ISSUE 02 · NOVEMBER 2026

[THE INNER CIRCLE] THE GROWTH NEWSLETTER

Welcome back. Here are the events, product news, ideas and client wins from our team, plus the no-cost sessions, workshops and tools that help you plan your next stage of growth.

01	02	03	04	05
Office hours	Client highlight	Team news	AI Suite updates	Workshops, tools & meetings

01 · OFFICE HOURS · TWO LIVE SESSIONS TO CLOSE OUT 2026



OFFICE HOURS · LIVE

Planning AI Search for 2027

ChatGPT, Perplexity and Google AI Overviews are reshaping how shoppers find brands. Join Silas Gossman and Will Papa for a 30-minute, Q&A-style session on how AI is shaping search for the new year.

Register now →



WEBINAR · WITH BWG

Cyber 5 Recap

Udayan Bose joins BWG for our annual Cyber 5 recap. He'll look beyond the holidays and explore what the early signals from Cyber 5 might tell us about the future of eCommerce in 2027.

Register now →

WATCH PAST SESSIONS

OFFICE HOURS · GOOGLE ADS

Test Smarter on Google Ads

Michelle Tomasian and Rob Graham on how our team picks tests, what to prioritize and what results to expect.

Watch the session →

OFFICE HOURS · 23 OCT 2026

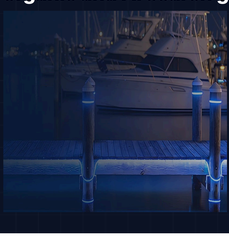
Find the Ad Spend That Truly Grows Your Business

Rabeeha Khan on incrementality testing, why it matters and the 3 experiments to run first as you plan for 2027.

Watch the session →

02 · CLIENT HIGHLIGHT

Building an SEO foundation for sustainable organic and AI search growth



NDR Lighting

Beyond traditional SEO, NDR had near-zero SERP feature presence and no visibility among top AI-cited domains. Within six months, NDR began seeing measurable improvements across both organic search and overall website engagement.

+50%

ORGANIC CTR · FROM 4% TO 6%

Learn how →

03 · TEAM NEWS

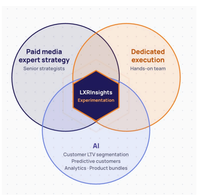


NetElixir is returning to eTail West

Team NetElixir is heading back to Palm Springs in 2027 for our 20th consecutive eTail West. It's our go-to conference to connect with retail's most influential voices and help brands tackle their toughest growth and marketing challenges through AI-powered experimentation. More details soon.

04 · OUR AI SUITE UPDATES

What's new in LXRInsights and LXRSense



LXRINSIGHTS

Product & usage monitoring dashboards

Two dashboards that track how well the platform performs and how much clients use it. The Product Dashboard covers data accuracy, model accuracy, on-time model runs and the impact of models and audiences. The Usage Dashboard tracks client engagement, audience activation and experiment activity month by month.

Explore LXRInsights →



LXRSENSE

Get holiday ready with LXRSense

It's the most wonderful time of year for growth. Read our new holiday guide to put LXRSense to work before the season peaks.

Read the guide →

05 · 1:1 VIRTUAL WORKSHOP · NO COST

Your team + our team for 35 minutes

A complimentary 1:1 virtual workshop on the topic you choose, led by 22+ years of eCommerce expertise.

- [ ] Live session with a NetElixir expert
- [ ] A focused look at your numbers and channels
- [ ] Two or three growth levers you can act on
- [ ] A written recap for your team

Book a workshop →

PICK A TOPIC

01 Find your next high-value customers

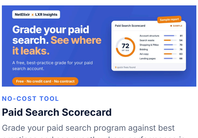
02 Get discovered in ChatGPT, Google AI & beyond

03 Turn your data into smarter growth decisions

04 Unlock more ROI from your Amazon ads

05 Turn more website visitors into customers

FREE TOOLS TO BOOST YOUR ECOMMERCE SUCCESS

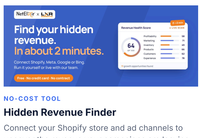


NO-COST TOOL

Paid Search Scorecard

Grade your paid search program against best practices and see exactly where performance is leaking.

Get your scorecard →



NO-COST TOOL

Hidden Revenue Finder

Connect your Shopify store and ad channels to uncover the revenue your campaigns are leaving on the table.

Find your hidden revenue →

BOOK A MEETING

See what we could build for your brand

Hear how our growth solutions fit your goals, channels and budget, and what results to expect.

Talk to our team →



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From data to decision

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