

AI Sparks

Cutting through the AI hype with one clear insight each week

LTV is not a trait. It is a trajectory.

Most teams treat lifetime value as something customers have. High value customers are celebrated. Low value customers are quietly deprioritized.

But LTV is not a fixed attribute. It is a trajectory shaped by experience, relevance, and timing.

AI-powered precision marketing allows brands to intentionally engineer cohort transitions. The goal is not just to personalize messages, but to design journeys that move customers from low value to high value behaviors through smarter sequencing of offers, content, channels, and moments.

The biggest growth unlock often does not come from finding more customers. It comes from upgrading the customers you already have.



Your spark for the week:

Which customer cohorts are you actively designing to move up the value ladder?

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.