

# AI Sparks

Cutting through the AI hype with one clear insight each week

## The Hidden Gold in Your Catalog

Every eCommerce retailer has a secret problem: 25-40% of their SKUs generate little to no revenue. It's not that customers don't want them. It's that demand signals are invisible, audiences are misaligned, or the catalog is too large for humans to optimize.

AI changes this.

By analyzing 1P intent signals, product affinities, and predicted conversion likelihood, AI can pinpoint which dormant SKUs are worth reactivating, and which audiences are most likely to buy them.

When paired with targeted experimentation, these SKUs often become new revenue unlocks, not dead ends.

Your biggest growth driver may not be new campaigns. It may be the products you already have.



**Your spark for the week:**

Are dormant products your most underestimated growth lever?

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

**COMING SOON**

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