

AI Sparks

Cutting through the AI hype with one clear insight each week

The Next Growth Curve Doesn't Find Itself

Every growth curve has one thing in common. It eventually slows down. At first, the answer is straightforward. Better creative. Better targeting. Better bidding. Better landing pages. In other words, optimize what already exists.

Optimization is essential. It can extend the life of a growth curve and unlock meaningful incremental gains. However, optimization has a natural limit. There comes a point where making today's campaigns another 2% better no longer changes the trajectory of the business.

The next phase of growth almost never comes from optimization alone. It comes from discovering something fundamentally new: an underserved customer segment, an overlooked product opportunity, a new geography, a different buying behavior, or an entirely new way to activate demand. This is where AI will reshape marketing plans.

Today, almost every company has an optimization capability. Agencies, platforms and internal teams are all focused on improving what is already running. Over the next five years, leading organizations will build something different, a Continuous Growth Discovery capability.

Instead of asking, "How do we improve today's performance?" AI-powered systems will continually ask, "Where is the next growth curve hiding?" They will analyze first-party data, identify high-potential opportunities, prioritize the most promising hypotheses, validate them through scientific experimentation, and feed successful discoveries back into the optimization engine.

Growth will become a continuous cycle of discovery → validation → scale. The companies that consistently outperform their competition won't simply optimize faster. They'll build a repeatable system for discovering tomorrow's revenue before everyone else does.



Your spark for the week:

The future belongs to organizations that don't just optimize today's growth curve. They continuously discover the next one.

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