

Markopolo AI co-founders Tasfia Tasbin and Rubaiyat Farhan. Photograph: Markopolo AI.

From Advertising Dashboard to Revenue Agent: Markopolo AI's Pivot

Bangladesh-founded Markopolo AI is moving from advertising tools towards automated customer engagement. Its product claims put measurement, privacy and customer support under closer scrutiny.

Markopolo AI · Marketing technology / enterprise AI · Bangladesh
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After the abandoned basket

A shopper adds an item to a basket and leaves. A merchant can see the abandoned order, but deciding whether to follow up, when to do it and what to say takes another set of decisions. Markopolo AI is building its current product around that moment. The Bangladesh-founded company markets software that uses browsing behaviour to guide personalised customer engagement across channels such as email and SMS.

The change is visible in the company's public materials. Its legal terms still describe tools for managing Facebook and Google advertising. Its current website focuses on customer engagement and recovering abandoned purchases. That is a different job for the software, with more responsibility for the messages a customer receives after visiting a store.

What the launch establishes

The Business Standard carried a press release on 19 November 2025 announcing Markopolo's AI Revenue Agent and naming co-founders Tasfia Tasbin and Rubaiyat Farhan. It described personalised follow-ups based on shopping behaviour. The item is labelled a press release, so it establishes what the company announced; it is not an independent test of the product's effectiveness.

Markopolo's website makes ambitious claims about revenue recovery. A merchant needs a more specific comparison: sales with the system versus sales that would have happened anyway, measured over an agreed period and after discounts, returns and service costs. GCEIP has not independently tested those claims. Company revenue, customer retention and independently audited customer uplift have not been established for this feature, so numerical performance claims are excluded.

The privacy policy puts duties on both sides

Markopolo's privacy policy, updated on 22 November 2025, describes anonymous session tracking as the default. It says identifiable customer information is processed when clients deliberately supply it through their integrations. The policy also assigns clients responsibility for obtaining required consent and configuring tracking accordingly. This is more specific than a general promise that an AI product respects privacy.

The policy describes access controls and encryption, but a published policy is not a security audit. Retention depends on data type, contract and legal requirements; it does not give one fixed period for every deployment. A merchant assessing the product would need the applicable processing agreement and retention settings, together with a way to test consent withdrawal and deletion. This feature does not certify Markopolo's implementation or regulatory compliance.

Customer support belongs in the assessment

The Trustpilot page reviewed for this article contained a small, mixed set of customer accounts. Positive reviews praised usability and responsiveness. Other reviewers alleged instability, loss of early-buyer access or billing problems. These self-selected reports are not representative evidence of the experience of all customers, and GCEIP has not independently verified the transactions behind them.

One billing complaint, posted in May 2025, has a public reply from a Markopolo co-founder apologising and offering a refund after receiving the account details. The visible exchange does not confirm that the refund was completed. Including that reply matters: presenting the complaint alone would leave out the company's recorded response.

The public legal page also deserves a careful read. It describes cancellation when no campaigns are running and a refund within seven working days, while its termination provisions set out exceptions and limits. Customers need to know which terms apply to the product and plan they actually buy. A clear trial-to-paid transition and a straightforward cancellation route are part of the service being sold.

Measuring the work

Markopolo's proposed shift is understandable: a marketing team wants software that helps complete a task after identifying a missed sale. The commercial test is whether the resulting contact produces additional business at an acceptable cost, without confusing or exhausting customers. Teams should be able to see what the system sent and stop further messages when needed.

The company has announced a product direction and published policies that let prospective users examine its approach. Evidence from sustained deployments would make the case stronger. For a merchant, dependable operation includes an answer to a support request and a bill that matches the agreement, as well as any sales the software helps generate.

Editorial coverage does not confer nomination, finalist, winner or honouree status.

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