

AI Sparks

Cutting through the AI hype with one clear insight each week

The Largest Untapped Growth Channel May Already Be Yours

Every ecommerce executive is asking the same question, “Where will the next wave of growth come from?” The usual answers are predictable. More media. More traffic. More channels. More customers.

Yet many businesses are sitting on something far more valuable: years of first-party customer data.

Every purchase, abandoned cart, repeat buyer, dormant customer, product interaction, return, and loyalty signal creates a trail of insight. The challenge is that most of these opportunities remain hidden.

While companies spend millions trying to generate new demand, they often overlook the growth opportunities already buried within their own business.

A customer who purchased three times and quietly stopped buying. A high-value buyer who has only explored one category. A dormant SKU with untapped demand. A customer segment that consistently outperforms the average but has never been activated. A return pattern that reveals a fixable customer experience issue.

These opportunities rarely appear on a standard dashboard. They are scattered across millions of rows of data, waiting to be discovered.

The businesses that win in the AI era may not be the ones with the most data. They may be the ones that become the best at uncovering the growth opportunities hidden inside it. Perhaps the next \$10 million of growth isn't outside the business at all. Perhaps it's already there, waiting to be found.



Your spark for the week:

Most companies use first-party data to understand what happened. The leaders of the AI era will use it to discover what they are missing.

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