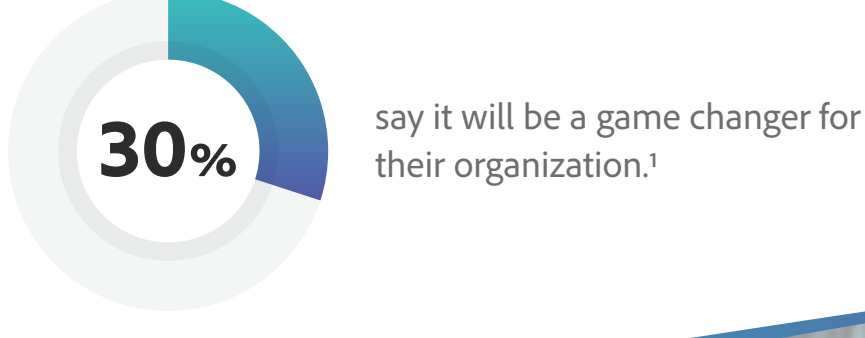


# AI-Powered Commerce: Coming Sooner Than You Think

Get ready for the next generation of digital commerce.

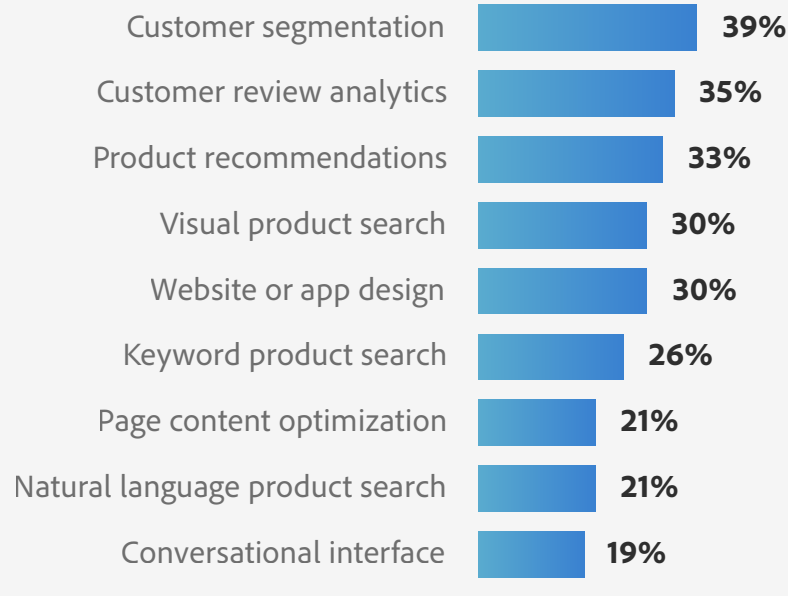
## Digital leaders are betting on artificial intelligence (AI).



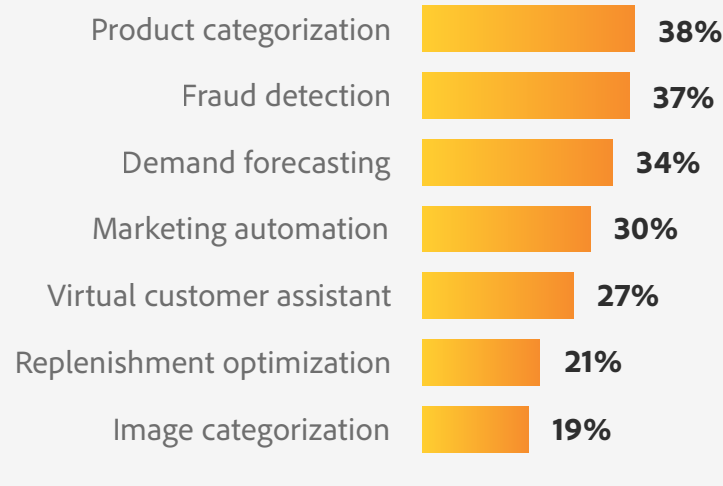
## AI promises to change all aspects of digital commerce, end to end.

### Research<sup>2</sup> suggests eCommerce organizations use AI to:

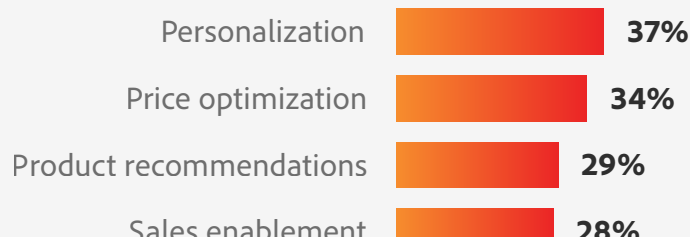
#### Transform the customer experience



#### Manage costs



#### Grow revenue



## AI powers Amazon and Netflix.

Both of these digital powerhouses rely on AI:



**167 million**

Netflix subscribers worldwide receive recommendations powered by AI and big data.<sup>3</sup>



**35%**

or more of Amazon's revenue is earned through product recommendations.<sup>4</sup>

## How AI will redefine eCommerce capabilities:

**AI-powered product recommendations** recommend products based on shopper behavior patterns.

**AI-powered merchandising** updates product content in real time to optimize conversions.

**AI-powered content creation** combines content modules into custom content on the fly, writes copy, even shoots video via drone.

**AI-powered site and product search** helps shoppers navigate product catalogs and find exactly what they want.

**AI-powered fulfillment** (coming soon) continually adjusts strategies based on inputs such as weather and shipping.



Learn more about the future of AI in digital commerce.

[View the webinar at magento.com.](https://magento.com)



<sup>1</sup> <https://www.gartner.com/en/publications/2021-cio-agenda-seize-this-opportunity-for-digital-business-acceleration>  
<sup>2</sup> <https://www.gartner.com/en/documents/3988006/hype-cycle-for-artificial-intelligence-2020>  
<sup>3</sup> <https://www.sparkeighteen.com/blog/how-to-create-a-video-streaming-platform-like-netflix/>  
<sup>4</sup> <https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-keep-up-with-consumers>