NetElixir

EC 051

AI Sparks

Cutting through the AI hype with one clear insight each week

When AI Knows a Customer Is Vulnerable, Should Marketing Act on It?

For years, marketers have aspired to understand their customers better. Their needs, preferences, motivations, and purchase intentions. AI is taking this understanding to an entirely new level.

Imagine a customer urgently shopping for a replacement refrigerator after theirs breaks down.

AI could recognize the urgency and recommend reliable options with fast delivery. A genuinely helpful experience. But the same intelligence could also identify that the customer is under pressure and less likely to compare prices. An opportunity to push a more expensive product.

Same customer. Same intelligence. Two very different outcomes.

Here's a question worth considering. When does understanding a customer's needs become exploiting their vulnerability?

As AI becomes increasingly capable of predicting not just what customers want, but when they're most susceptible to persuasion, this distinction may become harder to navigate.

Perhaps the real challenge isn't how accurately we can predict customer behavior, but how responsibly we choose to influence it.

Your spark for the week:
The ability to understand a customer's vulnerability is a powerful capability. But perhaps the true measure of intelligent marketing isn't how we use that knowledge to drive a sale, but how thoughtfully we use it to earn the customer's trust.

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

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