



AI-powered commerce: coming sooner than you think.

Get ready for the next generation of digital commerce.

Digital leaders are betting on artificial intelligence (AI).



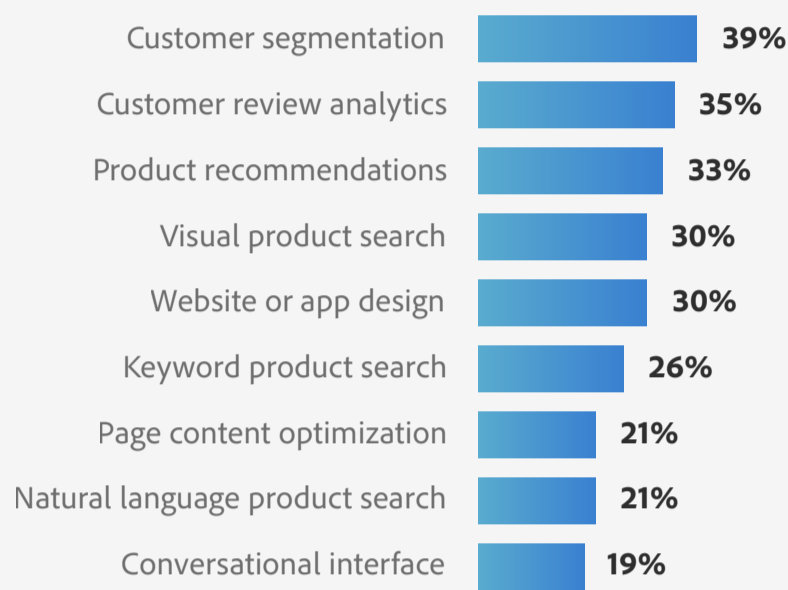
say AI will be a game-changer for their organization.

Source: Gartner

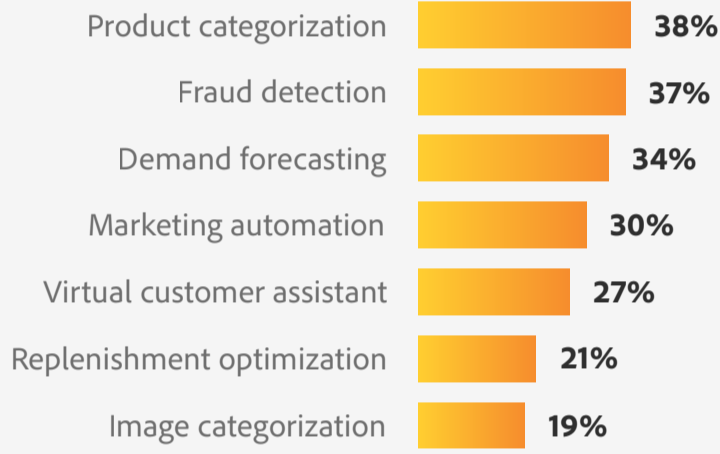
AI promises to change all aspects of digital commerce, end to end.

Gartner Research suggests ecommerce organizations use AI to:

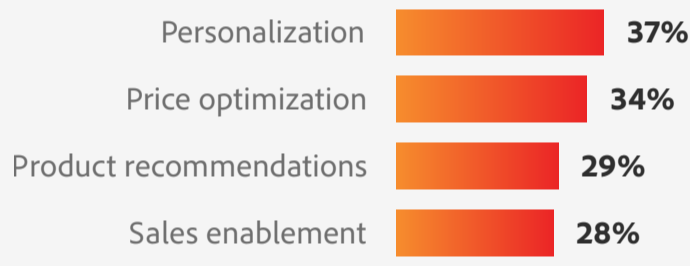
Transform the customer experience.



Manage costs.



Grow revenue.



AI powers Amazon and Netflix.

Both of these digital powerhouses rely on AI:

35%

or more of Amazon's revenue is earned through product recommendations.

Source: McKinsey & Company

167 million

Netflix subscribers worldwide receive recommendations powered by AI and big data.

Source: Testbirds

How AI will redefine ecommerce capabilities:

AI-powered product recommendations suggest products based on shopper behavior patterns.

AI-powered merchandising updates product content in real time to optimize conversions.

AI-powered content creation combines content modules into custom content on the fly, writes copy, and even shoots video via drone.

AI-powered site and product search helps shoppers navigate product catalogs and find exactly what they want.

AI-powered fulfillment (coming soon) continually adjusts strategies based on inputs such as weather and shipping.

Watch our webinar to learn more about the future of AI in digital commerce.

Watch now



Sources

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Svetlana Sicular and Shubhangi Vashisth. "Hype Cycle for Artificial Intelligence: 2020," Gartner Research, July 27, 2020.

"The Use of Big Data in Business," Testbirds, October 27, 2020.