

AI Sparks

Cutting through the AI hype with one clear insight each week

The End of Reactive Marketing

For most of its history, marketing has been **reactive**.

A campaign underperforms. Customers churn. Sales slow down.

Only then do marketers investigate what went wrong.

The challenge is that customer behavior rarely changes overnight. Small signals often appear long before the outcome becomes visible. Slightly longer purchase intervals. Reduced engagement. Changes in browsing patterns.

These signals are difficult for human teams to detect across millions of interactions.

AI can now analyze these signals and predict which customers are likely to churn and who is most likely to buy in the coming weeks or months.

Instead of reacting to what already happened, marketers can intervene before the outcome is decided.



Your spark for the week:

For decades marketing has optimized the past. AI will help marketers act on the future.

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.