

# AI Sparks

Cutting through the AI hype with one clear insight each week

## The End of Last-Click Thinking

Last-click attribution has ruled eCommerce for two decades; simple, measurable... and dangerously outdated.

EMARKETER reports that 78% of marketers still depend on it to measure success. (Source: [EMARKETER](#)).

But in the age of AI-powered, zero-click search, discovery lives inside chatbots, recommendation engines, and voice assistants ... where no one ever clicks!

**Tomorrow's metric isn't "last click." It's Conversion Influence Share (CIS) -** understanding how your brand shapes intent long before a purchase actually happens.

Because the future belongs to brands that win without the click. Brands that both humans and AI agents already know, trust, and choose.



**Your spark for the week:**  
Are you optimizing for clicks  
or for influence?

Prefer audio? Catch the full  
spark in a quick breakdown.

**Listen Now**

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.