

AI Sparks

Cutting through the AI hype with one clear insight each week

What if AI knew you were about to abandon your cart?

We have spent years trying to solve cart abandonment. The playbook is familiar. Shopper leaves. Email arrives. “You forgot something!” Maybe there is a 10% discount thrown in.

But what if AI could intervene before the shopper leaves?

Imagine you are building your basket and an AI shopping companion understands what you are trying to accomplish. It reminds you about something you may have forgotten. It suggests a product that pairs perfectly with what is already in your cart. Or maybe you hesitate. Is this the right size? Will it arrive on time? Can I return it? Why did my total suddenly jump to \$287? Etc, etc.

AI could recognize these moments of friction and provide the right reassurance at exactly the right time. Not necessarily another discount. Maybe it reminds you about free shipping. Or free returns. Or rewards you can use. Or simply answers the question that was stopping you from clicking *Buy*.

For retailers, this changes the game. AI can help merchants understand not just that a shopper abandoned a cart, but why they were about to abandon it. And that creates an entirely new opportunity.

Instead of recovering abandoned carts, we can start preventing abandonment in the first place.



Your spark for the week:

The future of cart abandonment isn't better recovery. It's intelligent prevention. What if the smartest abandoned cart campaign is the one you never have to send?

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