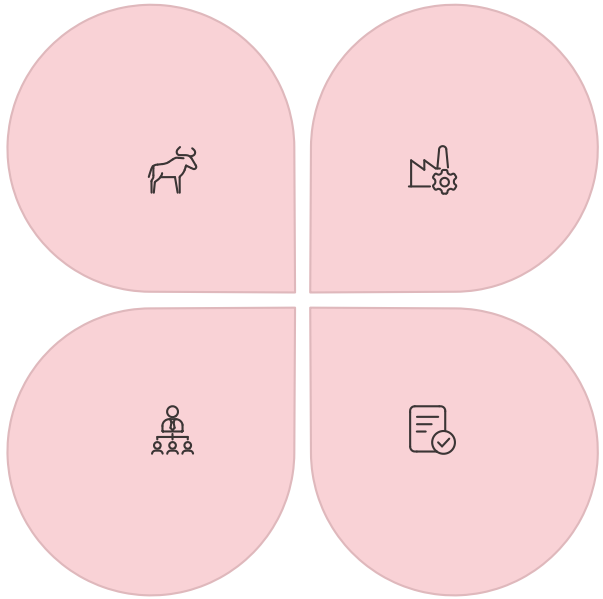
CONTENT

2.4+ lakh commerce-linked content pieces



Why Creator Commerce Didn't Scale

Instagram doesnt allow direct product redirection via reels.



Creators couldn't source the right products to create multiple content.

Manual creator management didn't scale.

No clear tracking of creator-led orders.



What Needed to Change, Missing gaps -

- Sending links via Insta
- Product sourcing for content creation
- Creating unique trackable link.
- Analytics for creators
- Performance led unified payout model for creators.

What We Built

Redirected social traffic to Meesho products via Meta Auto DM API.

Creating unique trackable product link for each creator via app.

Unified perfomance led payout model for all creators.

Enabled 50 Lacs+ monthly product sourcing for creators.

Tracked clicks, orders, and payouts.

Improving Conversions via in app Events

1

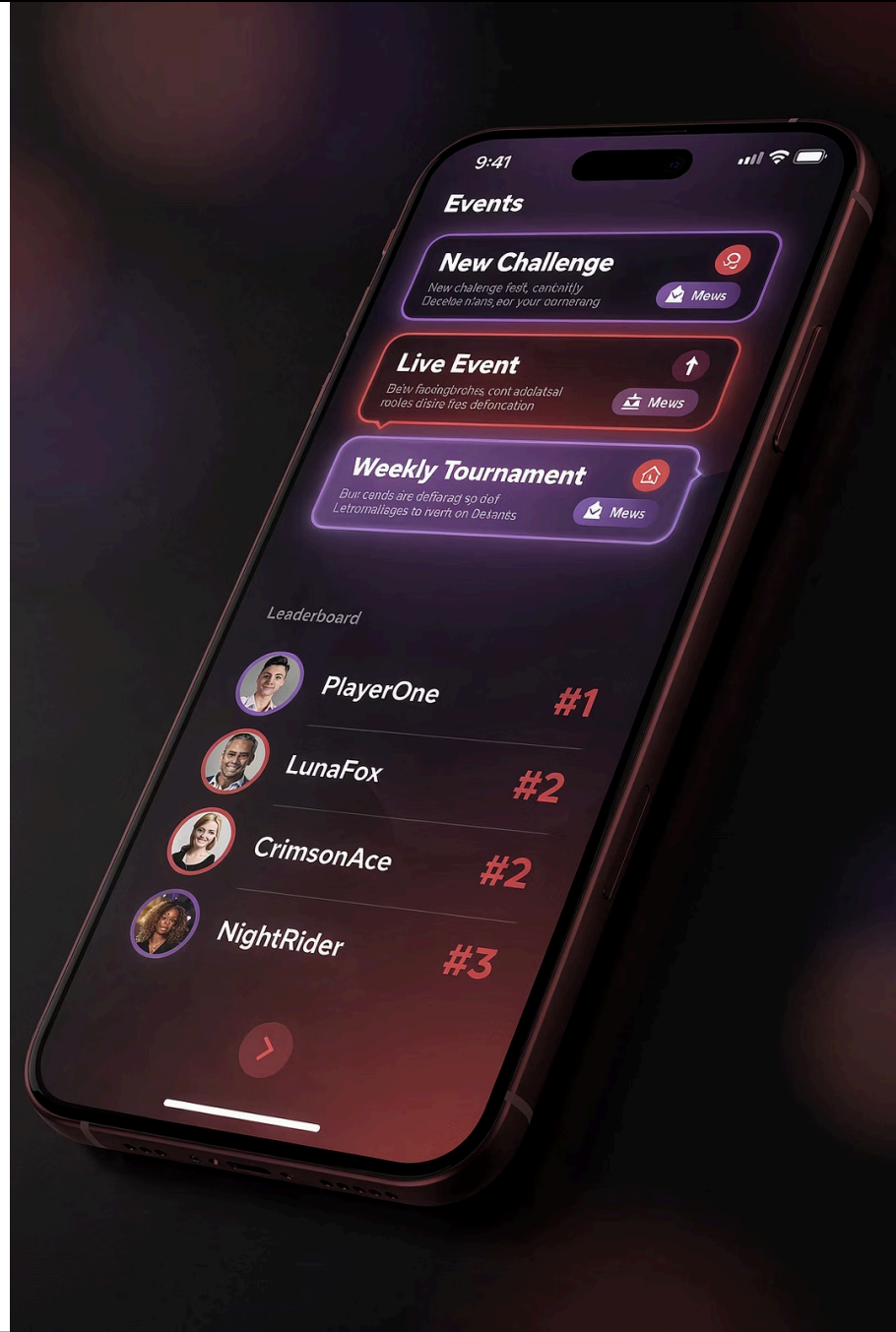
Re-engaged users who didn't convert

2

Incentivised creators on creating streaks via posting content daily.

3

Awarding top 20 creators in Leaderboard to generate competition.



More Traffic Sources

Enabled sales from Instagram, Facebook, YouTube.

Enabled cross posting of content to other social medias in 2 clicks.

Educated creators via weekly webinars on content creation.

Scaling Across India

5,100+

active creators

2.4+ lakh

content pieces tracked

600+

Tier 2 & 3 creators

140...

Auto DMs

173...

clicks on Links



Business Impact for Meesho

- ₹860+ Cr GMV with attribution
- ~2.76 Cr orders tracked
- Better conversion efficiency
- Repeatable growth channel

Social commerce SAAS platform for India.

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