SPARQUE·AI

HOW AI-DRIVEN PERSONALIZATION CAN DRIVE E-COMMERCE REVENUE

E-commerce site conversion rates are less than 2 percent. But AI-driven personalization, search, and recommendation solutions like SPARQUE.AI are driving engagement... and revenue.

1 E-commerce sites have some big CX challenges:

94%
fewer views were generated with static content vs. interactive content.

70%
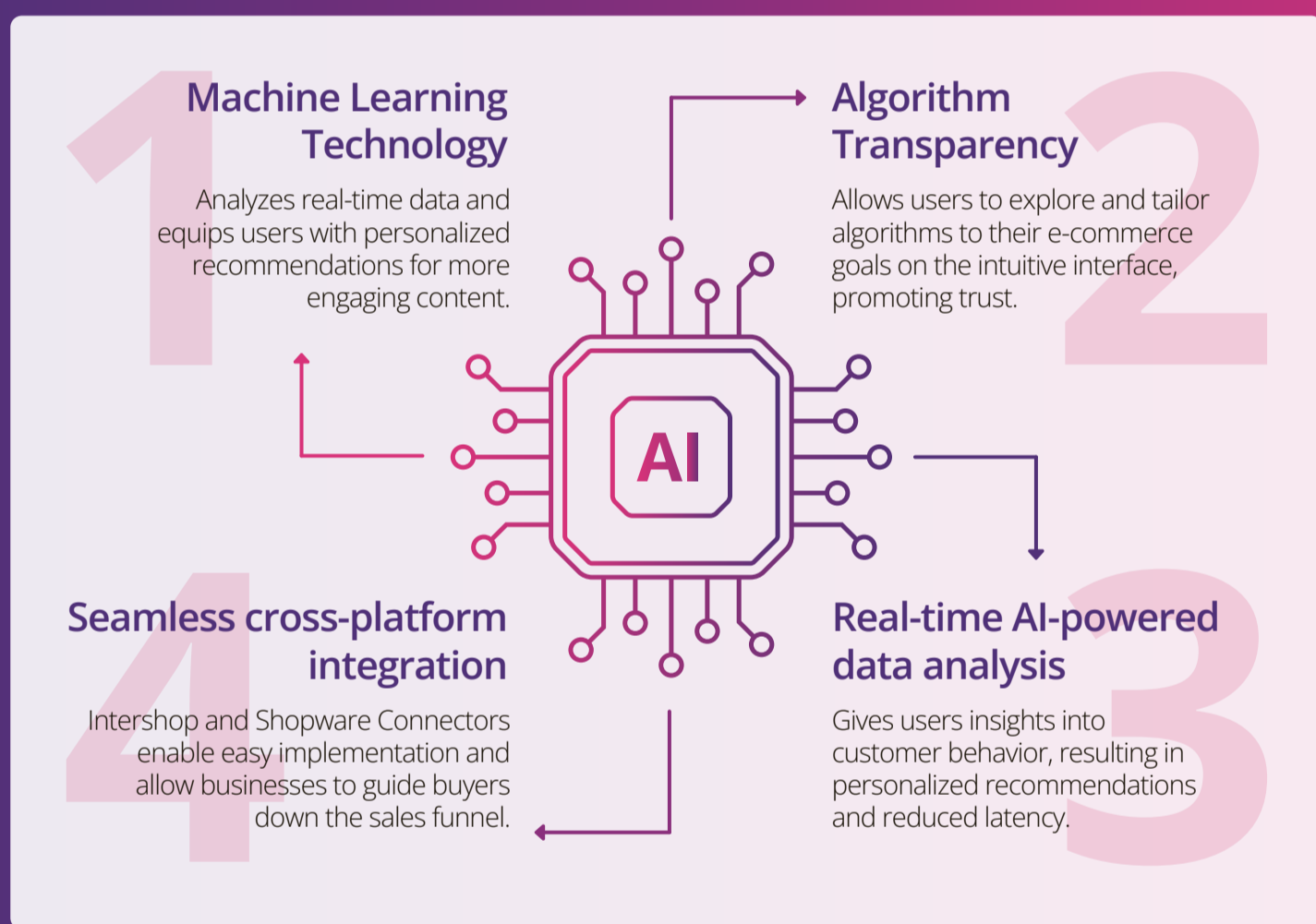of shopping carts are abandoned due to a lack of personalized marketing.

40%
of shoppers abandon websites that take longer than three seconds to load.

1.84%
is the average conversion rate in the e-commerce industry.

2 How AI-driven personalized e-commerce works:

SPARQUE.AI customizes experiences through intuitive recommendations based on personal order history, frequently bought by similar customers and seasonal patterns.

1 Machine Learning Technology
Analyzes real-time data and equips users with personalized recommendations for more engaging content.

2 Algorithm Transparency
Allows users to explore and tailor algorithms to their e-commerce goals on the intuitive interface, promoting trust.

AI

4 Seamless cross-platform integration
Intershop and Shopware Connectors enable easy implementation and allow businesses to guide buyers down the sales funnel.

3 Real-time AI-powered data analysis
Gives users insights into customer behavior, resulting in personalized recommendations and reduced latency.

3 The result: Increased engagement and revenue:

Personalized recommendations attract more customers. SPARQUE.AI's customers are seeing some amazing results:

20%
Increase in conversions

29%
Revenue boost

3 months
To achieve ROI

MS Schippers

ACHIEVED:

67%
Higher share of wallets across several product categories.

40%
To 67% more order lines per week.

BOUW|MAAT

RESULTS:

20%
Higher conversion rate.

6%
Higher order value.

Discover how personalization can elevate your e-commerce revenue.

GET STARTED TODAY