AISparks

Cutting through the AI hype with one clear insight each week

The Sleeping Demand Experiment

Most retailers define intent by recency. If a customer has not purchased recently, they are quietly deprioritized.

Using LXRInsights, we challenged that assumption. AI helped us identify a powerful but overlooked audience; customers with strong historical intent signals who had simply gone quiet. Not disengaged. Just dormant.

By activating these high-intent, low-recency customers with intent-aligned messaging instead of discounts, we unlocked incremental revenue without increasing acquisition spend.

The insight was simple, but transformational. Intent fades far slower than recency suggests.

In an AI-first world, the smartest growth experiments do not chase new demand. They wake up the demand you have already earned.

Your spark for the week:
Are you measuring intent or just recency?

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.

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