



Nyle AI

Your Guide to eCommerce Growth with **Agentic AI**

3X

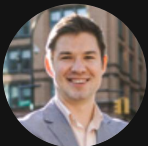
Faster Growth

40%

Cost reduction

24/7

AI automation



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Welcome to Nyle

Nyle.ai is a multi-agent AI platform built for eCommerce brands across **Amazon**, **Shopify**, and **TikTok Shop**, operating as an “**Agentic AI Agency**” to automate and optimize core functions across marketing, finance, and supply chain.

- Goes beyond traditional analytics by proactively identifying issues
- Delivers data-driven recommendations benchmarked against industry standards
- Predicts outcomes before financial decisions are made
- Functions as virtual leadership across CMO, COO, CFO, and CPO roles.
- Drives measurable improvements in net profit and revenue growth

Key Capabilities

01

STRATEGIC PLANNING

Develops role-specific strategies complete with projected results.

02

NET PROFIT OPTIMIZATION

Boosts ad spend efficiency, minimizes storage and shipping costs, and pinpoints lucrative new product launch opportunities.

03

AUTOMATED EXECUTION

Autonomously performs tasks such as optimizing Amazon Ads to achieve lower Advertising Cost of Sales (ACOS) and higher Return on Ad Spend (ROAS).

User Segments & Use Cases

ROLE	HOW NYLE HELPS
eCommerce Brand Owners	Full-funnel growth automation – ads, listings, inventory, and profit in one place
CMOs / Marketing Teams	AI-driven ad optimisation, competitor benchmarking, CTR & CVR hypothesis testing
COOs / Supply Chain Managers	Smart stock tracking, FBA fee reduction, shipping optimisation
CPOs / Product Managers	Diagnose low-converting products, predict impact of changes before launch
CFOs / C-Suite Executives	Financial scenario modelling, profit margin tracking, forecasted ROI
Agencies	Manage multiple brand accounts, generate strategic reports, scale client results

AI Growth Engine & Core Capabilities

Marketing & Growth

- ✓ AI Strategic Plan Generator (CMO / COO / CPO)
- ✓ Ad Optimisation Machine (PPC auto-management)
- ✓ Competitor Benchmarking & Market Intelligence
- ✓ Hypothesis Engine (CTR / CVR A/B testing)
- ✓ Product Listing Optimisation (AI copywriting)
- ✓ Image Enhancement & Gen-AI Visuals

Operations & Finance

- ✓ Supply Chain Visibility & Replenishment AI
- ✓ FBA Fee & Storage Cost Optimisation
- ✓ Real-Time Net Profit & P&L; Tracking
- ✓ Financial Scenario Modelling
- ✓ 30/60/90-Day Sales & Profit Forecasting
- ✓ Multi-Brand Agency Dashboard

■ Amazon	■ Shopify	■ TikTok Shop
Seller Central, FBA, Sponsored Ads, A+ Content, Brand Analytics	Orders, Products, Inventory, Marketing, Checkout analytics	Shop Orders, Product Ads, Creator Marketplace, Fulfillment

Autonomous Execution & AI Loop

Nyle operates in a continuous three-phase loop — **Generate** → **Follow** → **Execute** — so your brand never stops improving.

01

CONNECT YOUR ACCOUNTS

Link your Amazon Seller Central, Shopify store, or TikTok Shop in seconds. Nyle pulls historical orders, ad spend, inventory, and listing data automatically.

02

AI ANALYSES YOUR BRAND

Within minutes, Nyle benchmarks your brand against market-level data: CTR, CVR, ACOS, net margin and inventory velocity. It diagnoses where profit is being lost.

03

STRATEGIC PLAN GENERATED

Nyle creates a role-specific strategic plan for your CMO, COO, and CPO with forecasted outcomes. Each recommendation has a predicted ROI before you lift a finger.

04

AI EXECUTES TASKS

The platform autonomously creates and adjusts ads, tests listing hypotheses, triggers replenishment orders, and reallocates budget — all within your approved guardrails.

05

TRACK, REVIEW & ITERATE

The Strategy Canvas tracks execution progress in real time. Compare actuals vs. forecasts, review AI recommendations, and override any decision with a single click.

06

SELF-IMPROVING AI

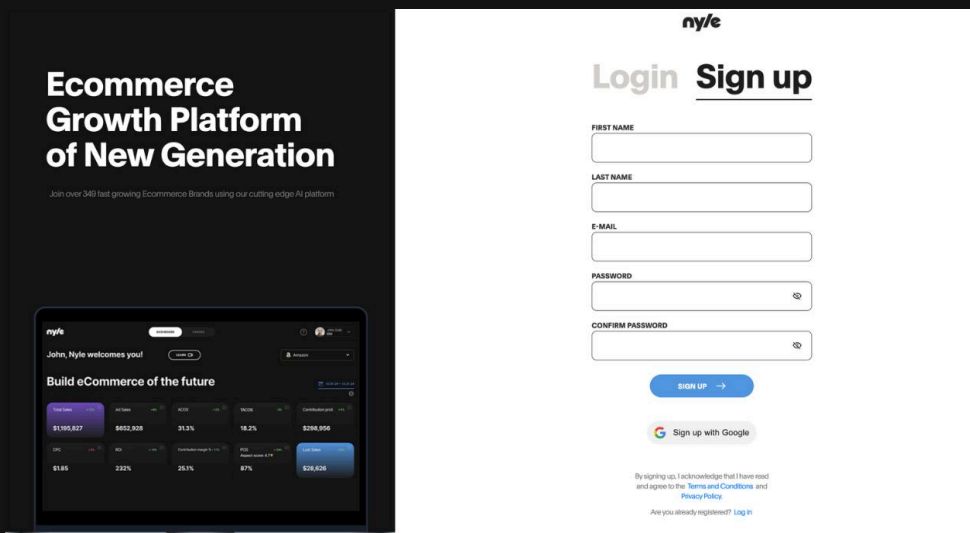
Every outcome feeds back into Nyle's models. The longer it runs, the smarter it gets — continuously tightening its predictions and sharpening its recommendations.

Getting Started & Activation Flow

Follow these steps to connect your account and start seeing AI-driven growth within your first session.

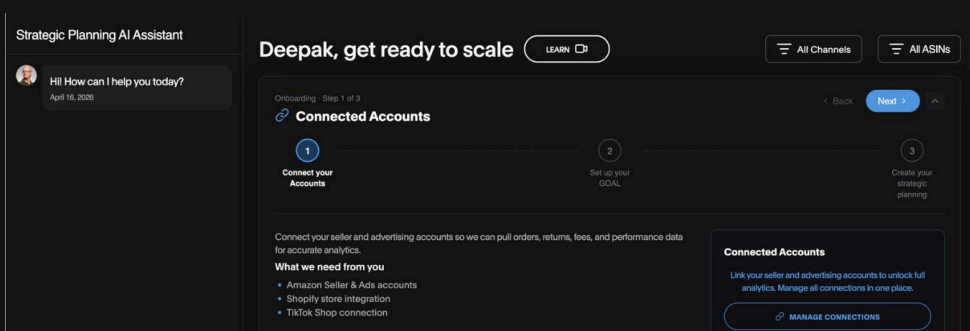
01 Create Your Account

Visit app.nyle.ai/auth/signup and register with your business email address. You can also schedule a demo at nyle.ai/contact to have a Nyle specialist walk you through the platform before you sign up.



02 Connect Your Seller Account

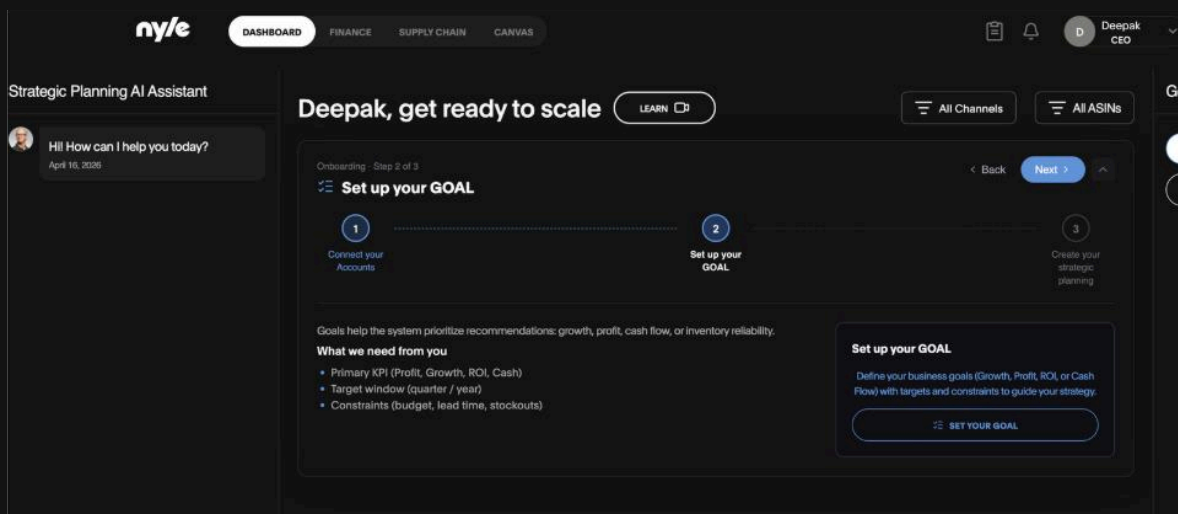
Connect your seller and advertising accounts (Amazon, Shopify, TikTok) to enable data syncing. This allows the system to pull performance data for analytics and insights, after which you can proceed to the next step.



03 Set Up Your Goal

Define what success looks like for your business:

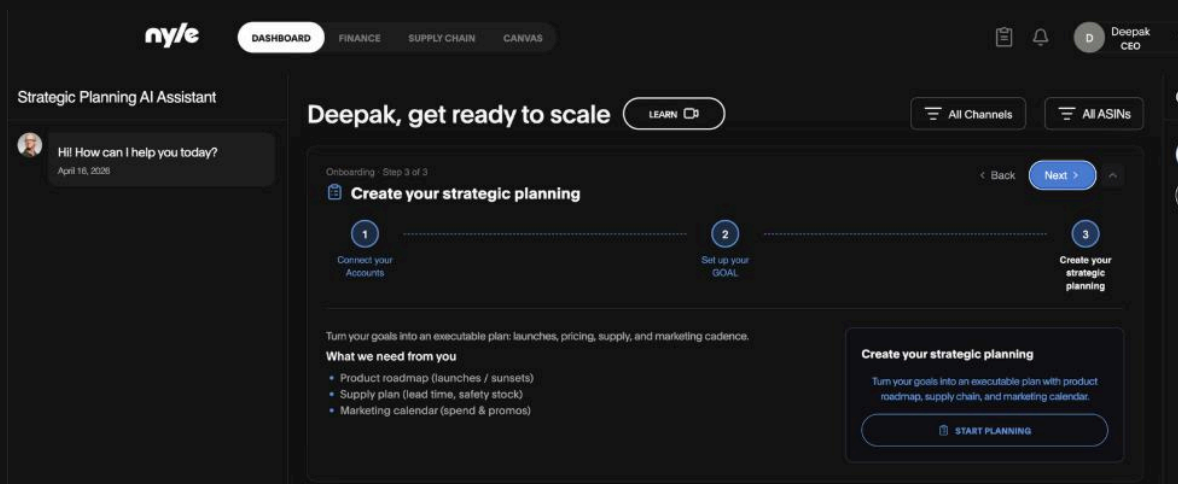
- **Primary KPI:** Profit, Growth, ROI, or Cash Flow
- **Target Window:** Quarterly or yearly goals
- **Constraints:** Budget limits, lead times, stockouts



04 Create Your Strategic Planning

Turn your goals into an actionable plan:

- **Product Roadmap:** Launches and phase-outs
- **Supply Plan:** Lead times and safety stock
- **Marketing Calendar:** Spend and promotions

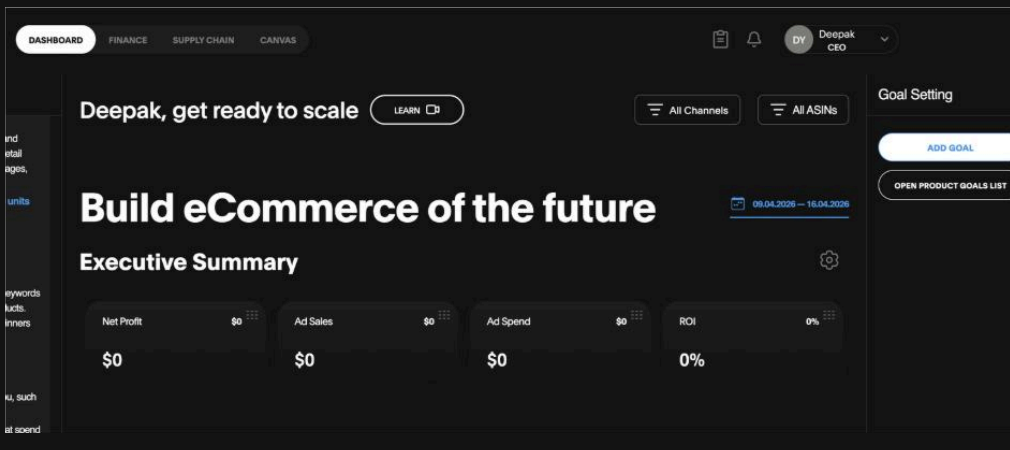


Dashboard & KPI Control

The Nyle.ai dashboard is your central workspace to monitor performance, set goals, and execute AI-driven strategic planning for your eCommerce business.

Executive Summary

Check the Executive Summary first. It shows Net Profit, Ad Sales, Ad Spend, and ROI. Use it to understand overall business performance. High ad spend with low sales means ads need optimization. If no data is visible, check account connection or campaign status.



Sales Performance

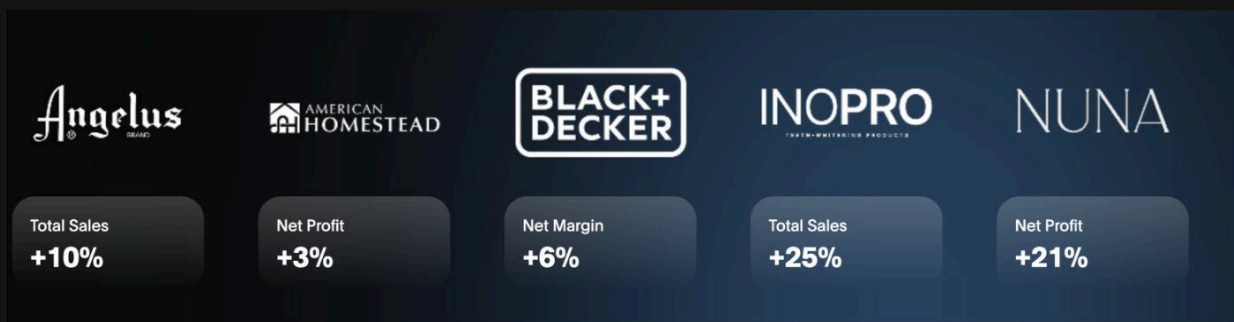
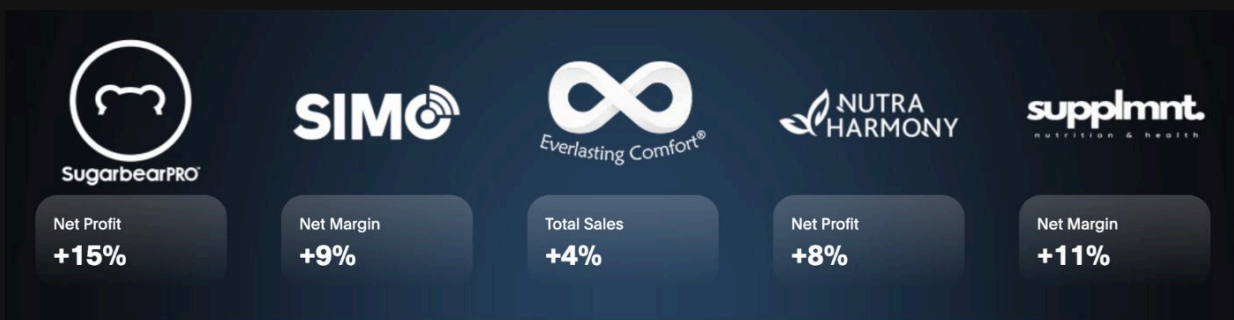
Open Sales Performance to view trends in sales, spend, clicks, units sold, ACOS, and profit. Focus on trends over time instead of single values. High clicks with low sales indicate listing issues. High spend with low growth indicates targeting issues. Use date filters to analyze weekly or monthly performance.

The screenshot shows a 'Sales Performance' table with a legend at the top. The legend includes: Total Sales (green), Total Spend (teal), Total Clicks (red), Total Units Sold (blue), Ad Sales (purple), ACOS (yellow), and Net Profit (light blue). The table contains 7 rows of data, each with a row number and corresponding values for the seven metrics.

Row	Total Sales	Total Spend	Total Clicks	Total Units Sold	Ad Sales	ACOS	Net Profit
10	\$10	\$10				10.00%	\$10
9	\$9	\$9				9.00%	\$9
8	\$8	\$8				8.00%	\$8
7	\$7	\$7				7.00%	\$7
6	\$6	\$6				6.00%	\$6
5	\$5	\$5				5.00%	\$5

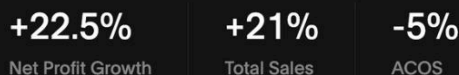
Proof & Performance

Nyle clients have consistently achieved measurable, compounding growth across sales, profitability, and return on investment. Below are aggregate results from brands actively using the Nyle platform:



ANGELUS BRAND

"We have grown from \$80k profit to over \$98k within just 3 months, while increasing our total sales by 21%. Love to see expert handling growth for us."



Tyler Angelos
Amazon Seller

Support & Resources

ROLE	URL / CONTACT
Help Center	nyle.ai/help-center
Schedule a Demo	nyle.ai/contact
Login / App	app.nyle.ai/auth/login
Sign Up	app.nyle.ai/auth/signup
Case Studies	nyle.ai → Case Studies section
Email Support	info@nyle.ai