

AI Sparks

Cutting through the AI hype with one clear insight each week

The Hidden Cost of Incoherence in Performance Marketing

The simple idea, performance marketing rarely breaks all at once. It weakens slowly.

When different teams optimize for different things: ROAS here, volume there, speed in creative, efficiency in ops, the system gets mixed signals.

To humans, this feels manageable. To algorithms, it feels confusing.

Over time, platforms learn the wrong lessons about:

- who you're for,
- when you should show up,
- what success actually looks like.

Results don't crash. They drift.

And drift is expensive because it's hard to see and harder to explain.



Your spark for the week:

In an AI-mediated world, inconsistency isn't neutral. It quietly taxes performance.

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.