



AdSight

COMPETITIVE AD INTELLIGENCE · INDIA

Meesho

Meesho sells the thrill of finding things through creators, not discounts.

100

unique creatives
analysed

102

ads captured

1

advertiser

2

channels · Meta and
Google

A NOTE BEFORE YOU START

3 October 2026

Hello,

This report reads every ad Meesho ran on Meta and Google in India over the period, and turns them into a clear picture of where they advertise, what they sell and what they say. Every number links to the ads behind it.

With best regards,



The AdSight insights team
Competitive ad intelligence · India

IN THIS REPORT

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01 What they keep running	06 Always-on versus bursts
02 What they sell, and what lasts	07 Where it runs and who runs it
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AT A GLANCE

Meesho sells the thrill of finding things through creators, not discounts.

■ Meesho

■ Meesho	
Unique creatives	100 ^{F001}
Live on the latest snapshot	97% ^{F004}
New in the last 30 days	-
Share on Meta	39% ^{F011}
Most-used message	Viral Meesho finds · 38% ^{F017}
Message with the most staying power	Viral Meesho finds · 38% ^{F018}
Leading offer	No offer · 67% ^{F033}
Median discount shown	-
Always-on (live 60+ days)	100% ^{F003}

AI SUMMARY · KEY FINDINGS

01 Viral Meesho finds is Meesho's biggest message, with 38% of both tagged creatives and staying power (kept live longer, in more versions).^{F017 F018}

02 Creators front Meesho's advertising, appearing in 64% of tagged creatives.^{F061 F062}

03 Most Meesho ads carry no offer, and 67% of tagged creatives show none. F033 F034

04 Comment for link (DM) is the call to action with the most staying power, at 49%. F084 F090

05 Meesho builds separate creative for each channel, and only 2% of its Google creatives also run on Meta. F112 F113

Meesho

Meesho's advertising is creator-led viral discovery in trending reels, mostly without an offer, and it often ends in a comment-for-link ask. F018 F062 F070 F034 F084

01

What they keep running

Which products, messages, offers and formats they keep live longest and in the most versions, and where that differs from how many ads they make.

Meesho keeps creator-led viral finds alive the longest

Viral Meesho finds holds 38% of Meesho's staying power (kept live longer, in more versions), the largest named message territory. ^{F018}

Creator / micro-influencer is the talent type with the most staying power, and trending reel showcase is the execution style with the most. ^{F062 F070}

OUR READ

Interpretation: Meesho's durable ads sell the thrill of discovering an odd, useful product through a creator, not the store itself.

Ads that last ask for a comment, not a discount

Ads with no offer hold 65% of Meesho's staying power (kept live longer, in more versions). ^{F034}

Comment for link (DM) is the call to action with the most staying power, well ahead of shop now / buy now. ^{F084 F090}

OUR READ

Interpretation: A competitor could copy this next month by briefing a no-discount creator reel that ends in a comment-for-link ask.

Trust cues are a gap a competitor can fill

Cash on delivery holds just 4% of Meesho's staying power among reassurance cues.^{F096}

Quality assurance holds 7% of Meesho's staying power among reassurance cues.^{F094}

OUR READ

Interpretation: A competitor could counter by testing the same creator-reel format with cash-on-delivery and quality cues added, to own the trust message Meesho leaves quiet.

THE ADS BEHIND THIS



■ Meesho

Meta · 150 days live · 2 variants



■ Meesho

Meta · 150 days live · 2 variants

Video

■ Meesho

Google · 181 days live

Video

■ Meesho

Google · 181 days live

Video

■ Meesho

Google · 180 days live

Video

■ Meesho

Google · 180 days live

Video

■ Meesho

Meta · 150 days live



■ Meesho

Meta · 150 days live

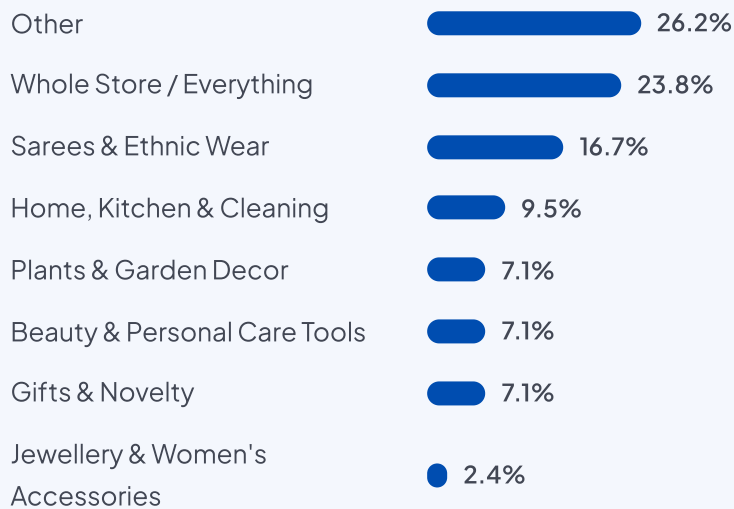
02

What they sell, and what lasts

Which ranges get the most ads, and which ones they keep running.

Product Category · share of creatives

■ Meesho



Meesho sells itself as the whole store first

Whole store / everything takes 24% of tagged creatives. ^{F047}

Sarees & ethnic wear is the largest single product aisle, ahead of home, kitchen & cleaning. ^{F049 F051}

OUR READ

Interpretation: Meesho positions as a one-stop shop first and a fashion destination second.

No aisle gets special treatment, leaving room to specialise

Sarees & ethnic wear holds 16% of staying power, close to its share of tagged creatives. ^{F050 F049}

Plants, beauty tools and gifts each hold the same share of staying power as of tagged creatives. ^{F053 F054 F055 F056 F057 F058}

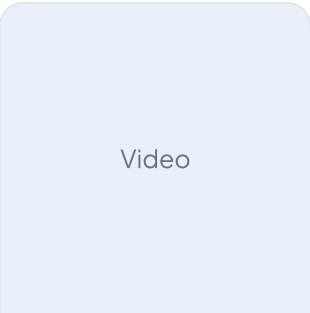
OUR READ

Interpretation: Meesho spreads its long runs evenly, so a competitor could test owning one thin aisle such as jewellery & women's accessories, which Meesho barely features.

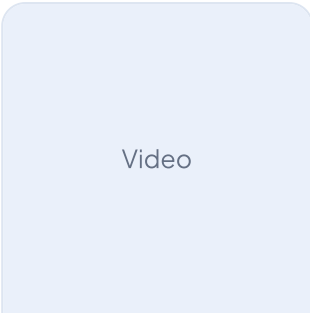
THE ADS BEHIND THIS



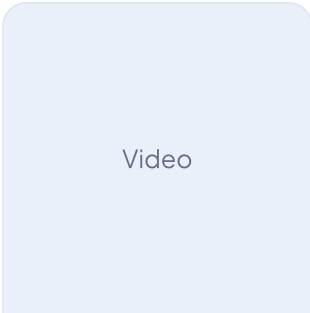
■ **Meesho**
Meta · 150 days live · 2 variants



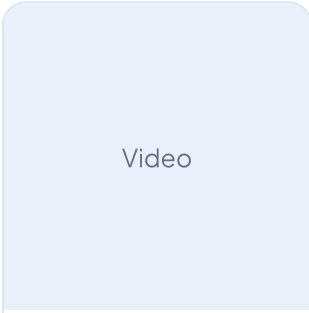
■ **Meesho**
Google · 181 days live



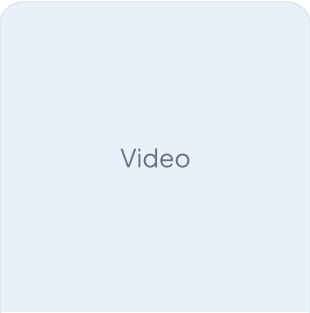
■ **Meesho**
Google · 181 days live



■ **Meesho**
Google · 180 days live



■ **Meesho**
Google · 180 days live



■ **Meesho**
Google · 180 days live



■ **Meesho**
Meta · 150 days live



■ **Meesho**
Meta · 150 days live

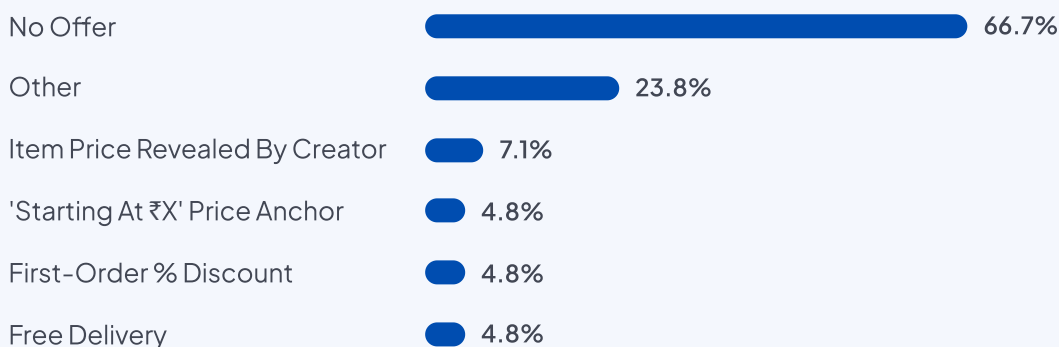
03

How they price and promote

The price points, discount depth and offers they lead with.

Offer Mechanic · share of creatives

■ Meesho



Offer · share of creatives

■ Meesho



Meesho mostly sells without a deal

No offer appears in 67% of tagged creatives.^{F033}

First-order % discount and free delivery each show up only rarely.^{F041 F043}

OUR READ

Interpretation: Meesho seems to treat low prices as understood, so a competitor running hard discounts would be speaking a different language, not copying it.

Price arrives in the creator's voice, not on a banner

27% of reviewed creatives show a price.^{F097}

Item price revealed by creator is the most common named offer mechanic, ahead of the 'Starting at ₹X' price anchor.^{F037 F039}

OUR READ

Interpretation: A competitor could brief a test pairing a creator who says the price out loud against a price-card version of the same reel.

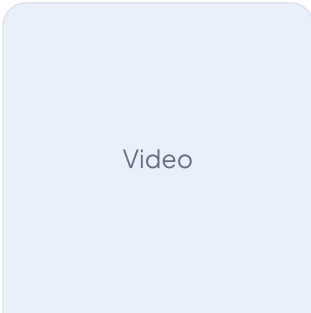
THE ADS BEHIND THIS



Meesho
Meta · 150 days live · 2 variants



Meesho
Meta · 150 days live · 2 variants



Meesho
Meta · 150 days live



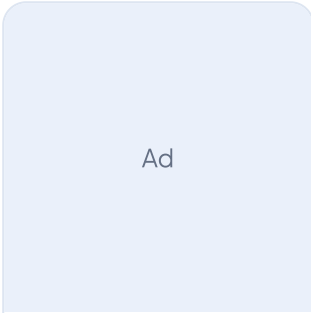
Meesho
Meta · 150 days live



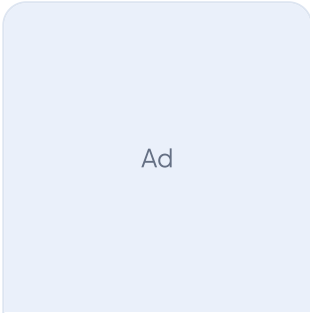
Meesho
Meta · 150 days live



Meesho
Meta · 150 days live



Meesho
Meta · 661 days live



Meesho
Meta · 594 days live

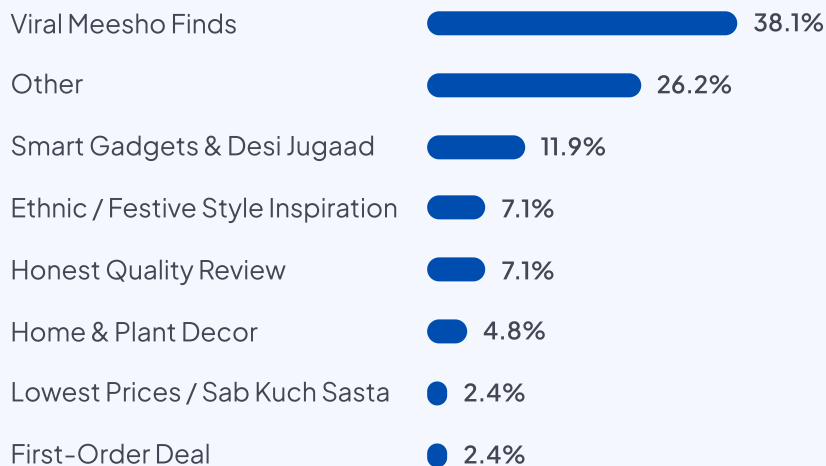
04

What they say

Which claims and messages carry the brand.

Message Territory · share of creatives

■ Meesho



Discovery is the message; cheapness stays in the copy

Viral Meesho finds is the top message territory in 38% of tagged creatives, while lowest prices / sab kuch sasta is among the smallest. ^{F017 F029}

Long-running creatives still carry price lines such as “Shop at low price on meesho” and “Get Gifts at lowest price”. ^{F105 F104}

OUR READ

Interpretation: Meesho leads with discovery and lets low price sit in the background as a given.

Meesho's long-running ads recruit sellers as well as shoppers

Long-running creatives include seller pitches such as “Easy to Do Business on Meesho” and “accelerate your business growth”. ^{F102 F101}

These sit alongside shopper claims like “Get Women Accessories at lowest price”. ^{F103}

OUR READ

Interpretation: Meesho runs a two-sided message, so a competitor with a seller programme could test its own seller-side pitch against these lines.

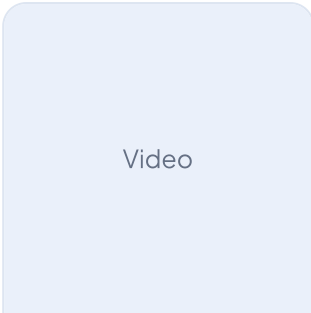
THE ADS BEHIND THIS



Meesho
Meta · 150 days live · 2 variants



Meesho
Meta · 150 days live · 2 variants



Meesho
Meta · 150 days live



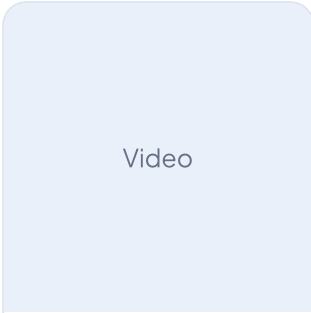
Meesho
Meta · 150 days live



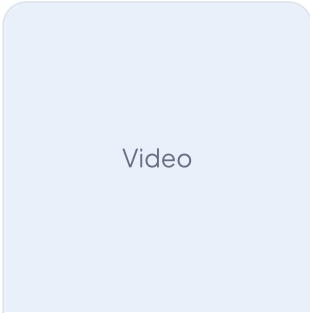
Meesho
Meta · 150 days live



Meesho
Meta · 150 days live



Meesho
Google · 181 days live



Meesho
Google · 181 days live

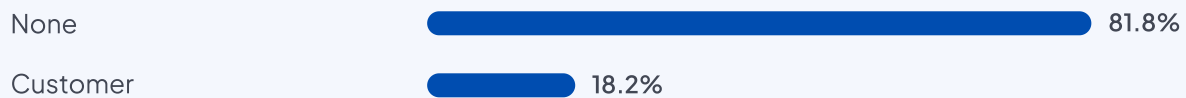
05

How the creative is built

Who fronts it, in what style, and in which language.

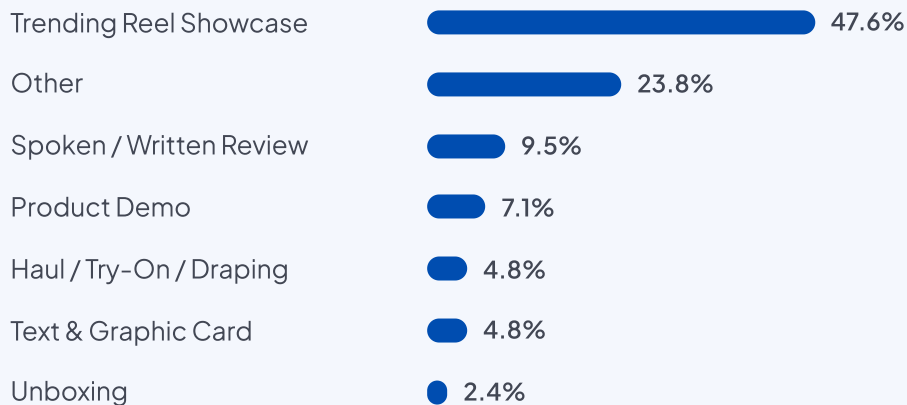
Talent · share of creatives

■ Meesho



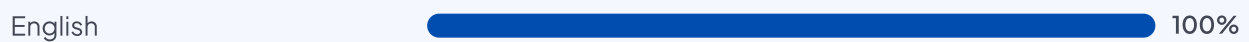
Execution Style · share of creatives

■ Meesho



Language · share of creatives

■ Meesho



Creators are the face of Meesho's advertising

Creator / micro-influencer appears in 64% of tagged creatives. ^{F061}

Everyday customers and no-person formats each stay small. ^{F065 F067}

OUR READ

Interpretation: Meesho borrows trust from creators rather than from customers, which a competitor could counter by testing real-customer testimonials.

Trending reels are the default; demos and unboxings are open ground

Trending reel showcase is the execution style in 48% of tagged creatives. ^{F069}

Product demo, haul / try-on / draping and unboxing each stay small on both tagged share and staying power. ^{F075 F076 F077 F078 F081 F082}

OUR READ

Interpretation: A competitor could test a product demo or saree draping reel to stand apart from Meesho's trend-led format.

English-only copy leaves a regional-language gap

Readable copy is in English in 100% of Meesho creatives that carry copy. ^{F016}

OUR READ

Interpretation: A competitor could brief a test with Hindi or other regional-language on-screen copy on a creator reel, a space Meesho's captured ads leave open.

THE ADS BEHIND THIS

Ad

■ Meesho

Meta · 661 days live

Ad

■ Meesho

Meta · 594 days live

Ad

■ Meesho

Meta · 594 days live



■ Meesho

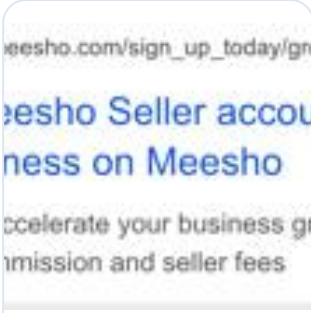
Meta · 150 days live · 2 variants



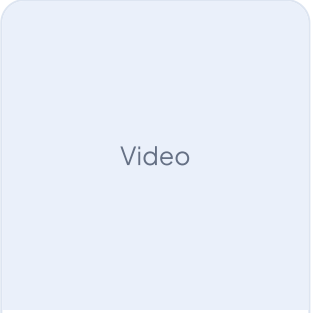
■ Meesho
Meta · 150 days live · 2 variants



■ Meesho
Meta · 176 days live



■ Meesho
Google · 1579 days live



■ Meesho
Google · 1266 days live

06

Always-on versus bursts

Which ads stay live for months, which are short tactical bursts, and how many versions they run.

Meesho reads as always-on, but the sample tilts that way

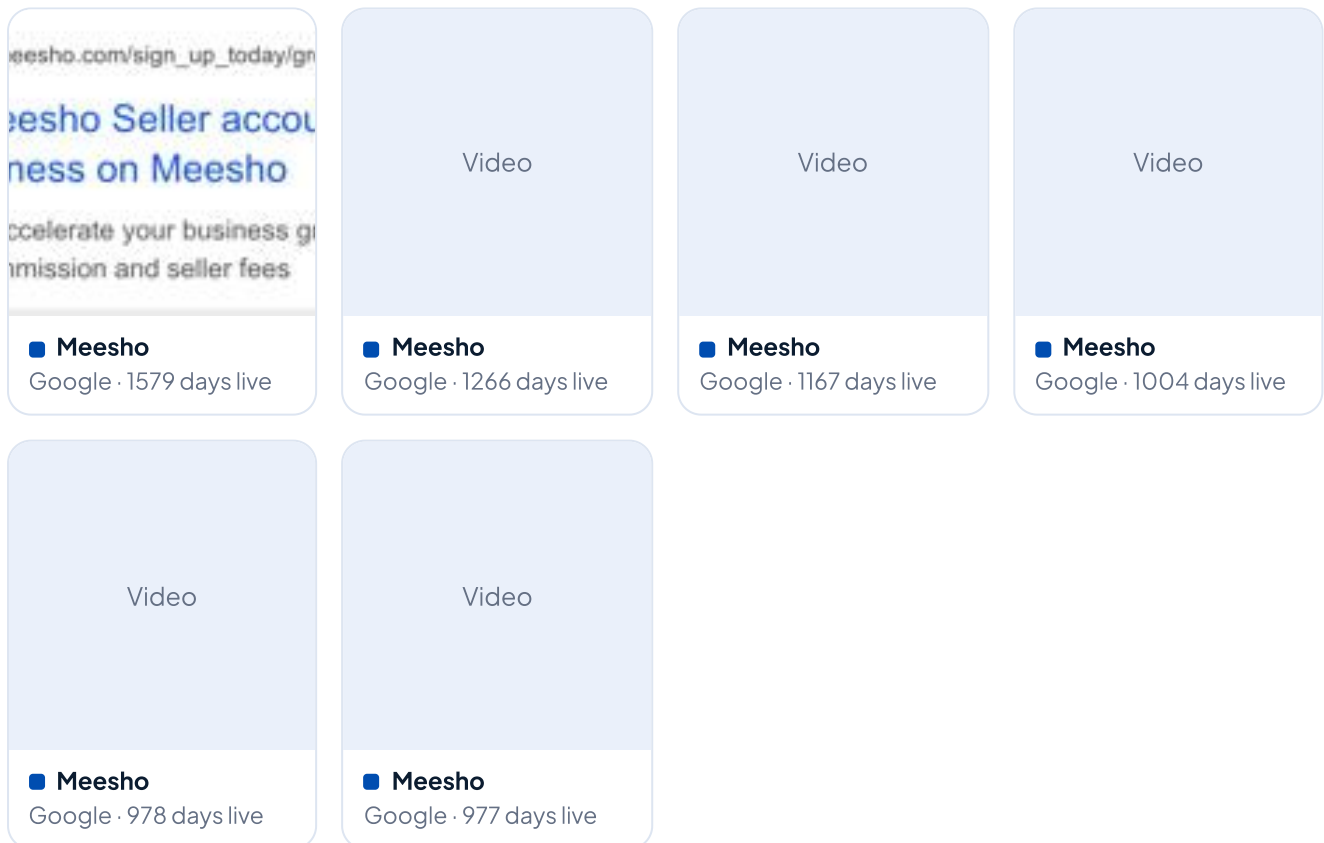
100% of Meesho's captured creatives were live 60 days or more.^{F003}

The sample is pulled longest-running first, which flatters this always-on reading.^{F003}

OUR READ

Interpretation: Meesho clearly keeps a base of long-running ads, but short bursts may simply be missing here, so a competitor should not assume Meesho never bursts.

THE ADS BEHIND THIS



07

Where it runs and who runs it

Which channels and formats carry it, which accounts run it, and how much runs on both Meta and Google.

L1 · share of creatives

■ Meesho



Meesho uses Google for video, not search

61% of Meesho's captured creatives are on Google. ^{F006}

Nearly all of those are video on YouTube, with search text ads barely present. ^{F007 F009 F010}

OUR READ

Interpretation: Meesho uses Google for video storytelling rather than search, leaving search text ads largely unused in the captured set.

Meta carries app installs and the viral-finds message

92% of Meesho's Meta creatives use the app install objective. ^{F014}

Viral Meesho finds shows up on Meta and not on Google in the tagged creatives. ^{F114}

OUR READ

Interpretation: Meesho seems to pair creator discovery with an app-install ask on Meta, a pairing a competitor could test directly.

Meesho builds separate creative for each channel

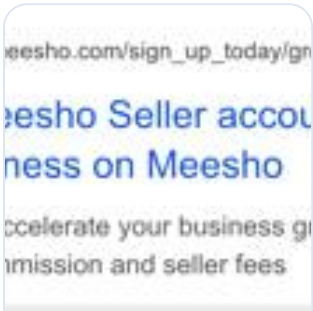
Only 2% of Google creatives also run on Meta.^{F112}

Very few Meta creatives also run on Google.^{F113}

OUR READ

Interpretation: Meesho tailors creative to each platform rather than reusing assets, so a competitor copying one channel's ads would only see half the playbook.

THE ADS BEHIND THIS



Thumbnail for a Google ad featuring a screenshot of the Meesho Seller account sign-up page. The text on the page includes 'meesho.com/sign_up_today/gn', 'Meesho Seller account', 'Business on Meesho', and 'Accelerate your business growth with low commission and seller fees'.

Meesho
Google · 1579 days live

Video

Meesho
Google · 1266 days live

Video

Meesho
Google · 1167 days live

Video

Meesho
Google · 1004 days live

Video

Meesho
Google · 978 days live

Video

Meesho
Google · 977 days live

Video

Meesho
Meta · 150 days live



Thumbnail for a Meta ad showing a person in a red and gold outfit holding up a large red cloth with a gold geometric pattern.

Meesho
Meta · 150 days live

08

What's new

What they launched, stopped and shifted in the last 30 days.

Meesho holds a steady base of live ads, with no new push visible

97 creatives were live in the latest month, the same count as the month before. ^{F106 F107}

OUR READ

Interpretation: Meesho shows a stable base with no visible new push, though the longest-running-first sample may hide fresh short runs.

EVIDENCE

Facts cited

Every number in this report is one of these facts, computed from the ads, never written by a model.

F001	Meesho: unique creatives captured	100
F002	Meesho: ads captured (before deduplication)	102
F003	Meesho: share of creatives live 60 days or more (always-on)	100%
F004	Meesho: share of creatives live on the latest snapshot	97%
F006	Meesho: share of creatives on Google	61%
F007	Meesho: share of Google creatives — media type Video	98%
F009	Meesho: share of Google creatives — objective Video (YouTube)	98%
F010	Meesho: share of Google creatives — objective Search (text)	2%
F011	Meesho: share of creatives on Meta	39%
F014	Meesho: share of Meta creatives — objective App install	92%
F016	Meesho: share of creatives with readable copy in English	100%
F017	Meesho: share of tagged creatives — Message territory: Viral Meesho finds	38%
F018	Meesho: share of staying power (kept live longer, in more versions) — Message territory: Viral Meesho finds	38%
F029	Meesho: share of tagged creatives — Message territory: Lowest prices / sab kuch sasta	2%
F033	Meesho: share of tagged creatives — Offer mechanic: No offer	67%
F034	Meesho: share of staying power (kept live longer, in more versions) — Offer mechanic: No offer	65%
F037	Meesho: share of tagged creatives — Offer mechanic: Item price revealed by creator	7%
F039	Meesho: share of tagged creatives — Offer mechanic: 'Starting at ₹X' price anchor	5%
F041	Meesho: share of tagged creatives — Offer mechanic: First-order % discount	5%
F043	Meesho: share of tagged creatives — Offer mechanic: Free delivery	5%

F047	Meesho: share of tagged creatives — Product category: Whole store / everything	24%
F049	Meesho: share of tagged creatives — Product category: Sarees & ethnic wear	17%
F050	Meesho: share of staying power (kept live longer, in more versions) — Product category: Sarees & ethnic wear	16%
F051	Meesho: share of tagged creatives — Product category: Home, kitchen & cleaning	10%
F053	Meesho: share of tagged creatives — Product category: Plants & garden decor	7%
F054	Meesho: share of staying power (kept live longer, in more versions) — Product category: Plants & garden decor	7%
F055	Meesho: share of tagged creatives — Product category: Beauty & personal care tools	7%
F056	Meesho: share of staying power (kept live longer, in more versions) — Product category: Beauty & personal care tools	7%
F057	Meesho: share of tagged creatives — Product category: Gifts & novelty	7%
F058	Meesho: share of staying power (kept live longer, in more versions) — Product category: Gifts & novelty	7%
F059	Meesho: share of tagged creatives — Product category: Jewellery & women's accessories	2%
F060	Meesho: share of staying power (kept live longer, in more versions) — Product category: Jewellery & women's accessories	2%
F061	Meesho: share of tagged creatives — Talent: Creator / micro-influencer	64%
F062	Meesho: share of staying power (kept live longer, in more versions) — Talent: Creator / micro-influencer	61%
F065	Meesho: share of tagged creatives — Talent: No person	7%
F067	Meesho: share of tagged creatives — Talent: Everyday customer	5%
F069	Meesho: share of tagged creatives — Execution style: Trending reel showcase	48%
F070	Meesho: share of staying power (kept live longer, in more versions) — Execution style: Trending reel showcase	47%
F075	Meesho: share of tagged creatives — Execution style: Product demo	7%

F076	Meesho: share of staying power (kept live longer, in more versions) — Execution style: Product demo	7%
F077	Meesho: share of tagged creatives — Execution style: Haul / try-on / draping	5%
F078	Meesho: share of staying power (kept live longer, in more versions) — Execution style: Haul / try-on / draping	4%
F081	Meesho: share of tagged creatives — Execution style: Unboxing	2%
F082	Meesho: share of staying power (kept live longer, in more versions) — Execution style: Unboxing	2%
F084	Meesho: share of staying power (kept live longer, in more versions) — Call to action: Comment for link (DM)	49%
F090	Meesho: share of staying power (kept live longer, in more versions) — Call to action: Shop now / buy now	7%
F094	Meesho: share of staying power (kept live longer, in more versions) — Reassurance cues: Quality assurance	7%
F096	Meesho: share of staying power (kept live longer, in more versions) — Reassurance cues: Cash on delivery	4%
F097	Meesho: share of reviewed creatives showing a price	27%
F101	Meesho: claim made in a long-running creative	“accelerate your business growth”
F102	Meesho: claim made in a long-running creative	“Easy to Do Business on Meesho”
F103	Meesho: claim made in a long-running creative	“Get Women Accessories at lowest price”
F104	Meesho: claim made in a long-running creative	“Get Gifts at lowest price”
F105	Meesho: claim made in a long-running creative	“Shop at low price on meesho”
F106	Meesho: creatives live in the last 30 days (2026-09-04 to 2026-10-03)	97
F107	Meesho: creatives live in the 30 days before that	97
F112	Meesho: share of Google creatives that also run on Meta	2%
F113	Meesho: share of Meta creatives that also run on Google	3%
F114	Meesho: the territory Viral Meesho finds leans to Meta (share of tagged creatives, Meta vs Google)	Meta 44% vs Google 0% (44 pts)