

AI Sparks

Cutting through the AI hype with one clear insight each week

The Hidden Drift in Your Customer Base

Most marketing dashboards focus on acquisition, ROAS, and revenue growth. But they often miss something far more important. How customer value is changing beneath the surface.

Some of your high value customers may quietly be drifting into mid value cohorts.

Some mid value customers may be ready to move up.

Others may already be slipping away.

This movement, what we call cohort migration, is one of the earliest signals of future growth or revenue leakage.

AI can now track these shifts across thousands of customers and surface patterns that humans would rarely detect on their own.

Instead of reacting to declining revenue months later, marketers can see the drift early and intervene with the right marketing actions.

The future of marketing will not just be about acquiring customers. It will increasingly be about managing the movement of customer value over time.



Your spark for the week:
Customer acquisition gets the headlines. Customer value migration decides the outcome.

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.