

# AI Sparks

Cutting through the AI hype with one clear insight each week

## Designing for Situational Relevance

For years, marketing has been built around journeys. Awareness. Consideration. Conversion. Loyalty. That model assumes customers move in neat, predictable paths. They do not. In an AI-first world, customers move through moments. Moments of curiosity, hesitation, comparison and confirmation. Each moment carries intent, risk and shapes how a brand is remembered.

This is where situational relevance matters. Situational relevance is not about knowing more about the customer. It is about understanding what the customer is trying to do in a specific moment and responding helpfully.

A first-time visitor does not need personalization. They need clarity. A returning shopper does not need more messaging. They need reassurance. A loyal customer does not need persuasion. They need ease.

AI makes these moments visible in real time, but visibility alone is not the advantage. The advantage comes from choosing which micro moments to own and showing up with intent in those moments. The brands that win will not be the ones with the most data or the most messages. They will be the ones that are most useful when it matters.



### Your spark for the week:

In an AI-first world, which moments do you want your brand to be judged?

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.