

AI Sparks

Cutting through the AI hype with one clear insight each week

Efficient Acquisition of the Wrong Customers is Still Failure

The Hidden Problem: AI is getting better at driving performance. ROAS is up. Conversions are up. Campaigns look stronger than ever. But many eCommerce businesses are seeing something different beneath the surface. Margins are under pressure. Repeat rates are not improving. Customer quality is uneven. This is not a contradiction. It is a signal. AI is optimizing what is measurable. Not necessarily what matters.

Why it's Hard to Detect: Most AI systems are trained on short-term, observable signals. Clicks. Conversions. Platform-reported revenue. But your business is built on something deeper: High lifetime value customers, repeat purchase behavior, healthy product mix and margins, true incremental demand. These are harder to measure. So they get underweighted or ignored.

The result is subtle but dangerous. You get more efficient at acquiring customers who do not drive long-term value.

What AI Changes: AI does not question the goal. It executes it. If you optimize for ROAS, it will find the easiest conversions. If you optimize for scale, it will chase volume. At speed. At scale. Without hesitation.

Which means small misalignments in objectives become large business outcomes. AI is not the problem. It is the amplifier.



Your spark for the week:

In the AI era, advantage will not come from better optimization, but from clearly defining what to optimize for. The brands that win will not be those with the highest ROAS, but those that train AI to prioritize customer quality, incrementality, and lifetime value.

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.