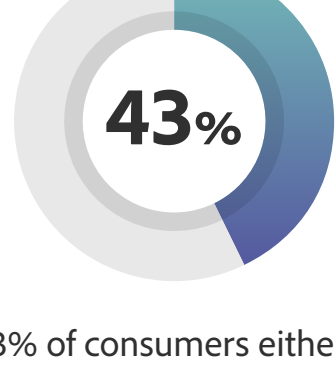




Intelligent commerce delivers smarter shopping.

Learn how AI helps businesses transform the shopping experience, gain efficiency, and grow more profitable.

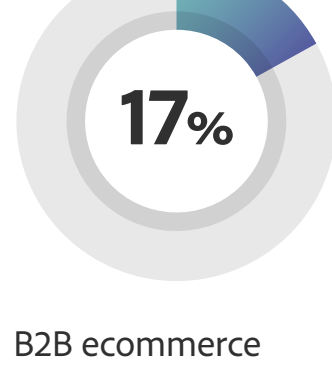
Ecommerce has made a great leap forward.



43% of consumers either bought more online or bought online for the first time in 2020.



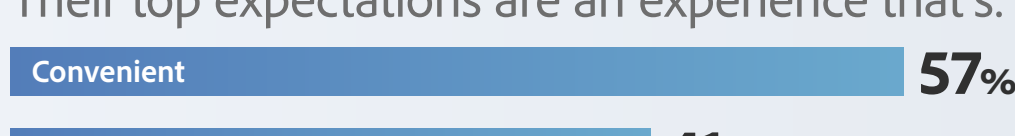
Retail ecommerce is on track to hit \$4.2 trillion in 2021.



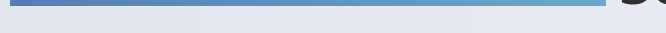
B2B ecommerce will account for 17% of all B2B sales in the US by 2023.

Your customers are used to shopping on ecommerce websites. They know what to expect.

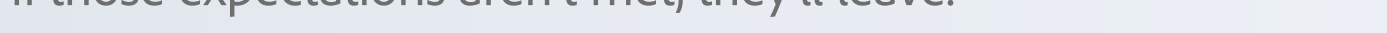
Their top expectations are an experience that's:



with access to features such as these:



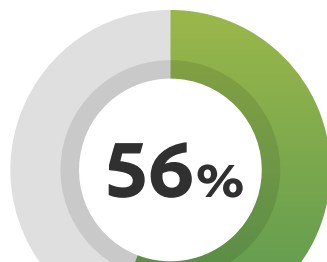
If those expectations aren't met, they'll leave.



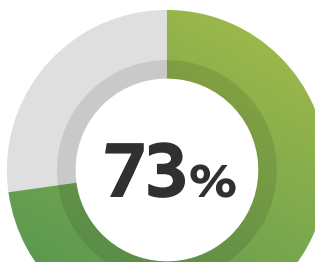
80% of shoppers will abandon their online purchase if you don't provide convenient website navigation, relevant search results, and clear product information.

Intelligent commerce is shopping powered by artificial intelligence (AI).

It's more convenient for your customers—and more efficient for your business.



56% of businesses will invest in AI this year.



73% of businesses that use AI say it's "very" or "critically" important to their business today.

Companies that use AI name "process efficiency" as the top benefit.

Intelligent commerce must-haves



Personalized product recommendations

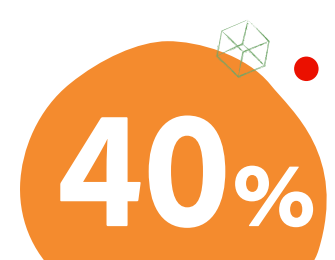


Visual product recommendations



Intelligent search

Investments in intelligent commerce deliver big returns.



40% of executives say their customer personalization efforts have directly affected cart size and profits in direct-to-consumer channels such as ecommerce.

Online shoppers who engage with a recommended product have a 70% higher conversion rate during that session.



Transform the search experience with AI.



Without AI
Customers go to an under-powered search page with limited filters to narrow products down, and end up with results that don't match what they want.



With AI
Customers find what they want faster with less searching—and discover complementary products, so they buy more.

Succeed with personalized product recommendations.

By including product recommendations throughout your website, you can cross-sell and up-sell customers at every stage of their journey.

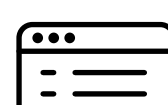
Where to place product recommendations on your ecommerce site:



Home page



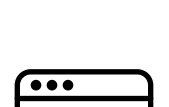
Search page



Category page



Product page



Confirmation page

To deliver intelligent commerce, you need an AI-powered ecommerce platform.

[Learn more about Adobe Commerce capabilities powered by Adobe Sensei.](#)



Sources

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Beena Ammanath, Susanne Hupfer, and David Jarvis, "Thriving in an era of pervasive AI," Deloitte, July 14, 2020.

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