

# AI Sparks

Cutting through the AI hype with one clear insight each week

## What if your smartest Holiday promotion is the one you don't offer?

Holiday marketing has traditionally been built around a promotional calendar. Black Friday: 25% off. Cyber Monday: 30% off. Free shipping weekend. Everyone gets essentially the same offer. But your customers aren't the same.

One shopper may need 20% off to buy. Another may have purchased at full price. A third may value free shipping more than a discount. A loyal customer may respond to early access, while a lapsed customer may need a stronger reason to return. Yet during the most important selling weeks of the year, we often treat them exactly the same.

AI gives marketers an opportunity to change this. Instead of asking, "What promotion should we run?" we can increasingly ask: "What does this customer need to buy now?"

Purchase history. Price sensitivity. Product affinity. Predicted lifetime value. Likelihood to purchase. Likelihood to lapse. AI can bring these signals together to help determine who needs an incentive, what kind, how much and when.

And that could have an important impact beyond conversion that may sound counterintuitive: margin preservation. Every unnecessary discount is margin given away to someone who may have purchased anyway. The promise of AI-powered promotion isn't simply more personalization. It is smarter generosity - giving customers a reason to act without automatically giving everyone the maximum discount.



### Your spark for the week:

The future of Holiday promotions may not be bigger discounts. It may be knowing who needs a discount at all and when.

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