

AI Sparks

Cutting through the AI hype with one clear insight each week

Death of the ICP

The football being used in this year's World Cup can track every touch, movement and moment of the game with incredible precision. What was once judged mostly by goals, assists and possession is now understood through micro-moments: the pressure before a pass, the space created without touching the ball, the quality of movement, the speed of decision-making and the probability of a play turning into a real opportunity.

This is not just changing how football is analyzed. It is a powerful metaphor for where marketing is headed.

For decades, marketers have been trained to define the Ideal Customer Profile (ICP). We created personas, segments and cohorts to make sense of customers. It was useful because we did not have the ability to understand every individual moment. So we grouped people together and marketed to the average. *AI may change that completely.*

The future of marketing isn't one perfect ICP. It's understanding the thousands of micro-moments that shape how people make decisions. The same person can be a careful researcher in the morning, a value seeker in the afternoon, an impulse buyer at night and a loyal replenishment customer a week later. *One human. Many moments.*

This is where AI will humanize marketing, not dehumanize it. It will help marketers move beyond static labels and understand the changing context, intent and need behind every interaction. The question will shift from "Who is our ideal customer?" to "What is this person trying to get done right now?" That is a big shift.

Channels will no longer be treated as touchpoints. They will become contexts of intent. Search may represent research. Instagram may represent inspiration. Marketplaces may represent convenience. AI assistants may represent decision support. Retail media may represent validation. *The customer has not changed but the customer's moment has.*

The brands that win in the AI era won't have the best persona decks. They'll be the ones that can sense these micro-moments, respond with relevance and create value without making the customer feel targeted, tracked or manipulated. The ICP isn't disappearing because customers no longer matter. It's disappearing because customers are finally becoming more human.



Your spark for the week:

The winners of the AI era will not know their customers better than everyone else. They will understand their customers' moments better than everyone else.

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