

# 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%

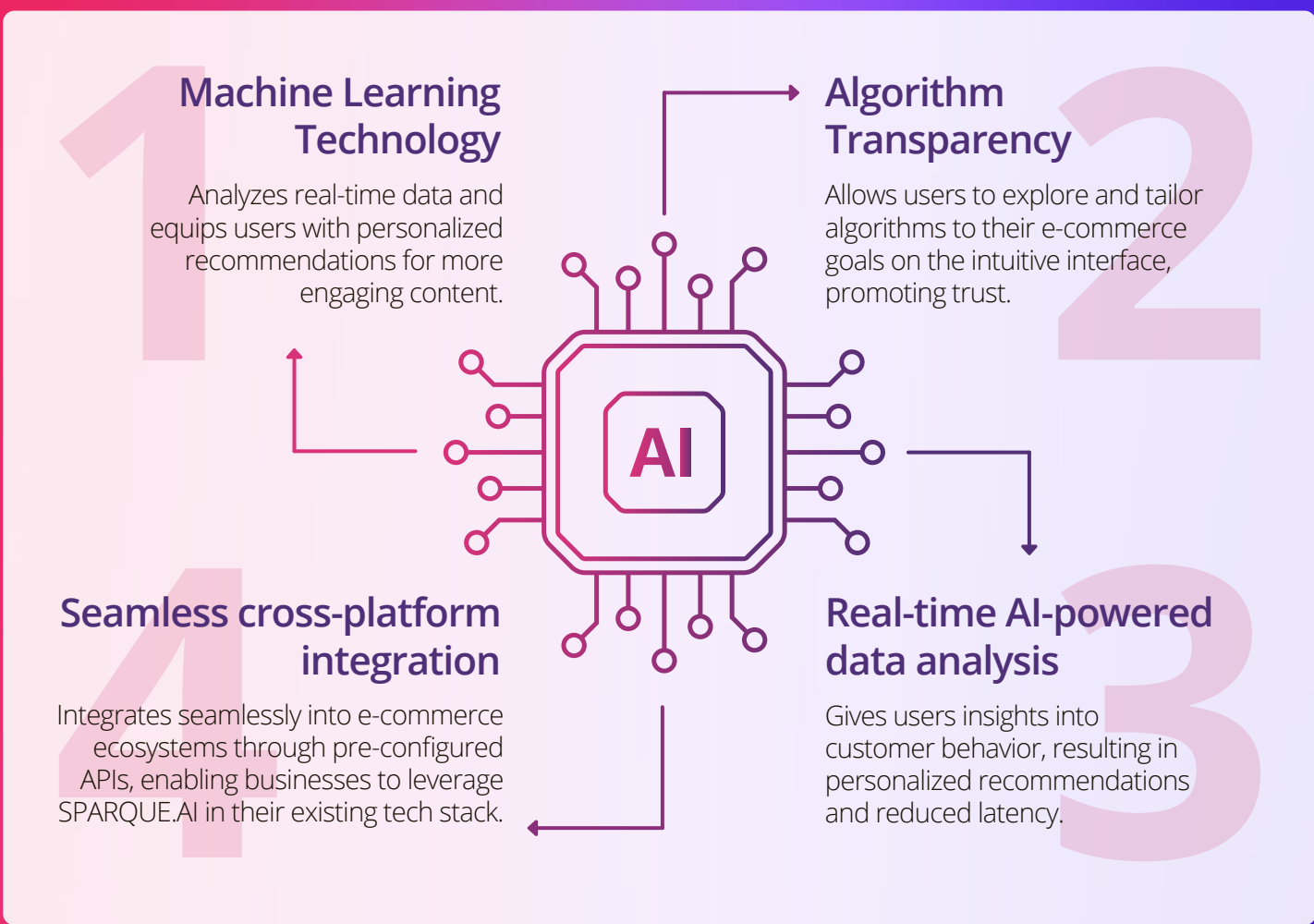
of shoppers abandon websites that take longer than three seconds to load.

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.



## 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.

**BOUWMAAT**

RESULTS:

20%

Higher conversion rate.

6%

Higher order value.

Discover how personalization can elevate your e-commerce revenue.

GET STARTED TODAY