AISparks

Cutting through the AI hype with one clear insight each week

Are you optimizing for the first purchase or the next five?

Most eCommerce teams optimize for what's easiest to measure: the first conversion.

ROAS looks good. CPA is on target. Dashboards are green.

But growth does not compound on first purchases. It compounds on repeat behavior. Two customers can deliver the same first-order ROAS.

One disappears.

The other comes back, buys again, and quietly drives the P&L. AI makes this distinction visible.

The opportunity is to move beyond optimizing for first-order efficiency and start allocating spend based on expected downstream value. Not just who converts, but who stays.

Your spark for the week:
If you stopped acquiring customers who never return, what would your growth curve look like?

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

COMING SOON