

AI Sparks

Cutting through the AI hype with one clear insight each week

What if AI could guide your customer's journey, not just predict it?

Most AI-powered personalization today looks backward.

What did you buy? What did you browse? What did you click?

But what if AI could understand who you are becoming?

Think about a golfer. They may start as a casual player buying value golf balls. As they play more, their skills improve. Their needs change. So do the products that are right for them.

Could AI recognize this evolution and responsibly guide them along the way? Not by constantly pushing the next expensive product. But by helping them understand what they need when they actually need it.

The same could apply to a gamer moving from beginner to enthusiast. Or a runner preparing for their first marathon.

This changes the role of personalization. From selling based on the customer's past to helping the customer progress toward their future. And perhaps that creates a very different relationship between brands and customers. One built not just on relevance, but on trust.



Your spark for the week:

The most valuable use of AI may not be predicting what customers will buy next. It may be helping them become who they aspire to be.

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