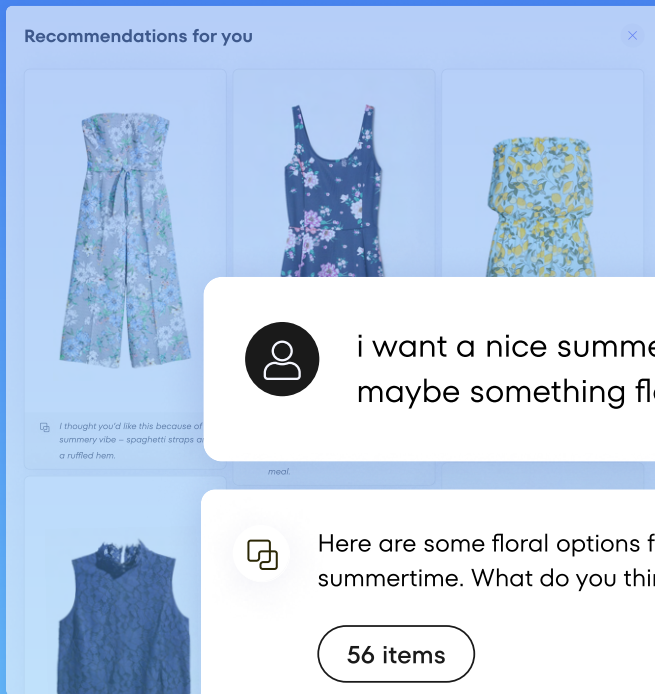


STATE OF ECOMMERCE AI

2024

What's new, trending, and currently available in the world of generative AI that ecommerce should be leveraging for enhanced success



i want a nice summer outfit,
maybe something floral



Here are some floral options for the
summertime. What do you think?

56 items



What are you looking for?



Meet the authors



Alexandre Robicquet

Co-Founder & CEO



John Surdakowski

Founder & CEO



Robert Lorenzen

Senior Director of
Product Marketing



Jeff Fransen

Partnerships & Alliances
Manager



Introduction: AI & ecommerce – background and looking ahead

In the dynamic landscape of ecommerce, technological advancements continually reshape the way businesses operate. Among these, the advent of ChatGPT has become a transformative force, introducing a new era of possibilities for retailers and other ecommerce merchants. ChatGPT, developed by OpenAI, has an impressive ability to take complex human prompts and turn them into vast resources for content creation, analysis, and more. This is just the tip of the iceberg when it comes to the larger technological bucket ChatGPT falls under – generative artificial intelligence (AI).

Understanding ChatGPT's technology

Generative AI, of which ChatGPT is a prime example, marks an entirely new development in AI. With this development, a paradigm shift is in order. Beyond mere chatbot capabilities, ChatGPT has a much broader spectrum of applications. As we skim the surface of its potential, a myriad of emerging companies and tools are building upon the foundation set by current generative AI leaders, unlocking innovative solutions.

Solutions ranging from automating tedious tasks to synthesizing large datasets are just some of the generative AI use cases available or in development for merchants. Imagine making better decisions about budget allocation and effortlessly generating customer-facing content, including text, images, and videos. The possibilities are expansive.



Exploring generative AI use cases in ecommerce

Automation: In ecommerce, automation is key to efficiency. Generative AI tech can streamline repetitive tasks, freeing up valuable human resources to focus on strategic aspects of business operations. From customer support to order processing, the applications are diverse.

Insights: Marketing campaigns thrive on insights. With generative AI, businesses can gain a more accurate bird's-eye view of their campaigns. This technology offers insights that extend beyond traditional analytics platforms, potentially reshaping how businesses approach marketing strategies.

Analytics: Spending excessive time navigating through analytics platforms like Google Analytics could become a thing of the past. With advancements in AI, the ability to synthesize large amounts of data simplifies the analytical process, allowing businesses to derive meaningful conclusions quicker and more seamlessly.

Content generation: Generative AI is able to streamline the process of content creation, including everything from product descriptions to marketing emails. The implications for SEO are significant, because not only can copy be written by AI, it can be done so taking the most relevant search keywords into account and including them in said copy.

The evolving landscape of generative AI

As ChatGPT continues to make waves, OpenAI won't be the sole player in the generative AI arena. Indeed, tech giants like Google are already iterating on their own direct competitors, while other companies in the space seek to test the ever-decreasing limits of AI. The technology will inevitably connect and integrate with different platforms, fostering better automation, insights, and a more concise and accurate analysis of things like marketing campaigns.

Looking ahead, the generative AI journey is far from over. Ongoing advancements promise continued growth and innovation beyond the already extraordinary capabilities of ChatGPT. Businesses should keep a watchful eye on potential developments, as generative AI solidifies its place in the ecommerce landscape.

Ecommerce leaders keen on staying ahead should embrace this transformative technology, considering its multifaceted impact. While there's massive potential for AI tools to improve workflows and initiatives, it's important to recognize that AI is still in its infancy, and many of us are learning how to use it effectively in real-time. Biases and ethical considerations should be evaluated prior to implementation, particularly in these nascent stages of generative AI expansion. However, retailers should also stay informed about advancements, explore applications, and adapt strategies to leverage generative AI effectively. In an increasingly competitive market, consumers also expect even more from brands. Marketers who use AI tools to meet their customers' needs and expectations will win. [73% of businesses that have already adopted AI believe it's critical](#) to their success.

In this guide, we'll explore the current and impending uses of AI for ecommerce for 2024 and beyond that can help merchants achieve goals that were previously thought too difficult to achieve.

Blue sky generative AI predictions: How it could impact ecommerce in the next two years

With the advent of generative AI, there is naturally a lot of speculation about what could be possible in terms of ecommerce enablement. For this purpose of this guide, we'll touch briefly on what we believe may be possible in the imminent future without lingering too long on hypotheticals.

Web design bug failsafes: One significant prospect is the ability of new AI models to read front-end web design languages and proactively detect errors or bugs. This innovation could revolutionize the web development process, minimizing the need for manual bug detection and ensuring a more seamless and error-free user experience.

Email automation triggering: The need for constant creation and updating of marketing automations will become even more critical, as exemplified by Google's crackdown on emails marked as spam. Ecommerce leaders are now compelled to exercise greater mindfulness in their email communications, and AI stands as a powerful ally in this endeavor. By leveraging AI, businesses can gain deeper insights into user engagement patterns, enabling them to tailor communications more effectively. AI's analytical capabilities allow for a nuanced understanding of who is likely to engage with further communications and who may disengage, facilitating a more targeted and strategic approach to email marketing.

Seamless marriage of UGC and social media content: The connectivity between User-Generated Content (UGC) and social channels is poised to reach new heights with the assistance of AI. AI algorithms can bridge platforms, offering insights into content created across various channels that mention a brand. This technology proves invaluable for product and competitor research, providing businesses with a comprehensive understanding of the digital landscape. The potential for 360-degree views on landscapes, facilitated by AI, promises a more immersive and informative experience for users engaged in research and exploration.



Personalized screens in-store: To enhance the in-store experience, AI would facilitate the implementation of personalized screens strategically placed in aisles, at checkout, and other relevant locations. These screens leverage customer data, online behavior, and purchase history to display personalized recommendations, promotions, and product information. By tailoring the in-store experience to individual preferences, retailers create a more engaging and relevant environment, blurring the lines between the physical and digital realms of shopping. The ultimate goal here is to increase the AOV in-store and build customer loyalty both on and offline. According to Mood Media, [a third of consumers](#) would appreciate the ability to navigate virtual and augmented reality experiences in-store to help them shop.

State of Ecommerce AI: What's currently possible

The following use cases are either readily available across multiple platforms and tools or in beta that can be used by ecommerce professionals. In the following sections, we'll address both the capabilities and limitations of each, including how to achieve outcomes using the most basic, cost-friendly tools to simplify processes and outcomes, in addition to more advanced solutions created by premium technology partners in the AI space.

Generative AI for the optimization of marketing campaigns: enhancing efficiency and personalization

In the ever-evolving landscape of digital marketing, the optimization of marketing campaigns stands as a pivotal strategy for businesses seeking to stay competitive. Leveraging the power of advanced technologies, particularly autogenerated content and AI-driven selections, businesses can achieve remarkable improvements across various facets of these marketing campaigns. Here are all the ways AI is currently being used to increase the efficacy of ecommerce marketing efforts.

Autogenerated copy and subject lines

One of the cornerstones of campaign optimization lies in the utilization of autogenerated copy and subject lines. AI-driven tools enable businesses to craft compelling and tailored messages that resonate with their target audience at a much more scalable pace. The precision in language, tone, and messaging style contributes to higher engagement rates, ultimately fostering a more significant impact on the audience.

Consider the following prompt examples when getting ChatGPT-assisted help for your own personalized email recommendations:

- "Give me a marketing email headline for a customer who has a taste for modern decor and has recently purchased items for the living room, including area rugs and end tables."
- "Please generate a compelling first sentence for a customer who loves chocolate and ice cream, but is also interested in low-calorie items."
- "Can you suggest marketing email header text that alludes to the fact that the customer is a stylish sneakerhead?"



You

Can you suggest marketing email header text that alludes to the fact that the customer is a stylish sneakerhead?



ChatGPT

"Step into Style: Exclusive Sneak Peek for our Trendsetting Sneakerheads!"

Particularly when it comes to email marketing, the power of the subject line can't be underestimated. AI is not only able to analyze the performance of specific subject lines and calls-to-action but also replicate those for future campaigns, freeing up time spent by digital marketers on analysis and copywriting. In the following example, ChatGPT is leveraged to develop a plethora of subject line options based on a specific audience's tastes and preferences.



You

Please generate 5 different subject lines for an email marketing campaign for women who have recently bought romance novels and who we'd like to buy even more.



ChatGPT

1. "Unveil New Love Stories: Your Next Romantic Escape Awaits!"
2. "Passion Ignites: Dive Deeper into Romance with Our Latest Novels!"
3. "Love Beyond Pages: Discover More Heartfelt Tales Just for You!"
4. "Addicted to Love Stories? Indulge in Our Newest Romantic Reads!"
5. "Upgrade Your Love Library: More Swoon-worthy Novels Await You!"



Remember that for any output requests you make of ChatGPT, you can regenerate its answer (or answers) until you find one that suits your needs best, or refine ChatGPT responses by giving it further instructions. For example, using the above scenario with romance novels, you could tell ChatGPT “Give me more examples similar to #4” to get additional outputs until you land on the ones you like most.

You can also leverage AI to repurpose content for other channels. For example, if you’re turning a high-performing marketing email into a tweet to reach a wider audience, ChatGPT or a similar LLM could analyze the key points of your email and help you turn them into a single social media post or even a whole thread — ultimately saving time and resources.

AI for images and product photos

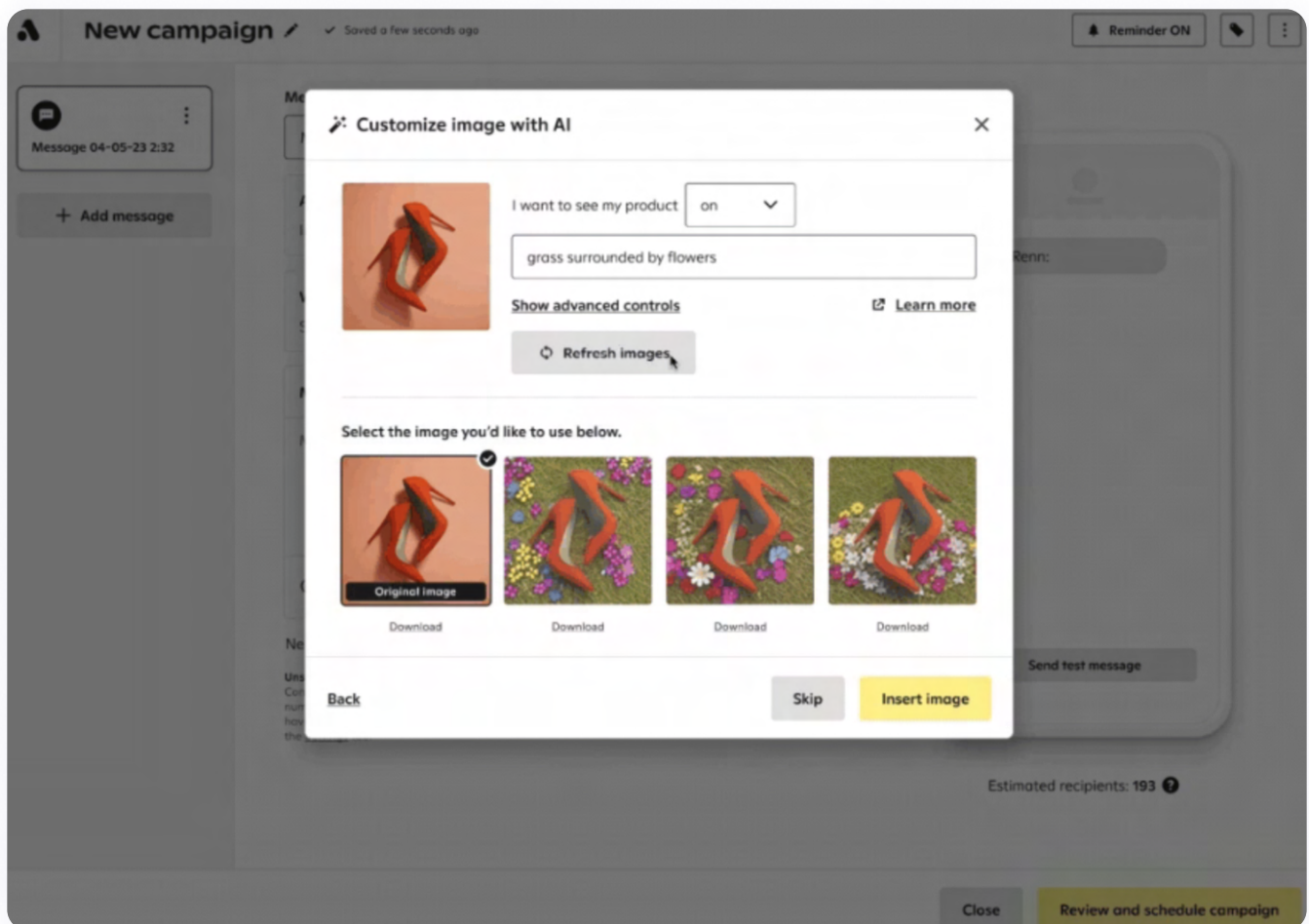
Visual appeal plays a crucial role in capturing the audience's attention. With AI-driven image selection, businesses can ensure that their marketing materials feature the most compelling visuals. Whether it's product photos or promotional images, AI algorithms may be able to identify the most effective visuals based on historical performance, ensuring that every campaign is visually optimized for maximum impact.

In addition to selecting a preset batch of images, AI also has the ability to generate brand-new images based on human input. Consider [Adobe's Firefly](#) AI image generator – currently available for free in beta – or [Canva's Magic Media](#) tool, which you can use to quickly generate images that can serve as backdrops for your product photos or as accents to the design of your product detail pages and emails.

In the example (right), providing a brief but detailed description of the image you're looking for to Canva's Magic Media provides you with several images to choose from.



With more advanced tools like [Attentive AI's Image Generation](#) for Email and SMS, you can quickly modify images from your product catalog or others that you've uploaded directly. By describing how you want to customize the image, the AI will transform it into a stunning visual based on your prompt. Use cases include the perfect scenario for a stock image or placing a product photo on a white background into a more compelling or exciting background. These newly generated images can then be easily slotted into your omnichannel campaigns to take them to the next level without the need for booking time for a new product shoot or hours of Photoshopping.





Improvements to email, SMS, and in-app messaging

Within the realm of messaging, various components contribute to campaign success. AI optimization in this area encompasses word choice, link placements, and even the date and time of sending. [Attentive AI](#) can evaluate the details of past high and low-performing SMS campaigns. Then, it can recommend things like better word choice, link placements, or the optimal send time to improve conversion rates.

By analyzing vast datasets to identify the most effective and resonant words for specific target demographics, better-performing messaging can be achieved. This ensures that the language used in emails, SMS, or in-app messages aligns seamlessly with the preferences and behaviors of the audience, leading to an increase in engagement across the store's entire ecosystem, and most importantly, when they are off the store's website.

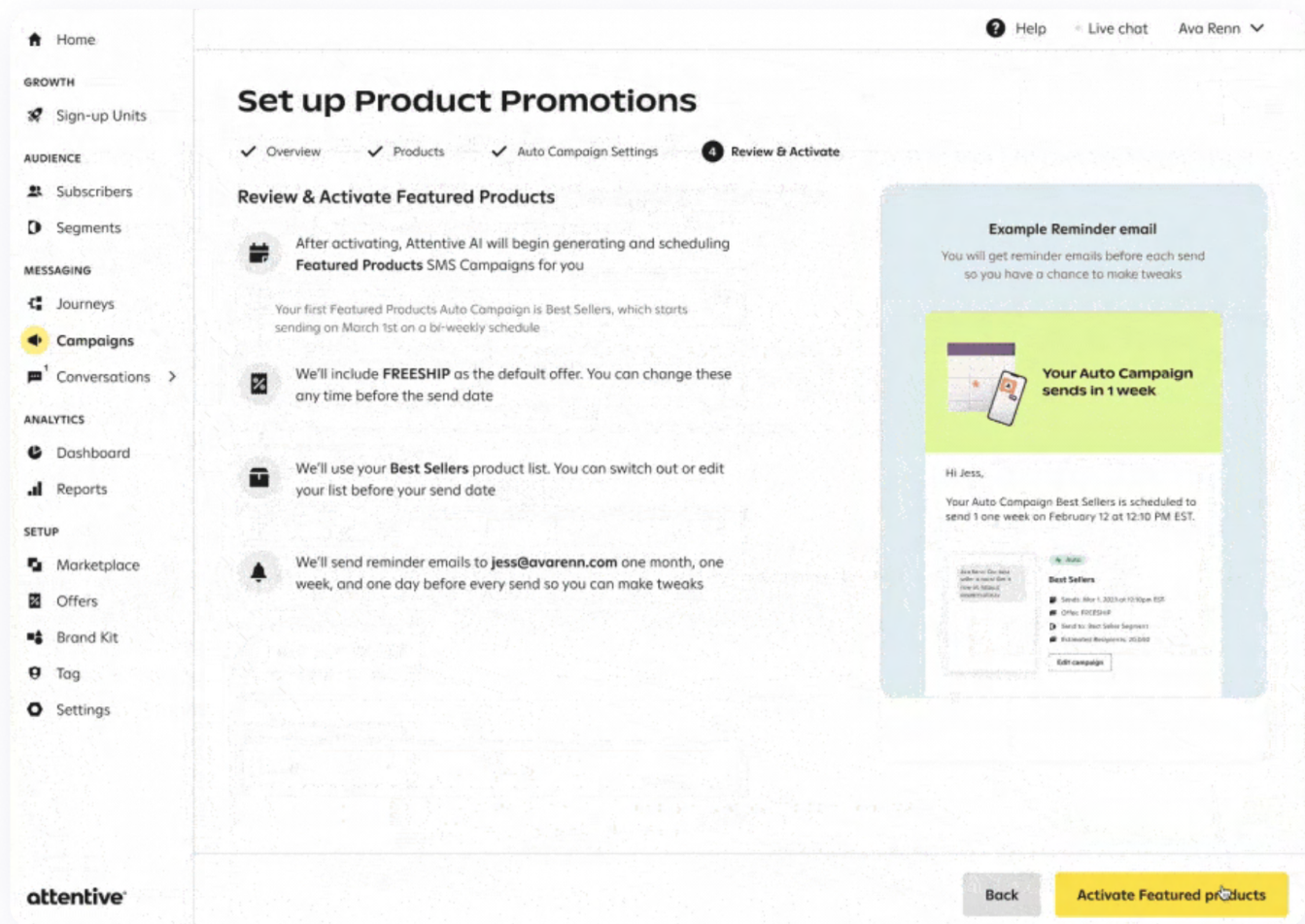
Strategic placement of links is paramount for guiding the audience through the desired customer journey. AI algorithms analyze user behavior patterns to recommend optimal link placements, increasing the likelihood of conversions.

Best message timing

The timing of message delivery, whether via email or SMS, can significantly impact its effectiveness. AI algorithms consider historical data, user behavior, and external factors to suggest the optimal date and time for sending messages, maximizing open and engagement rates.

Suggested promotions

AI-driven insights play a crucial role in suggesting promotions that are most likely to engage a given audience. By analyzing past campaign performance and customer preferences, AI can recommend promotions that have the greatest likelihood of driving conversions and increasing average order value.



Personalized experiences

Personalization has become a cornerstone of effective marketing. AI facilitates the creation of highly personalized experiences by analyzing customer data, behavior, and preferences. The most basic form of personalization is tied directly to a customer's previous behavior; namely, what they've purchased or viewed before. This, in conjunction with recommendations that reflect the most popular items or products preset by the store, can lead to increased engagement and conversions. However, this low-level form of personalization may require either the user to be logged into their previously made account, access to third-party data about their demographics and shopping habits elsewhere, or a combination of the two.

An especially [sophisticated AI platform for personalization](#) is able to match the intricacies of customer data with product data, creating "matches" within product carousels that are more likely to lead to conversions. Personalization can also be deployed by AI in site banners, email and SMS, and within inner site pages including PDPs and the checkout and post-checkout pages.

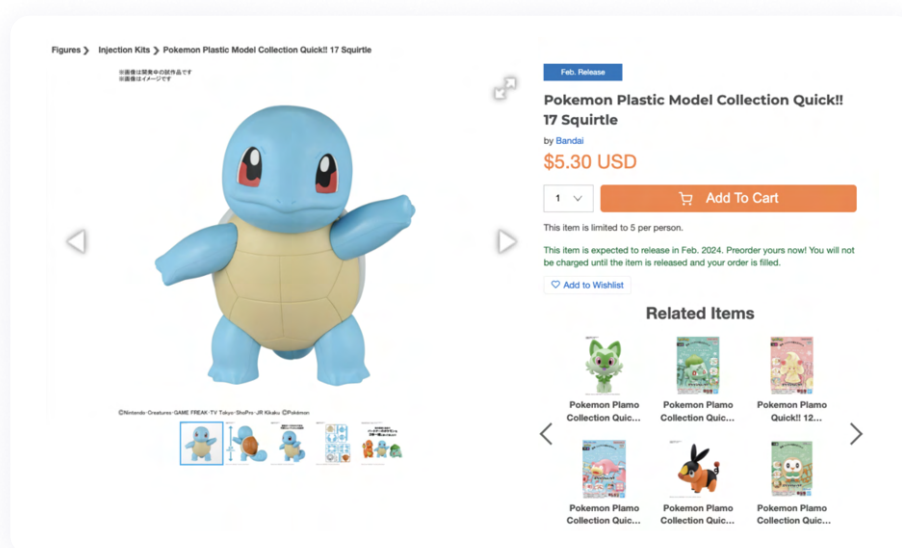
From tailoring product recommendations to crafting personalized messages, businesses can create campaigns that speak directly to the individual needs and interests of their audience.

AI for scalable analysis of customer and product data

In the realm of data-driven decision-making, the integration of AI stands out as a transformative force, particularly in the scalable analysis of customer and product data. This advanced application of AI holds the potential to revolutionize the way businesses understand their customers and optimize their product offerings.

Product recommendations based first-party customer data and behavior

AI-driven analysis excels in its ability to decipher vast amounts of customer data, extracting valuable insights that pave the way for enhanced product recommendations. By leveraging first-party data, businesses can gain a comprehensive understanding of individual customer preferences, purchase history, and engagement patterns. This [nuanced understanding](#) allows for the creation of tailored product recommendations. [Crossing Minds' platform](#) is uniquely positioned to use machine learning to understand both the customer and product "DNA" – what makes up the unique factors of taste and preferences for customers and what makes products tick (e.g., color, texture, size, and so on).



Furthermore, AI excels in analyzing [on-site behavior](#), tracking how customers navigate through digital storefronts. By assessing the pages visited, products viewed, and time spent on each element, AI algorithms can discern implicit preferences. Behavior as seemingly mundane as user scrolls and speed of clicking all represent invaluable customer data. This data is then used to refine and optimize product recommendations, ensuring that each customer is presented with choices that they're more likely to be interested in and eventually purchase. With a platform like Crossing Minds, this can be accomplished even in the absence of previous user interaction data or third-party cookies.

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Kirby: Manmaru Mascot Manpuku
Collection: 1Box (10pcs) (Reissue)

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MonColle MS-42 Ponyta (Galal)



MonColle Paradox Pokemon
Walking Wake



MonColle (Monster Collection)
MB-01 Poke Ball



Pokemon Terrarium Collection EX
-To the World of Paldea-: 1Box...

Analysis of business and store-specific trends

Beyond individual customer analysis, AI facilitates the identification and analysis of trends specific to a business or store. AI algorithms delve into the granular details of customer interactions within a specific business or store, identifying patterns that might not be immediately apparent through traditional analysis methods. These patterns could include peak shopping hours, preferred product categories, or even regional preferences. Armed with this information, businesses can tailor their offerings, promotions, and operational strategies to deliver what their entire customer base, or even segments of it, will want to see.

In order to use ChatGPT to analyze your store's data for valuable insights, you should start by gathering relevant data from your e-commerce platform, such as sales data, customer reviews, and website analytics. Organize your data in a structured format, making it suitable for input into ChatGPT. This might involve creating tables or lists with details such as product names, sales figures, customer feedback, etc.

Next, decide which information in particular you would like ChatGPT to give you by carefully crafting queries related to your ecommerce trends and customer habits. For example:

- "What are our best-selling products this quarter?"
- "What does the UGC around our latest collection tell us about our customers' impression of it?"
- "Identify any emerging patterns in customer preferences."

Remember to prioritize data security and privacy while implementing these steps. Additionally, verify the information generated by ChatGPT by cross-referencing it with other analytical tools and oversight by human analysts.



Optimizing retail catalog data with AI

Applying AI to [optimizing or "cleaning" catalog data](#) is able to address challenges related to standardization, scalability, and ensuring SEO-readiness for the store. All of these applications make discoverability easier and more organic for customers, and can offer a solution for improved 1:1 customer personalization.

Standardization of catalog items

One of the key advantages AI brings to the optimization of retail catalog data is the standardization of catalog items. In a retail environment with diverse product offerings, maintaining consistency and accuracy across a vast catalog is a complex task. Many times, product manufacturers do not use consistent metadata to describe items, even within the same category or product type. Advanced AI algorithms excel in recognizing patterns and attributes and then applying a universal tagging mechanism, ensuring that product information is uniformly presented. AI is also able to infer which product tag is the best to use for a given attribute based on its popularity or match with customer wants and interests. This standardization not only enhances the visual appeal of the catalog but also streamlines backend processes that allow for greater personalization, contributing to a more seamless customer experience.

Auto-generation of product data & auto-cleanup for stores with a large number of SKUs

For [retailers dealing with an extensive range of SKUs](#), scalability becomes a critical concern. An advanced AI platform addresses this challenge by offering a solution that can efficiently handle large volumes of data. From categorizing products to updating inventory in real-time, AI streamlines processes, ensuring that retailers can scale their operations without compromising data accuracy or system efficiency.

This is particularly beneficial for the customer experience, as the store can surface items of interest to the user without forcing them to search for a needle in a haystack of SKUs. Paired with a machine learning model for recommendations that updates in milliseconds as opposed to days or weeks, even brand new items lacking interaction data can be surfaced to customers. Learn more about [data enrichment in ecommerce](#).

SEO-ready PLPs and PDPs

In the digital age, the visibility of products on search engines is paramount. AI can play a pivotal role in ensuring that Product Detail Pages (PDPs) and Product Listing Pages (PLPs) are optimized for SEO. By analyzing search trends, customer queries, and relevant keywords, AI algorithms are able to recommend strategic placements and enrich product descriptions with terms that reflect the customer base's search queries. This not only enhances the chances of products appearing in relevant searches (not to mention brand awareness) but also contributes to a more seamless and intuitive online shopping experience.

The simplest way to achieve AI-assisted SEO for your PLPs and PDPs is to manually input the defining characteristics of a given product into a tool like ChatGPT or Bard. Once the LLM gives you an answer, you can continue to iterate on that response until you have an output that best suits your needs.



You

I need a product description for the following item: a women's cardigan sweater, cream-colored, and with embroidery details of roses. The sweater has button-front closures, dropped shoulders, and long sleeves with a ribbed trim. The description should be 100 words or less, compelling but not overly sensational. You can also mention that it is a best-seller. Please optimize for search engines and quicker product discovery.



ChatGPT

Elevate your wardrobe with our best-selling women's cardigan sweater in a timeless cream hue adorned with delicate rose embroidery. The button-front closures add a touch of classic charm, while the dropped shoulders and long sleeves with ribbed trim ensure both comfort and style. Versatile and sophisticated, this sweater effortlessly complements any ensemble, making it a must-have for every fashion-forward woman. Embrace the subtle beauty of floral details, and experience the perfect blend of elegance and coziness. Elevate your style effortlessly with this cherished wardrobe essential.



As with any AI-assisted task, you'll want to have someone check its work for inconsistencies or less-than-desirable outputs; for example, you may want to tweak the SEO output to better reflect your brand's tone of voice or style. If your PLPs and PDPs are being optimized in such a way that you feel like the user experience or understanding will suffer, you'll want to address that. Overly-optimized results or inconsistent language choices may make an end user distrust the brand as a scam.

You can remedy this by continuing the chat to give positive or negative feedback on the response the LLM gives you and help nudge it in the right direction.



You

This a good start, but can you tweak this response to use language that appeals more to Gen Z shoppers?



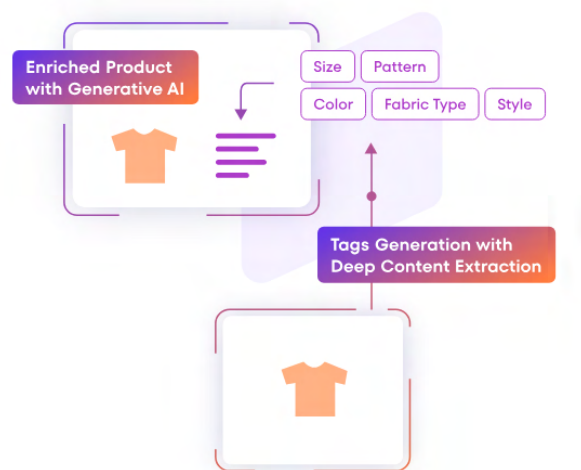
ChatGPT

Revamp your style game with our top-selling women's cardigan sweater in a chic cream shade, featuring trendy rose embroidery. Snap up the coolest vibes with button-front closures, laid-back dropped shoulders, and sleek long sleeves adorned with ribbed trim. This cardigan is more than just fashion; it's a vibe, effortlessly merging comfort and style. Dive into the world of subtle floral aesthetics, making it a staple in your Gen Z wardrobe. Elevate your look, own your uniqueness, and let this must-have piece be your go-to for trendy, cozy vibes. Stand out and slay the style game with this coveted cardigan.

While this can be time-consuming, these free tools will still give you more intelligent, data-driven suggestions than your own guesswork when it comes to SEO.

If you have the considerable budget and bandwidth required to deploy a more sophisticated method, an AI platform that specializes in parsing through and optimizing your store and product data can prove fruitful. [Data Enrichment](#) is a highly scalable process that optimizes product data and tagging to make the process of merchandising online more effective in driving sales. Through cleaning, standardizing, and deduplicating product data to more accurately reflect product attributes as well as the keywords that customers are using, product discovery becomes much quicker.

It also allows the store to continuously analyze and refine SEO terms as search engine behavior and trends change, ensuring that your PLPs and PDPs will continue to rank for the correct search keywords outside of your store environment.



Bridging the in-store and online shopping experience with integrated AI

In the modern retail space, AI has proven to be an important enabler in addressing the disconnect between brick-and-mortar, in-store experiences, and online shopping. This holistic approach involves leveraging AI for inventory management, optimizing the gig economy (e.g., DoorDash, Uber, Task Rabbit, and so forth), and implementing personalized screens in-store to enhance overall customer engagement.

AI as inventory management & prediction

One of the prominent challenges faced by retailers is maintaining synchronization between in-store and online inventories. AI, with its advanced data analytics capabilities, addresses this issue by providing real-time insights into inventory levels. By integrating AI-powered systems, retailers gain a comprehensive view of stock across various channels, enabling them to make informed decisions regarding restocking, pricing, and fulfillment. This prevents stockouts or overstocks, as well as gives customers real-time knowledge of whether the item they want is available, whether they choose to shop in-store or online.

Additionally, AI can be used to give you better insights on inventory prediction, which could help save a lot of money when you consolidate quantity of orders from suppliers.

When using ChatGPT for this purpose, gather detailed information about your current inventory. This includes product names, SKUs, quantities, restocking schedules, and any relevant details.



Examples of questions you may ask ChatGPT regarding inventory include:



You

Provide an overview of current stock levels.



You

When is the next restock for [product name]?



You

Which products are running low on inventory?



You

Can you forecast the demand for Product Y in the next quarter?



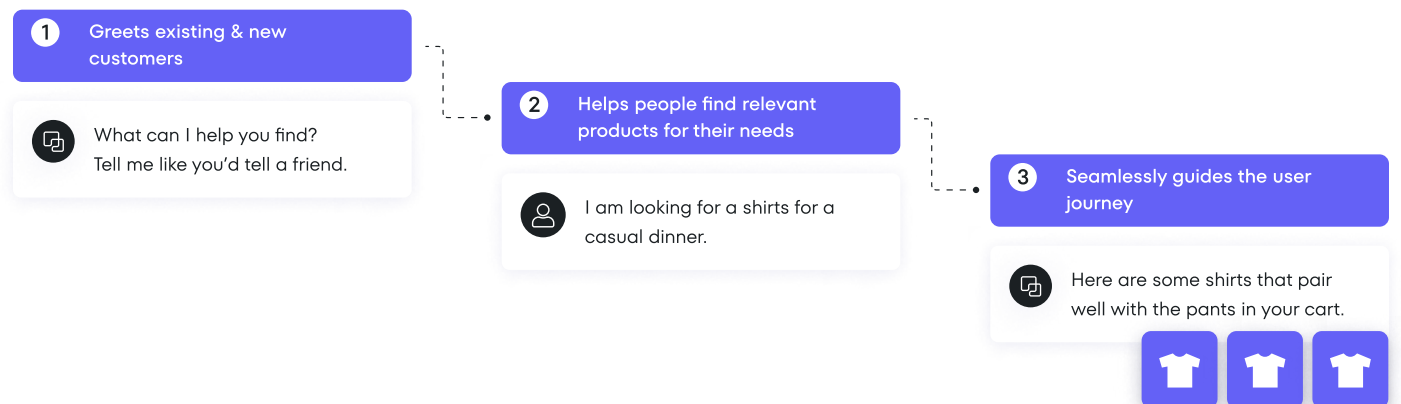
You

What's the optimal order quantity for Product Z considering past sales and upcoming trends?

AI-powered conversational search for improved customer experiences

Another facet of bridging the gap between physical and online shopping lies in AI-based conversational search. Building upon the principles of ChatGPT, tools like [GPT Spotlight](#) can take human prompts that are less like traditional search queries and more conversational in nature and serve relevant recommendations.

GPT Spotlight stands apart from traditional chatbots that have pre-programmed answers or a list of FAQs. Instead, the advanced AI allows customers to talk to the agent just as they would an in-person sales associate. Even the most vague or heavily contextual queries can be answered with precision. Machine learning continues to develop a sense of the customer's tastes, which it can pick up again when the user returns to the store and chat at a later time. All of these capabilities lend themselves to both intentional and browsing shopping mindsets; again, replicating something from brick-and-mortar shopping that normally doesn't occur as seamlessly online.



Deploying AI for advanced customer service online

AI has significantly elevated the quality and efficiency of customer interactions through chatbots online. The most cutting-edge chatbots don't rely on FAQs or pre-programmed answers and are instead designed to emulate a real customer service representative. Additionally, AI can be used to integrate with a customer service ticketing platform to help manage and delegate assignments to human CS representatives.

AI-driven chatbots

The integration of an intelligent chat agent marks a departure from traditional robotic responses, offering a more human-like interaction. In theory, this AI-driven agent is equipped to handle a spectrum of customer service functions seamlessly. However, AI driven chatbots can currently only handle 30-50% of inquiries. Many customer questions or prompts are just too complicated and redirect to FAQs. That said, generative AI can be very effective at understanding affinities and answering product questions if trained appropriately on your brand and product catalog.

To effectively set up AI support chatbots some integrations are required: Shopify or another similarly powerful ecommerce platform, the product catalog, a ticketing system to manage customer inquiries, and a CRM.

- **Shipment Tracking.** The AI chat agent streamlines the often intricate process of tracking shipments. Customers can inquire about the status and location of their orders in real-time, receiving accurate and up-to-date information without delays or manual intervention.
- **Returns.** Facilitating returns is a complex aspect of customer service that intelligent chat agents can handle adeptly. It guides customers through return procedures, provides clear instructions, and ensures a smooth and efficient process, minimizing the challenges often associated with returns.



- **Comments or concerns.** Addressing customer comments and concerns requires a level of empathy and understanding that traditional automated systems may lack. The AI chat agent, however, is programmed to interpret and respond to customer feedback, comments, and concerns in a manner that aligns with human communication, fostering a more positive and engaging interaction. It may even be able to detect when a customer's comment or concern requires escalation to a human agent for a better resolution.

Scalable management of customer service tickets

Another significant advantage of deploying AI in online customer service is the scalable management of CS tickets. As businesses grow and customer inquiries increase, managing these tickets efficiently becomes crucial. AI-driven systems can categorize, prioritize, and even resolve routine issues without human intervention, allowing customer service teams to focus on more complex queries that require human expertise.

This scalability ensures that businesses can maintain a high standard of customer service even during periods of increased demand or staffing shortages. It mitigates the risk of backlogs, reduces response times, and enhances overall customer satisfaction.

AI-influenced web development

AI's influence on web development is transforming the landscape, introducing advanced tools and methodologies that streamline processes and enhance the efficiency of creating and optimizing websites. Two significant aspects of AI's impact on web development are AI-assisted coding and Landing Page A/B testing.

AI-assisted coding for optimal websites for faster deployment

Leading Shopify Plus agencies like [Avex](#) are increasingly seeing the benefits of using AI to build highly responsive and customer-ready websites. Revolutionary tools such as GitHub Copilot are redefining the website creation process. Developers can now seamlessly collaborate with AI-driven coding assistance, enhancing efficiency, exploring novel development methods, and delivering high-performance websites while upholding security and best practices.

Sophisticated AI A/B testing of landing pages

Traditionally, A/B testing involves comparing two versions of a web page to determine which performs better in terms of user engagement and conversion rates. AI takes this a step further by automating and enhancing the A/B testing process.

AI-driven A/B testing tools can analyze a multitude of variables simultaneously, such as layout, color schemes, content placement, and even dynamic elements. This level of analysis surpasses what manual testing can achieve, as AI algorithms can swiftly process vast amounts of data and identify nuanced patterns that might be overlooked manually.

Furthermore, AI can dynamically adjust A/B testing parameters in real-time based on user interactions and feedback. This adaptability ensures that the testing process is not only more efficient but also more responsive to evolving user behaviors and preferences.

Using ChatGPT, merchants may be able to take the raw data associated with the performance of landing pages (clicks, time on page, bounces, etc.) and input that into the LLM to get a quick appraisal of the performance of each.

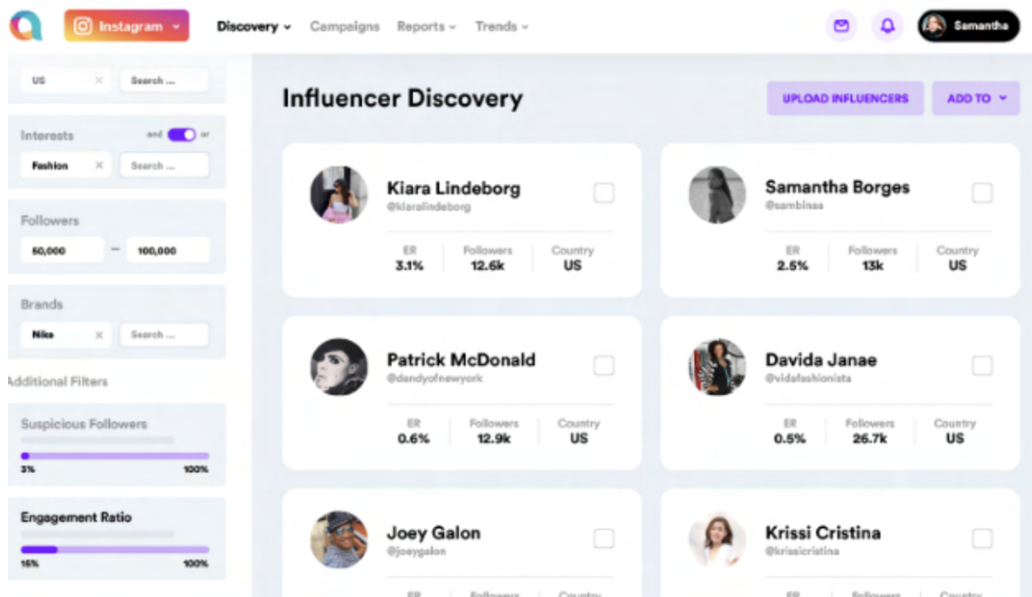
Scalable influencer marketing efforts through AI

In today's ecommerce landscape, influencer marketing has emerged as the modern-day equivalent of word-of-mouth marketing, effectively leveraging social media to reach broader audiences and scale, new ways of optimizing Influencer Marketing campaigns become more accessible and efficient than before. That's why [63% of marketers would use AI and ML in their influencer marketing campaigns.](#)

Implementing and managing influencer marketing campaigns, while can be highly effective, can be extremely time-consuming and resource-absorbing. Bazaarvoice's [affable.ai](#) solution is an end-to-end influencer management platform utilizing ML/AI enabling brands to scale their influencer campaigns and boost sales, and enables the following functions to maximize the benefits of influencer campaigns.

AI for influencer identification and recruitment

Analyzing large amounts of data to identify influencers who have the right audience, reach, and engagement for a particular campaign. This can save marketers a significant amount of time and effort.





 Crossing Minds

APR	\$ 31,352.00	\$ 52,710.00	\$ 1,100.00
MAY	\$ 38,532.00	\$ 43,682.00	\$ 27,130.00
JUN	\$ 48,728.00	\$ 34,548.00	\$ 52,131.00
JUL	\$ 27,862.00	\$ 15,021.00	\$ 7,337.00
AUG	\$ 21,784.00	\$ 9,632.00	\$ 69,496.00
SEP	\$ 52,225.00	\$ 30,359.00	\$ 29,925.00
OCT	\$ 19,417.00	\$ 27,178.00	\$ 92,949.00
NOV	\$ 47,272.00	\$ 15,878.00	\$ 43,796.00
DEC	\$ 41,374.00	\$ 39,288.00	\$ 11,822.00
YTD	\$ 71,354.00	\$ 43,336.00	\$ 43,630.00

Tracking campaign results via AI

AI can be used to track and measure the results of influencer marketing campaigns in real-time. AI in particular can gauge audience sentiment regarding the influencer campaign, providing valuable feedback for refining messaging and strategy to maintain a positive brand image. This helps businesses decide whether or not to add additional spend on a campaign, to re-engage an influencer on future campaigns, and gain deeper learnings of its customer base's preferences. ◆



Crossing Minds

Crossing Minds is the **AI platform for high-performance commerce**. It enables retailers to unlock new profit by delivering hyper-relevant shopping experiences for each customer.

Learn more about [ChatGPT-Powered Search](#)

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