

AI is Eating the World: How the Disruptive Force is Shaping the Future of **eCommerce**

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Introduction

“Software is eating the world” - Andreessen Horowitz, 2013

“AI is eating software” - Unknown, 2023

A decade ago, one of the world’s most prominent venture capital firms established the writing on the wall for the world to come. Companies that did not embrace tech, specifically software, are going to be eaten off by the ones that do.

The world, as it stands today, is a testament to that fact. But things are still changing dynamically, at breakneck speed. Software eating the world is now a thing of the past. Artificial Intelligence (AI) has invited itself to the buffet and will feast on everything in its way, including but not limited to what software managed to gulp.

For eCommerce companies, it only means one thing - leveraging AI to gain a competitive advantage. Because honestly, everything else is soon going to be table stakes. In a climate where survival of the fittest is the war cry, to thrive and grow is a moonshot only a few will be able to manage. All it will come down to will be the willingness to be agile and embrace change at the speed at which it is happening.

In this eBook, we will break down how [AI can help transform your eCommerce business](#), including diving deep into its applications in driving your online store’s growth strategies, building a tech stack to support the same, and more. There’s so much being unpacked here, are you ready to join us on this journey? Read on.

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How Can AI Transform Your eCommerce Business?

To be brutally honest, AI alone isn't going to transform anything. Just like any other piece of tech, it amplifies the potential of what can be achieved by leveraging it. So, when it comes to transforming a business, the legwork would still need to be done by us humans.

AI will only make it easier to achieve the objectives that we've set for ourselves and supercharge that process. We've listed out a few areas where AI can help you align your vision with action.



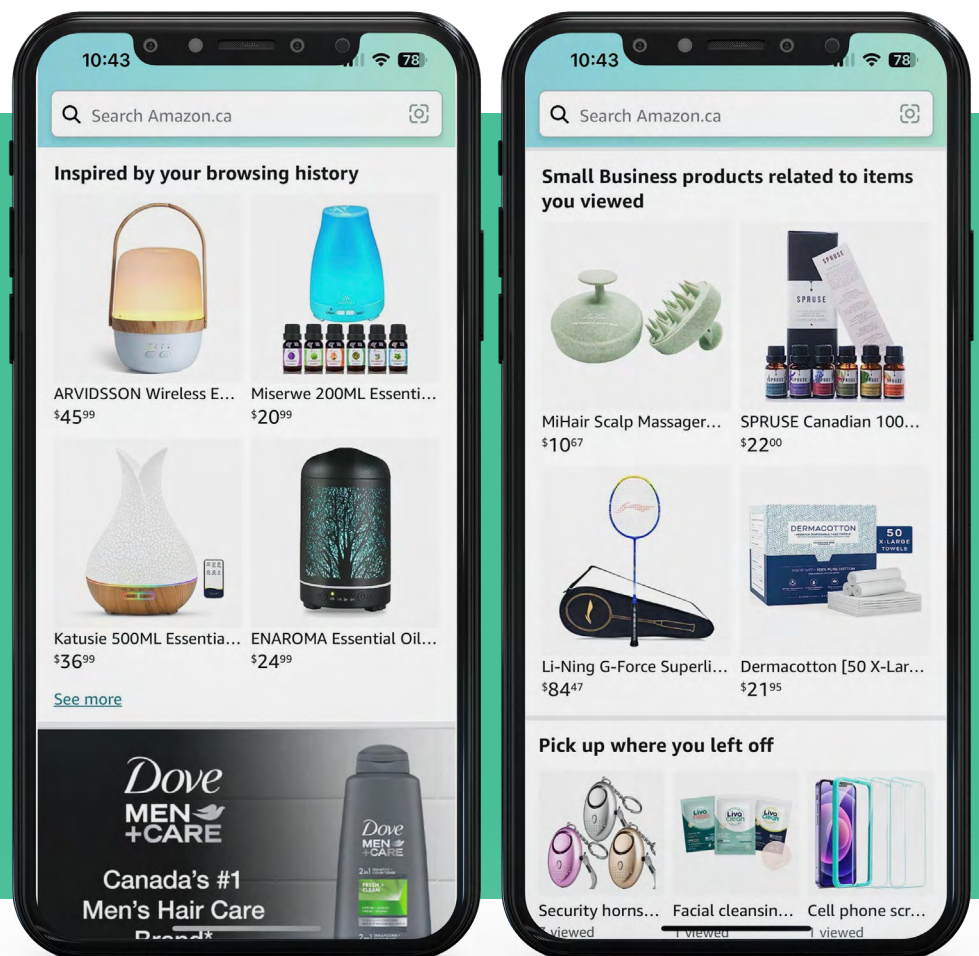
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Delivering Delightful Shopping Experiences with Hyper-Personalization

Think of the most cutting-edge digital experience you've encountered of late. Is it by a company that is heavily driven by tech or not? The answer is obvious. Digital-first retail brands such as Ikea, Sephora, and Walmart have paved the way for the world to follow what a delightful shopping experience looks like.

For eCommerce companies that don't emulate the same for their business, will be the first to lose customers to their competitors, whichever of those is the first to pay heed. As per a [Salesforce report](#), 86% of companies saw a measurable uptick in business results from hyper-personalization. Thankfully for you, with AI, making this a reality has now become far easier than ever before.

With its ability to analyze vast volumes of data, AI empowers eCommerce teams to identify trends and patterns in shopper behavior, only to utilize it all to anticipate future demand or preferences and deliver highly personalized recommendations and online shopping experiences.

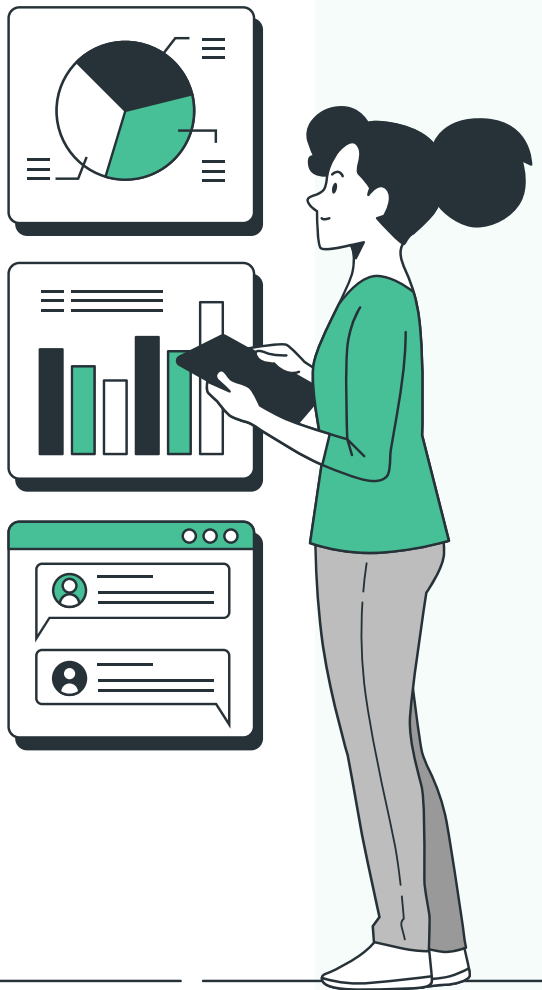


Success stories from global eCommerce behemoths will tell you that personalization has a direct correlation with the surge in conversions. AI has emerged as a disruptive technology that bridges the gap between taking insurmountable amounts of data and turning it into tangible business results by prioritizing customers' needs over everything else.

Streamlining Inventory Management with Predictive Analytics

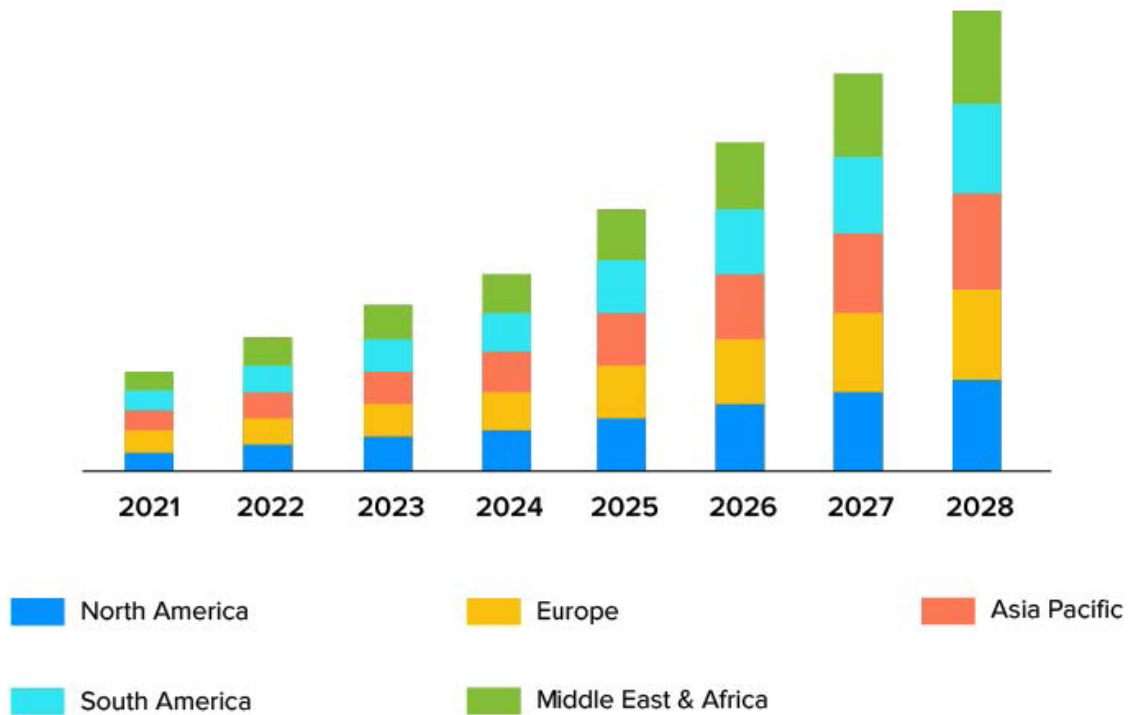
Every eCommerce business is primarily an online retail business. For retail businesses, inventory management is a key piece of the puzzle to run smoothly and efficiently. One application of AI that can dearly help eCommerce businesses is predictive analytics. From enabling dynamic pricing, to optimizing inventory levels, to improving logistics, and much more, AI-based predictive analytics are the talk of the online retail town — and for good reason.

AI algorithms analyze historical shopping data, market trends, consumer purchase patterns, demand trends, and so much more to accurately predict incoming demand for products. For online retailers, these predictions allow them to manage inventory levels to avoid stockouts or excess stock so that the right products are always available in the right quantities at the right location and the inventory keeps getting replenished smoothly like a well-oiled machine. From storage optimization to improving operational efficiency to ensure faster shipping, AI has the power to transform how retail inventories function!



Here's how the global inventory management software market is expected to grow in the next 5 years:

Global Inventory Management Software Market is Expected to Account for USD 3.82 Billion by 2028



Data Source

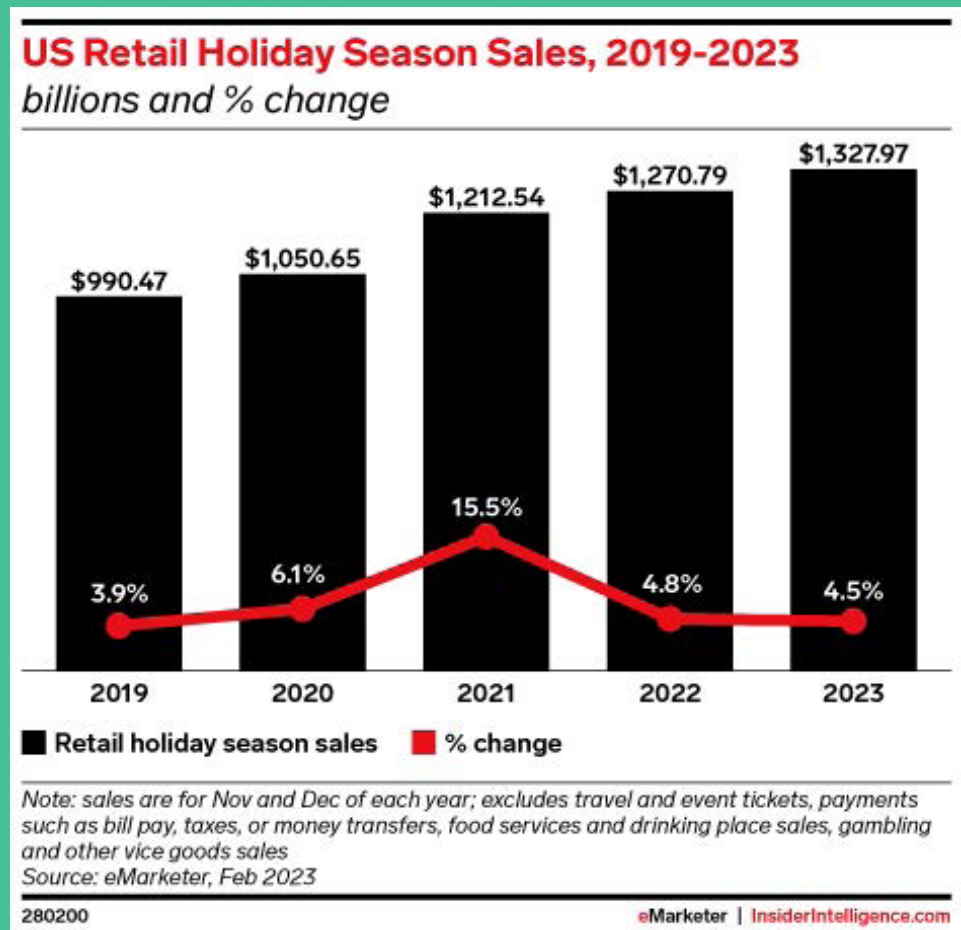
Preventing Fraud with Machine Learning Algorithms

According to [research quoted by Mastercard](#), the second-largest online payments behemoth, the total cost of eCommerce fraud to merchants will exceed \$48 billion globally in 2023. No matter the scale of your eCommerce operations, there is a high chance of being a target of online fraudsters, who are now as shrewd and savvy with their ways and techniques as they are malicious with their intent.

Thankfully, AI-based financial and shopping fraud tools that deploy Machine Learning (ML) algorithms provide [robust options to secure themselves](#) against such attacks, and more. Once trained on historical transaction data and risk rules, ML algorithms can detect any unusual patterns or suspicious activity that may indicate fraud and flag them. From reducing manual review time to detecting fraudulent transactions more accurately than humans, AI and ML have made fraud prevention a whole lot streamlined for eCommerce businesses.

Making Accurate Demand Forecasts for the Holiday Season

The impact of Holiday Season spending and shopping can't be understated when it comes to eCommerce. Whether it be BFCM, regional festivals, or else, the piece of the pie that is up for grabs is surely bigger than it is otherwise. However, one aspect that we don't talk about enough is demand forecasting for these sales events.



Source: Insider Intelligence

More often than not, given the euphoria, eCommerce companies tend to overestimate how much they'd end up selling. As a result, financials and other key KPIs end up taking a hit. By involving AI in the process of forecasting demand, online retailers can save themselves a lot of trouble.

And let's not forget that the holiday season is also the time when demand for some products goes through the roof, while demand for others hits rock bottom. To be able to foresee which of those products demand is going to peak for, at which location, during which long weekend, is no less than a superpower for eCommerce businesses.

AI digests historical seasonal data to uncover hidden patterns and combines them with current market trends to yield insights that can be game-changing for online retailers. They are better positioned to capitalize on the demand and craft targeting campaigns to grab consumer attention and boost their sales.

Boosting Marketing Efforts with Generative AI

You can find enough marketers, not just in eCommerce, but across industries and verticals, who confidently state that Gen AI isn't just hype. While all the furor around ChatGPT might have them split, forward-looking marketers know that tools that help extend creative execution for their teams are only going to grow bigger. As such, eCommerce companies can also supercharge their marketing efforts by incorporating Generative AI-enabled tools into their arsenal.

To break it down, here's how generative AI can supercharge various eCommerce marketing efforts:



Generating marketing content: AI tools like ChatGPT are trained on massive amounts of data and are thus able to produce unique and personalized content for any specific use case. From product descriptions to product imagery, AI can craft it all within minutes!



Marketing automation: By automating the testing and optimization of campaigns, you can not only avoid spending time on monotonous tasks but also boost marketing efficiency. AI algorithms also help improve performance by identifying the most effective channels and messaging for each campaign.



Conversational marketing: AI allows marketers to take their customer interactions to the next level by delivering highly relevant and engaging experiences akin to human interaction.



Search engine optimization: AI tools help with keyword research and topic ideation to streamline the process of creating SEO-friendly content that dominates search engines, without spending hours doing the grunt work.

HubSpot's new [AI content marketing assistant](#) is an excellent example of an AI-powered tool that is designed to streamline day-to-day tasks and boost marketing productivity!

English High Contrast Contact Sales

Go to my account Customer Support About

HubSpot Software Pricing Resources

Get Content Assistant Get ChatSpot now

Powered by OpenAI

Unlock Your Growth Potential Using HubSpot's New AI Tools

Artificial intelligence is revolutionizing how business is done, and HubSpot is here to help. Harness the power of AI with our new content assistant and ChatSpot tools, designed to streamline your day-to-day and help your business grow better.

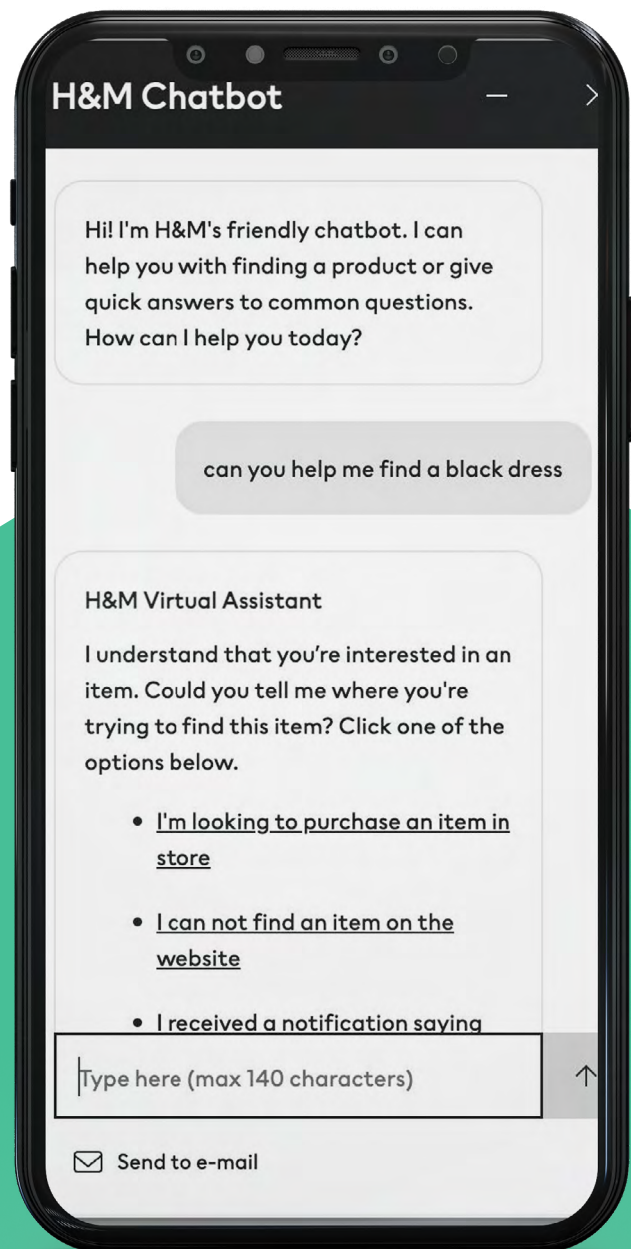
Get Content Assistant Get ChatSpot now

Create a blog outline

Transforming Customer Support with Chatbots

Another solid application for AI in eCommerce is through the use of chatbots that can help resolve customer queries and issues at scale, no matter the context. Gone are the days of having to depend on a contact center agent wading through piles of information to help maybe a handful of customers in an entire day of work. With AI, the virtual wall between support provided by a real human and one by a chatbot has become blurred, and all for good reason.

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eCommerce Brands Setting the Bar High with AI-Driven Growth Strategies

The one common thing among all brands that continue to thrive in the digital-first world is that they're quick to adopt emerging technologies and trends to accelerate growth.

With global eCommerce behemoths pushing the envelope when it comes to incorporating AI-driven strategies in their sales, marketing, and customer support processes, brands that are still adjusting to this shift have an excellent opportunity to take inspiration from the best in the businesses and position themselves for growth.

Let's take a look at some of the brands making the most of AI-powered strategies:

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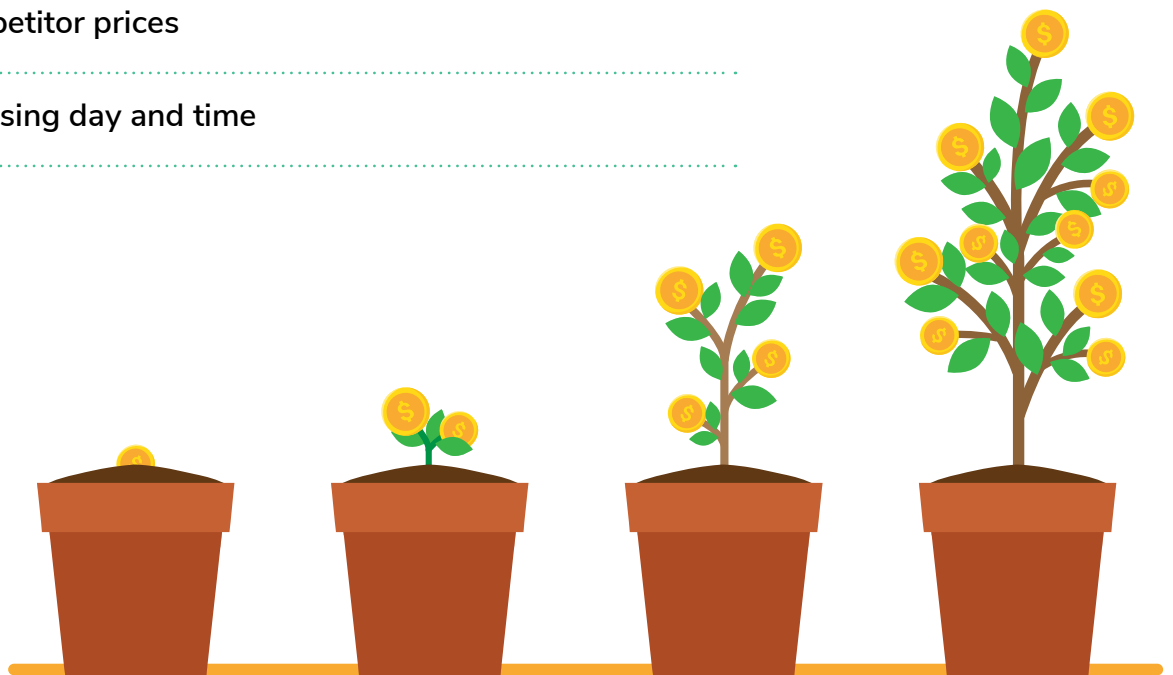
Amazon Acing Dynamic Pricing with AI

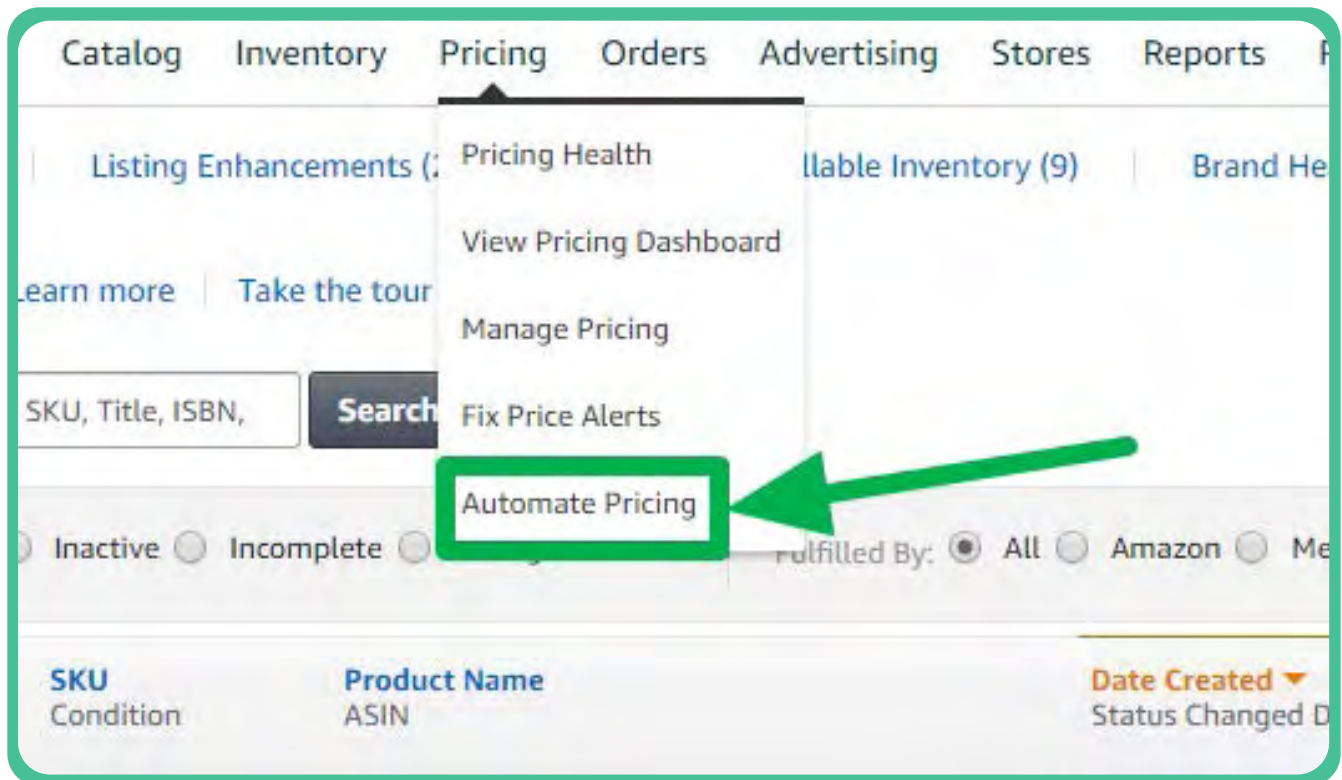
From back in the day when Amazon had a reputation for offering the lowest prices to now being known for relying on the most sophisticated dynamic pricing algorithms, Amazon's pricing strategy has come a long way.

Amazon's powerful AI and machine learning-powered algorithms evaluate and update the prices of millions of products several times a day, to maximize sales and profit margins. This helps sellers rely on automation to dynamically optimize their product prices to win over customers, undercut competition, and improve their top line.

Multiple factors are taken into consideration to deliver accurate predictions, including market data and trends as well as shopper behavior. Some of these factors include

- ✓ Historical, real-time, and anticipated product demand
- ✓ Product availability and stock volume
- ✓ Customer shopping preferences and buying behavior
- ✓ Competitor prices
- ✓ Browsing day and time

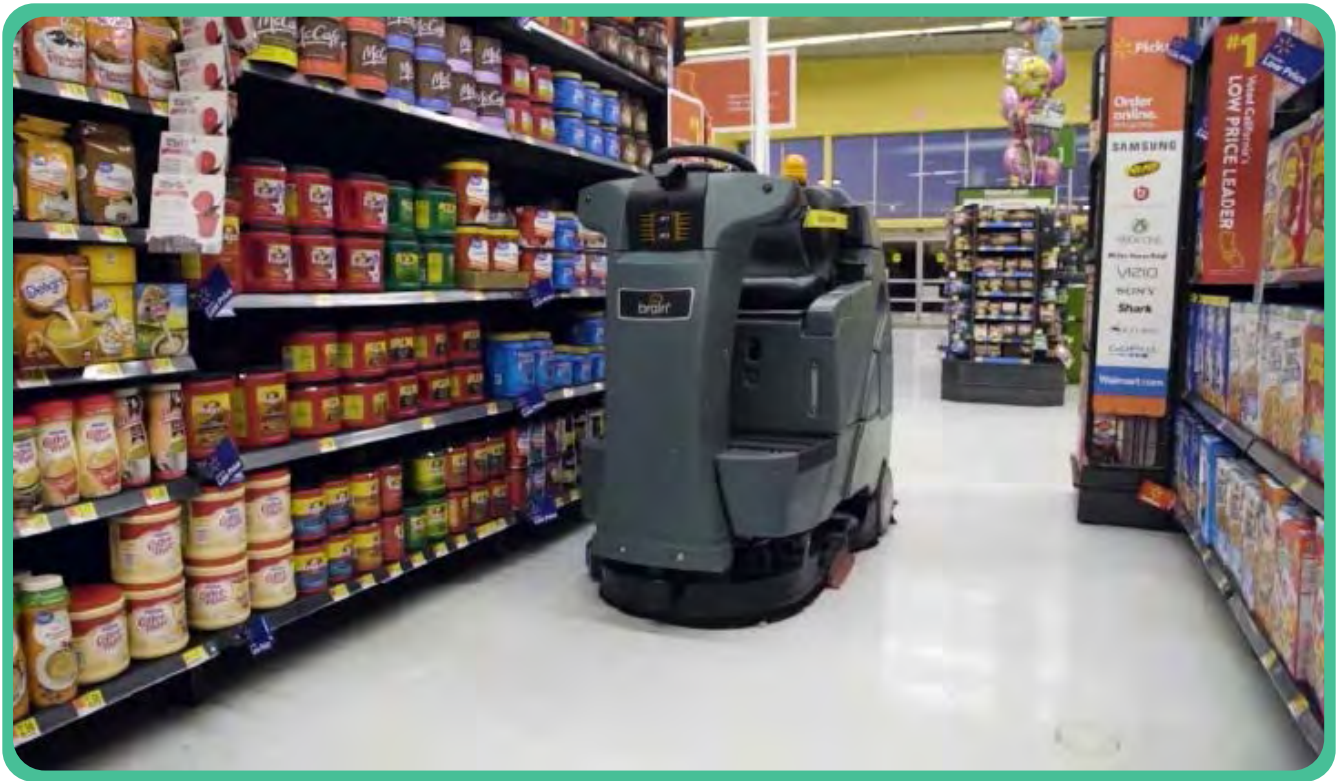




Walmart Relying on AI for Smart Inventory Management

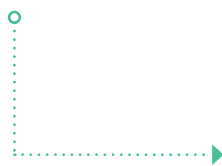
Walmart has been a frontrunner in [leveraging AI to improve its eCommerce operations](#), utilizing data to streamline customer and employee experience like none other! Specialized scrubbers are deployed in Walmart warehouses that make their way through aisles scanning shelf after shelf and capturing real-time images of every product.

The scrubbers are backed by AI and machine learning-backed algorithms that are trained to distinguish different brands and their corresponding inventory positions. Operating at upwards of 95% accuracy, these scrubbers automatically alert stock rooms when a particular product is at a predetermined level on the shelf so that it can be marked “available” for online orders. As and when products are emptied from the stock room, the algorithm alerts associates to replenish shelves in time for upcoming deliveries.



This fascinating implementation of AI at this massive scale not only improves inventory management efficiency but ensures that every item is always stocked and available on the shelf.

It might not come as a surprise that approx 130.2 million Americans shopped online over the Thanksgiving holiday weekend alone in 2022. AI and ML-backed predictions also help Walmart anticipate and forecast this demand for the holiday season and prepare its online catalog for peak customer traffic during online shopping frenzies during Black Friday, Cyber Monday, Thanksgiving, and Christmas weekends.



130M

Americans shopped online over the Thanksgiving holiday weekend alone in 2022.

Sephora's AR-Driven Immersive Virtual Try-On Experience

Sephora has been one of the first few brands to lead the eCommerce innovation wave with its [augmented readily-driven virtual try-on experience](#), developed in partnership with Augmented Reality (AR) company ModiFace. Probably the first in the beauty industry to allow online shoppers to visualize products before committing to a purchase, Sephora has set a new benchmark for eCommerce cosmetic shopping.

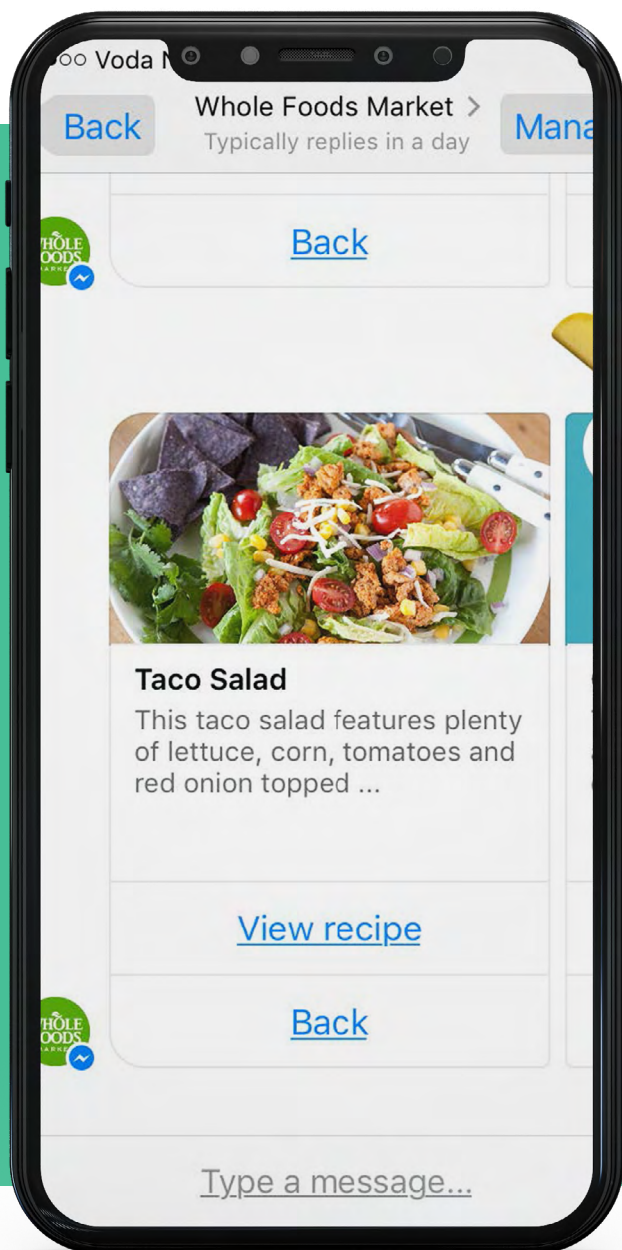
Not sure which lip shade will suit your skin tone or confused about your foundation shade match? No problem! All you need to do is switch on your camera and Sephora's virtual artist will allow you to virtually "try on" the product on your face to help you make a faster decision.

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Whole Foods Redefining Real-Time Support with Intuitive Chatbots

Whole Foods has always been making headlines for setting new standards for organic grocery shopping for families that prioritize healthy and conscious lifestyles. Whole Foods was also one of the first few brands to jump on the AI bandwagon and experiment with a new Facebook Messenger chatbot that allows customers to discover interesting meal recipes by conversing with a robot chef.



All you need to do to find delicious recipes is start a conversation with the chatbot by sending a food emoji to get a curated list of dishes you can prepare with that food ingredient.

For example, if you drop in a taco in the chat, you'll receive a bunch of taco recipes that you can explore and better still, shop for directly from the Whole Foods website.

The entire goal of this innovation was to simply recipe discovery and give online shoppers new ways to discover dishes that they might end up loving.

Ikea Using AI for Smart Demand Forecasting

For a brand like Ikea that deals mainly in furniture, the logistical cost of a poorly managed and inefficient supply chain can be too high to recover from. Ikea has been relying heavily on an artificial intelligence-backed smart demand forecasting tool to uncover highly accurate insights into and predictions based on statistical sales across its online and offline operations.

By understanding historical demand patterns for each product, the tool predicts future demand. Most factors that determine this calculation include shopping patterns during holiday seasons and festivals, seasonal changes and weather forecasts, and interior design trends.

This tool has helped Ikea optimize its operations and save money on logistics, while ensuring high customer satisfaction with better availability. For example, if a particular product is selling fast in one specific location via Ikea's website, this tool captures this trend and accurately predicts the need for more of those relevant articles to be routed to the warehouse to avoid dealing with a stockout situation.

This helps avoid overstocking in warehouses where demand for the product may not be as high and ensure enough availability where the product is selling fast within the appropriate time frame.



Carrefour Implementing AI for Better Supply Chain Management

[French retailer Carrefour](#) was one of the first to implement AI for improved inventory management and a smoother supply chain. By integrating software developed by advanced analytics leader SAS into its supply chain, Carrefour was able to collect, process, and analyze huge amounts of data from its stores, warehouses, and eCommerce sites to break down future demand in each outlet. Consequently, they were able to better manage their supply, to avoid stockouts and excess inventory, and reduce waste.

As per the Forecast Director at Carrefour France, the use of AI has helped free up time for their teams so they can divert their efforts towards forecasting strategies to better meet customer expectations and further reduce waste.



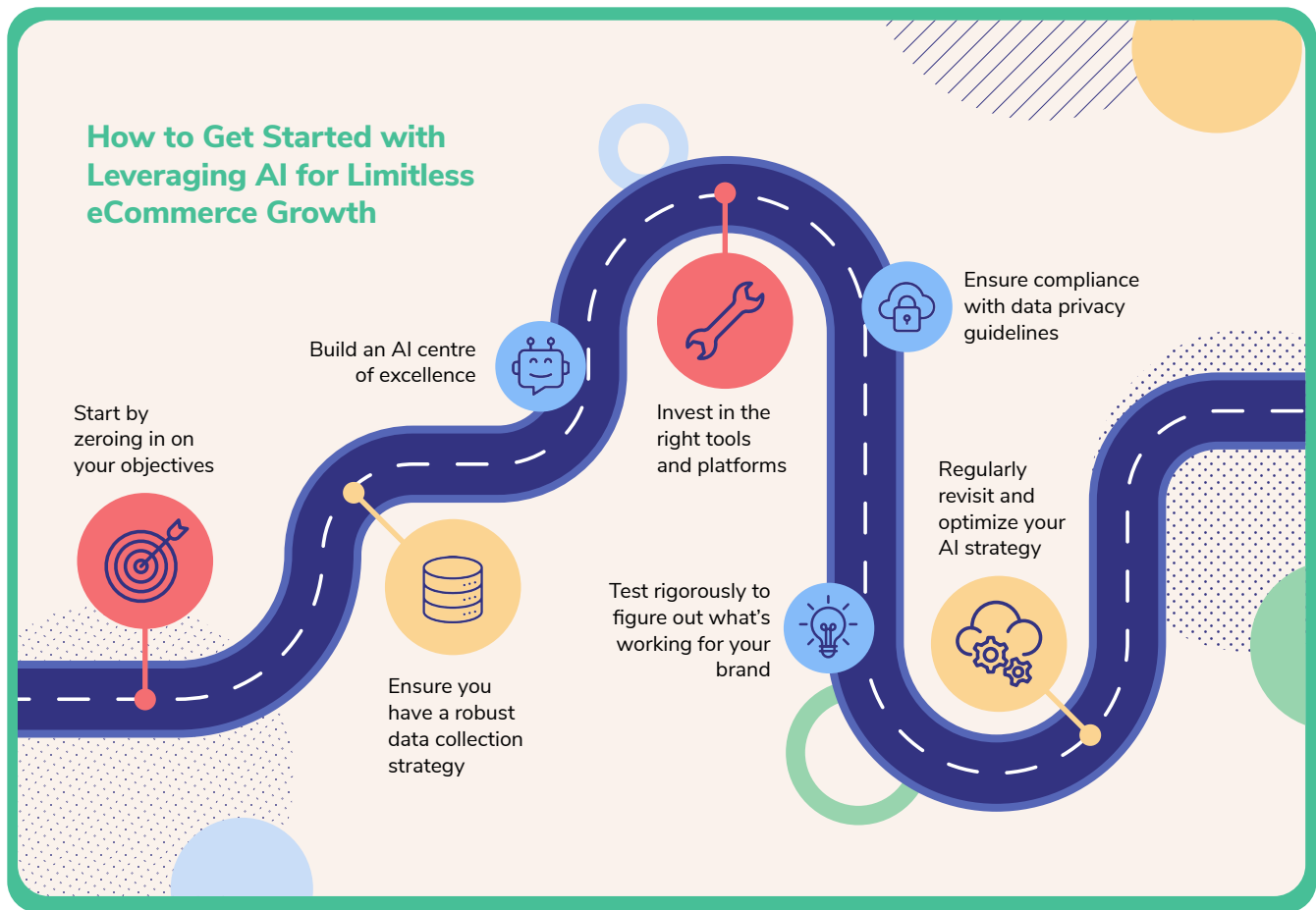
How to Get Started with Leveraging AI for Limitless eCommerce Growth

Now that we've learned fully well why you need to leverage AI for transforming your eCommerce business, it's time to dive into the how. Like anything else you do for your business, this bit requires an equal amount of strategic muscle as it requires execution brilliance.

By taking a structured approach, you can also ensure you're not shooting darts in the dark hoping for something to stick. So, without much further ado, let's dive right in!

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Start by Zeroing in on Your Objectives

The obvious first step in your AI-enabled eCommerce growth program has to be identifying a few key objectives your business needs to achieve by the end of it. Whether it is to incorporate hyper-personalization in your recommendation engine, optimize demand forecasting, or use Gen AI to supercharge your creative velocity, without a north star objective, you are more likely to achieve subpar results.

However, choosing your objectives should never be done in a silo. It isn't a one-time executive decision that needs to be signed off on yesterday. Rather, it is a very thoughtfully planned exercise that takes into account all the different contexts and nuances. Think about your quarterly and annual business goals and how AI could possibly help accelerate them.

You want to start slow and small, so you can drive some encouraging initial results and build on top of them going forward. If you are a lean team, there's merit in adopting AI for tasks that could free up your bandwidth - such as SEO content creation or marketing automation.



Ensure You Have a Robust Data Collection Strategy

Not that it needs reminding anyone, but data is the backbone of AI. And if that doesn't emphasize how important data it is to AI, it is its core too. Any eCommerce store has tons of data flowing into its systems at any given point in time. But do many pay as much attention to their data collection strategy as it necessitates? Probably not. Make sure you don't make that mistake. Be on top of your eCommerce data even before you start thinking of incorporating any AI applications into your business.

Build an AI Centre of Excellence

For any endeavor to succeed, you need a pack of solid team players that can help achieve the goal. In a similar vein, for your endeavor to leverage AI for your eCommerce business, you need a team made up of individuals from different departments and experts who are dedicated to the implementation of AI.

One thing to note here is that you might not necessarily hire any new people, more likely than not, you will find individuals within your own company who believe in the potential of AI and will be likely to champion and support the cause. At first, you could run this as a pilot project and see how things go. If there's merit — which if done right there definitely will be — go ahead and get it underway in full swing.



You'd need to carefully choose and set up are the AI tools and platforms that can enable you to achieve your AI-fueled objectives.

Invest in the Right Tools and Platforms

Once you have a team ready, the next few things you'd need to carefully choose and set up are the [AI tools and platforms](#) that can enable you to achieve your AI-fueled objectives.

Today, there are hundreds, if not thousands, of tools that tout themselves as the next big thing in eCommerce AI. Make sure you don't buy into the half-baked narratives and test out the couple of tools and tech that will really make a difference to your stack. We talk more about this in the next section of this eBook.

Ensure Compliance with Data Privacy Guidelines

With the power to transform your business also comes the responsibility to protect the data and privacy of your users, customers, and society at large. We've all seen a few too many movies around an AI apocalypse, and while that is far from happening in the near future, the threat of data being compromised is all too real. As an eCommerce retailer, your best bet is to not just ensure compliance with any data privacy guidelines, but also set up internal guardrails and processes that protect the privacy of any of your customer's data, and not just confidential.

Test Rigorously to Figure Out What's Working for Your Brand

If you asked Jeff Bezos tomorrow what his biggest learning has been over the past two decades at Amazon, he'd most definitely point you to the countless interviews, internal memos, and blog posts the company's written about their [biggest core belief: data-driven experimentation](#)

Now with AI in the mix, it becomes all the more important to be testing things rigorously to figure out what actually works (read: what your customers actually want). As a rule of thumb, make sure you're testing at least one big decision that impacts your end users every month.

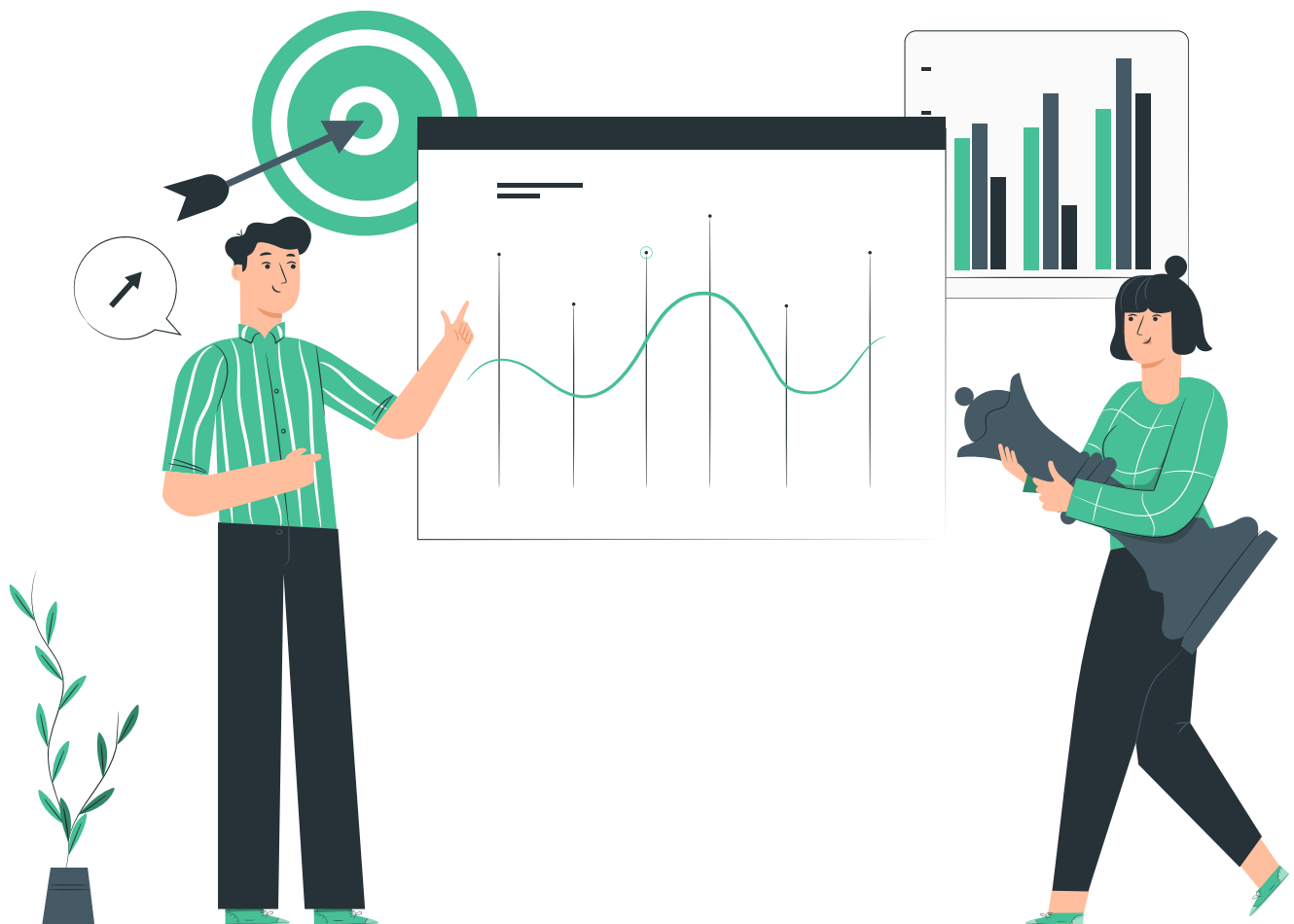
It all boils down to the fact that there is never a one-size-fits-all solution when it comes to adopting any emerging tech. What might work for one eCommerce business might not necessarily drive the same promising results for you. Data-driven experimentation is the key to unobstructed growth fueled by continuous testing and optimization.



Regularly Revisit and Optimize Your AI Strategy

They say, write your objectives with a pen but your plan with a pencil. In saying that, while you should be adamant about what you want to achieve, you should be flexible about figuring out how to reach there. To that end, it becomes imperative that you regularly revisit and optimize your strategy. Then, and only then, will you truly be moving at a rhythm expected of a world-class eCommerce business.

Create a plan to frequently revisit your strategy and make updates based on your learnings. Double down on what's working and eliminate strategies that didn't drive any results. In doing that, you can ensure you are always moving forward from where you started and are aware of the goals you are trying to achieve with an AI-backed growth strategy.

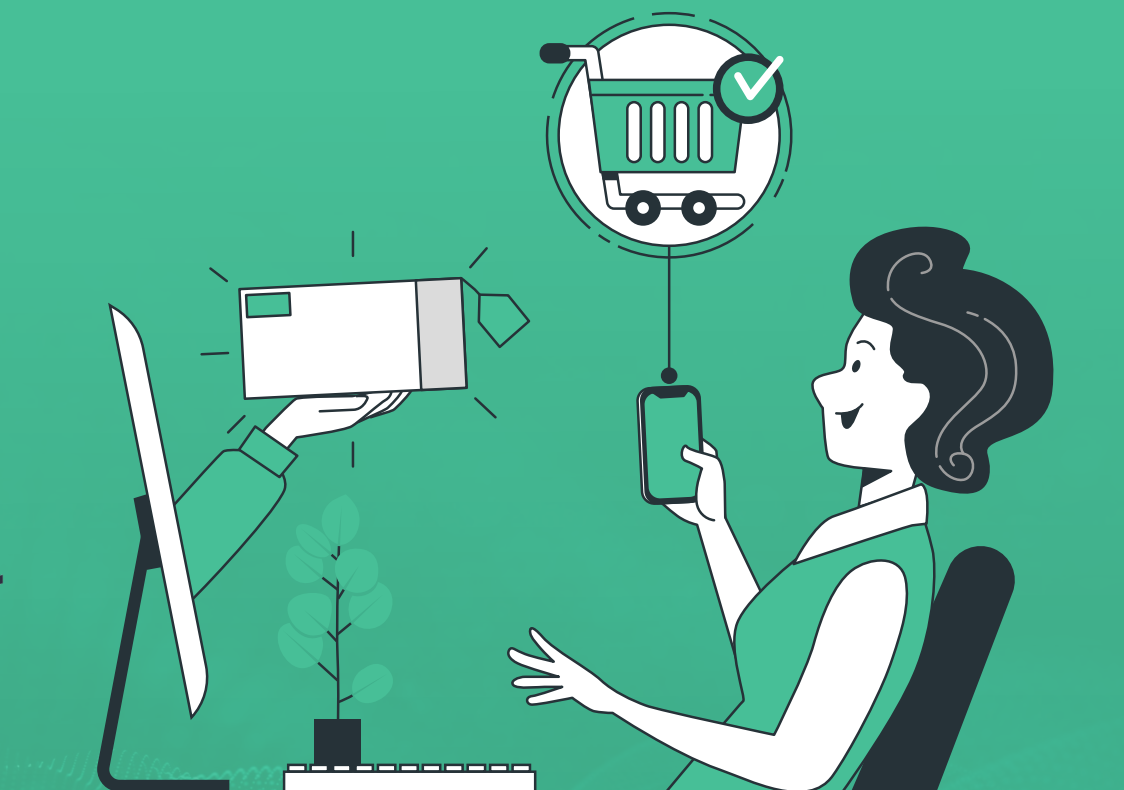


The Ultimate AI Tech Stack for eCommerce Businesses

It's great to see how proactively businesses across the world have adopted and embraced AI to supercharge growth. But let's be honest - it can get exceedingly overwhelming to jump on the bandwagon and grab that first-mover advantage.

If unsure about where to get started with adopting AI tools across your marketing and sales funnel as well as backend operations, we've put together a list featuring the ultimate AI tech stack that will set you up for success as you acclimatize your business with the world of AI-driven growth.

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Marketing Assets



SEO Content Generator: [Surfer SEO AI](#)

Designed to produce undetectable search-engine-optimized content that generates traffic, [Surfer SEO AI](#) delivers articles on any given topic based on keywords and the user's search intent. Built on its own proprietary AI algorithm, the tool promises unique, well-researched, and high-quality content you can dominate search rankings with!



Social Media Assistant: [Flick](#)

From content creation to brainstorming to repurposing, [Flick's AI assistant](#) promises to supercharge your social media workflow by sourcing unique and engaging content ideas, crafting personalized brand captions, auto-generating hashtags, and efficiently scheduling posts. To be honest, Flick can literally be a social media marketing manager masquerading as a bot!



Design Automator: [Designs.AI](#)

With [Designs.AI](#), it's actually possible to create logos, videos, and banners for your eCommerce store in under 2 minutes! By passing on the heavy lifting to this AI platform, you get to cut costs, save time, and streamline your design workflows so you can scale your marketing efforts even if your creative juices aren't flowing!



Reputation Management: [Brand24](#)

Be the first to get notified every time your eCommerce store receives a mention on social channels or if there is a change in the overall sentiment regarding your brand with [Brand24](#). Identify emerging trends and key events you can capitalize on to be part of ongoing conversations and access GPT-powered recommendations to improve your brand's presence, reach, and overall sentiment on social platforms.

Smart Inventory Management and Merchandising

remi

Demand Forecast: [Remi AI](#)

Designed specifically for retail and eCommerce businesses, [Remi AI](#) is a supply chain management platform that leverages AI to accurately predict customer demand and hence streamline everyday operations with agility. By factoring in seasonality, market trends, weather, customer shopping patterns, and competitor behavior, Remi forecasting AI engine automates demand prediction and helps you react and adapt quicker to changes in the market.

Sniffie

Dynamic Pricing Automation: [Sniffie.io](#)

[Sniffie.io](#) allows eCommerce teams to boost conversions and profitability by making smarter pricing decisions based on insights derived from [machine learning-backed software](#) that reacts instantly to dynamic market changes. AI analyzes your sales data to recommend the best prices for your products that are sure to boost your top line.

 **KLEVU**

Category Merchandising: [Klevu](#)

[Klevu](#) leverages [AI-powered merchandising](#) to deliver streamlined category navigation across all pages on your eCommerce website. From automatically re-ordering products in search results, category pages, and product recommendations based on shopper behavior and purchase patterns, Klevu helps shoppers navigate smartly and reach products they are most likely to add to cart.

Customer Support



Conversational AI Chatbot: **Boost.AI**

Don't you wish chatbots were a little less robotic and slightly more human? Boost.AI answers that wish with its [conversational AI chatbot](#) that is designed to tackle complex human interactions with personalized responses. By understanding the intent behind user inputs and learning from each conversation to improve future responses, Boost AI automates queries on virtually any topic - ranging from product information to order returns.



Personalization Chatbot: **Certainly.io**

Marketed as a “digital twin of your best salesperson”, [Certainly.io](#) is an AI chatbot built to maximize profits by recommending products, reducing returns, and upselling. Powered by Large Language Models (LLMs), Certainly specializes in contextual understanding to avoid customer frustration and boost average order values.

Personalization and Product Recommendations



Personalized AI Product Recommendation Engine: **Vue.AI**

[Vue.AI's product personalization engine](#) is designed to provide online shoppers with hyper-contextually relevant products across their shopping journeys, based on their preferences and search intent. The AI-based engine uses rich product and customer data to match every single shopper's preferences in real-time. The outcome? Watch your engagement and conversion metrics go north and to the right with intelligent personalization!



Omnichannel Personalization Platform: **Dynamic Yield**

[Dynamic Yield](#) is a solution built for businesses looking to leverage hyper-personalization at scale, along every shopper touchpoint, and across channels. Personalize end-to-end customer journeys with this AI-enabled powerhouse of a tool that crafts cohesive experiences for modern shoppers. Whether you are looking to aid discovery, target better, recommend smartly, engage meaningfully, or optimize shopping experiences, Dynamic Yield helps eliminate data silos by unifying your personalization efforts.

Intellimize

Website Personalization: **Intellimize**

[Intellimize](#) is another solid AI-powered tool designed for eCommerce website optimization that stages tailored experiences to turn casual browsers into loyal customers. If you're looking to transform your eCommerce website into a conversion magnet through personalized shopping experiences, Intellimize could be the tool for you.

Analytics and Predictive Modelling



Predictive Intelligence: **Qualtrics**

Get detailed insights into shopper sentiment and what makes your customers click, target each customer segment with unique offers, promotions, and rewards, and anticipate customer behavior with [predictive intelligence from Qualtrics](#). Its intuitive dashboards allow eCommerce teams to predict customer behavior and what is likely to get them to convert, so they can prioritize actions with the biggest impact.



Customer Analytics: **Tableau**

Tableau is a one-stop solution for intelligent eCommerce decision-making based on automated insights gathered from the analysis of millions of data points across customer journeys. From smarter visualization to highly accurate predictions and recommendations, Tableau leverages AI to revolutionize how eCommerce data is collected, organized, and used to improve shopping experiences.



Predictive AI and Fraud Detection: **DataRobot**

DataRobot is a leading AI platform that offers a way to bring all of a company's generative and predictive workflows into a single tool. With its collaborative approach that combines their open AI platform with deep expertise and broad use-case implementation ranging from fraud detection to demand forecasting.

Its AI engine helps online retailers detect and prevent fraudulent transactions, thus saving them losses in charge backs. It uses large language models and predictive AI to detect the likelihood of fraud and alert eCommerce teams.

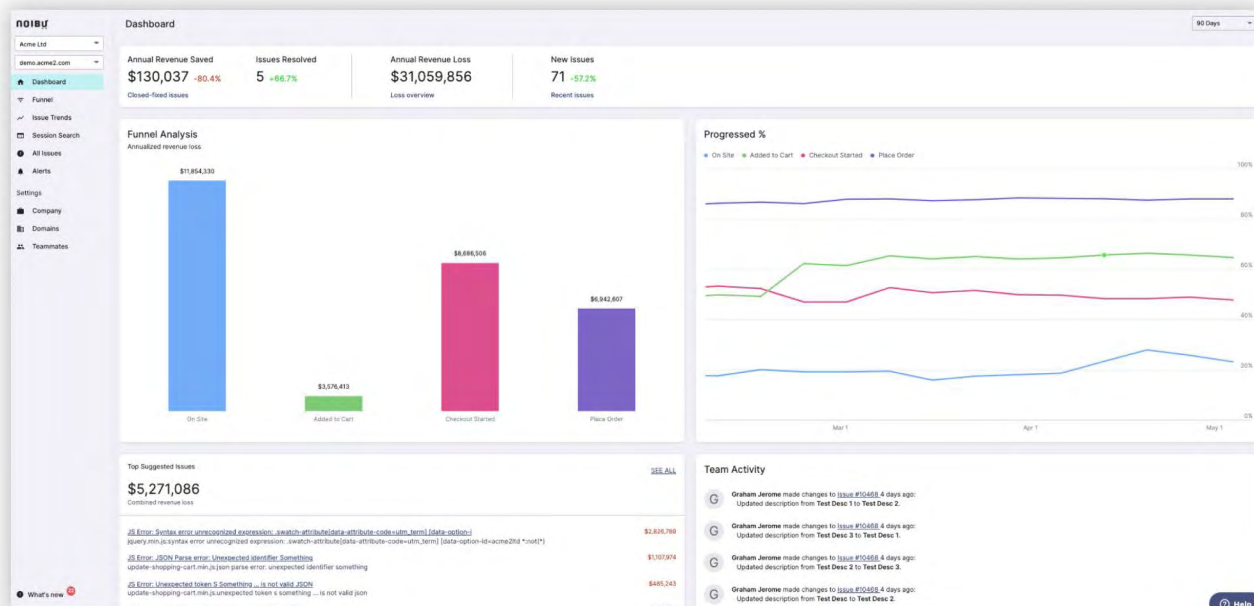
Website Monitoring



Error Detection and Revenue Recovery: Noibu

In the ever-evolving, fast-paced world of eCommerce, [website errors](#) are unfortunately inevitable. As eCommerce managers, your best bet is to detect and resolve errors before they hamper your conversions and [cart abandonment rate](#).

A one-of-its-kind tool that makes error monitoring, prioritization, and resolution a breeze for eCommerce businesses, [Noibu](#) is built to detect 100% of all errors that occur on any eCommerce website. Noibu automatically detects website errors, prioritizes them based on the impact they have on your revenue, and provides the technical details required to resolve them (down to the exact line of code).



Not only do you get to address revenue-impacting errors in real-time, but also save on resolution time by up to 70%. Designed for business teams, product managers, and engineers alike, Noibu helps streamline the entire error detection and resolution process for eCommerce businesses to ensure minimal impact on customer experience and conversions.

The Noibu logo is centered within a white circle. It features the word "NOIBU" in a bold, dark blue, sans-serif font. The letter "U" is stylized with two small green dots positioned below it, resembling a smile.

NOIBU

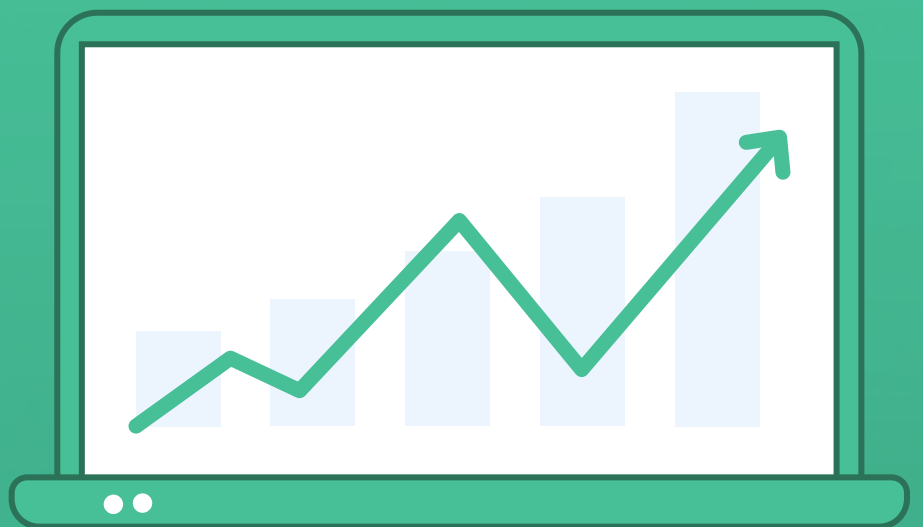
Ready to experience the magic of Noibu for your online store? Sign up for a **free checkout audit** to uncover errors that could be impacting your sales.

Jumping on the AI Bandwagon - The Key to eCommerce Success in 2024 and Beyond

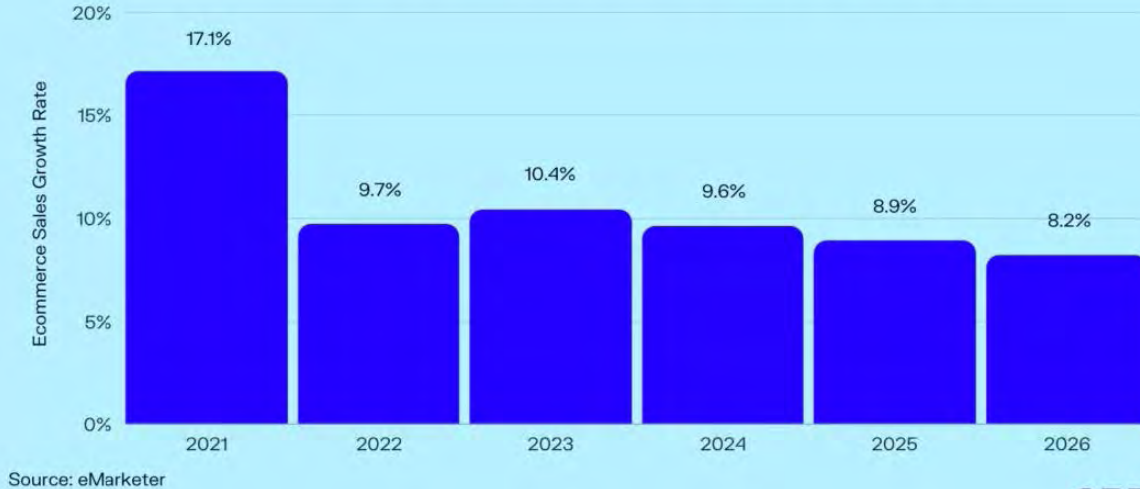
With global eCommerce sales accounting to \$5.8 trillion in 2023, growth in online shopping is clearly showing no signs of slowing down. For online retailers, the race to eCommerce success might've kicked off a couple of years ago, but growth and customer loyalty are still up for grabs.

The single most crucial differentiating factor is and will continue to be the quality of customer experiences - that will determine who gets the larger piece of the success pie.

NOIBU



Global Ecommerce Growth Rate (2021 to 2026)



OBERLO

Source: Oberlo

AI will be a superpower in empowering online retailers to deliver exceptional customer experiences that are personalized, convenient, and absolutely frictionless. For eCommerce businesses, there's never been a better time to position for limitless growth by leveraging emerging technologies to deliver delightful online shopping journeys that convert. As for the future of AI in eCommerce, there are endless possibilities to be uncovered.

Investments in technologies such as predictive analytics, sentiment analysis, natural language processing, machine learning, augmented reality, and generative AI, will continue to double down, leading to more robust and sophisticated systems that promise hyper-accurate results and predictions. eCommerce businesses that are quick to move with agility in adopting AI tools and services are sure to come out the other side with an accelerated growth trajectory.

The bottom line remains that just like in most innovations, the first-mover advantage is going to make a world of a difference. It's time to embrace this paradigm shift and prepare your eCommerce business for an AI-driven future. AI will continue to eat the world; the question is -are you ready to join the party?