

# Maximizing E-Commerce Conversion with AI

The Quirk's Event 2022 Chicago

April 12<sup>th</sup>, 2022



A division of **Beha>iorally**

# 14.2%

US e-commerce growth in 2021

# 30K

New products launched every year

# 1 in 3

US households with Prime memberships

# 200K

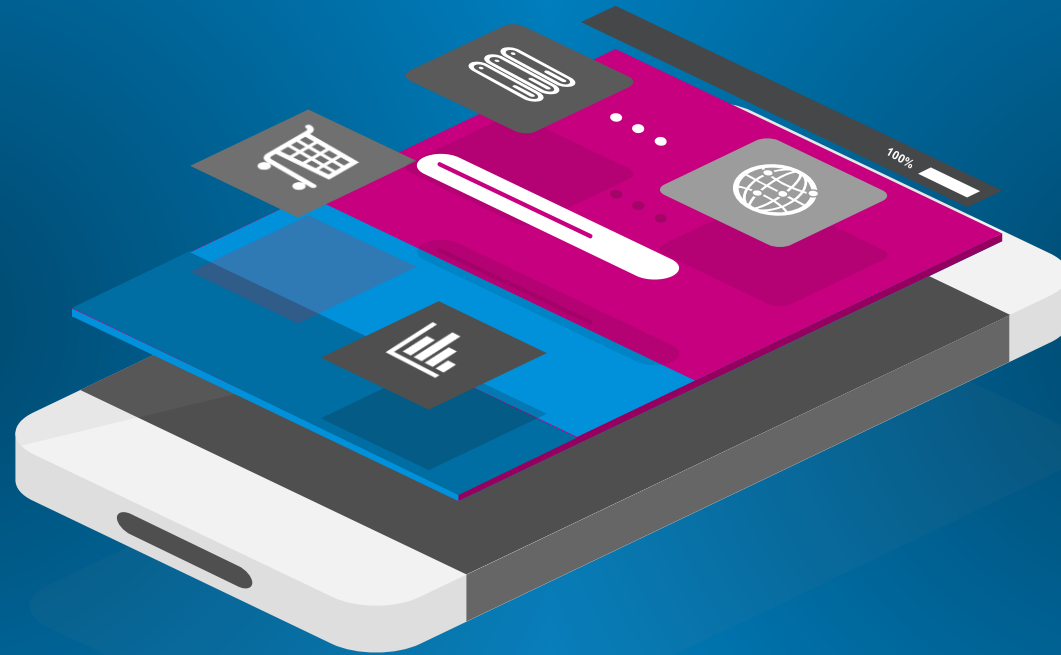
New sellers on Amazon in 2020

# \$4,777

Amazon Sales Per Minute

# Hourly

Updates to Amazon Best sellers



Best Seller



Aussie Miracle Moist Shampoo, and 3 Minute Miracle Deep Conditioner Hair Treatment Bundle, Infused with Avocado & Australian Jojoba Oil,...

3 Piece Set

★★★★★ ~ 10,664

Amazon's Choice



Sponsored ⓘ

Colgate Total Whitening Toothpaste with Stannous Fluoride and Zinc, Exclusive, Whitening Mint, 4.8 Oz...

4.8 Ounce (Pack of 4)

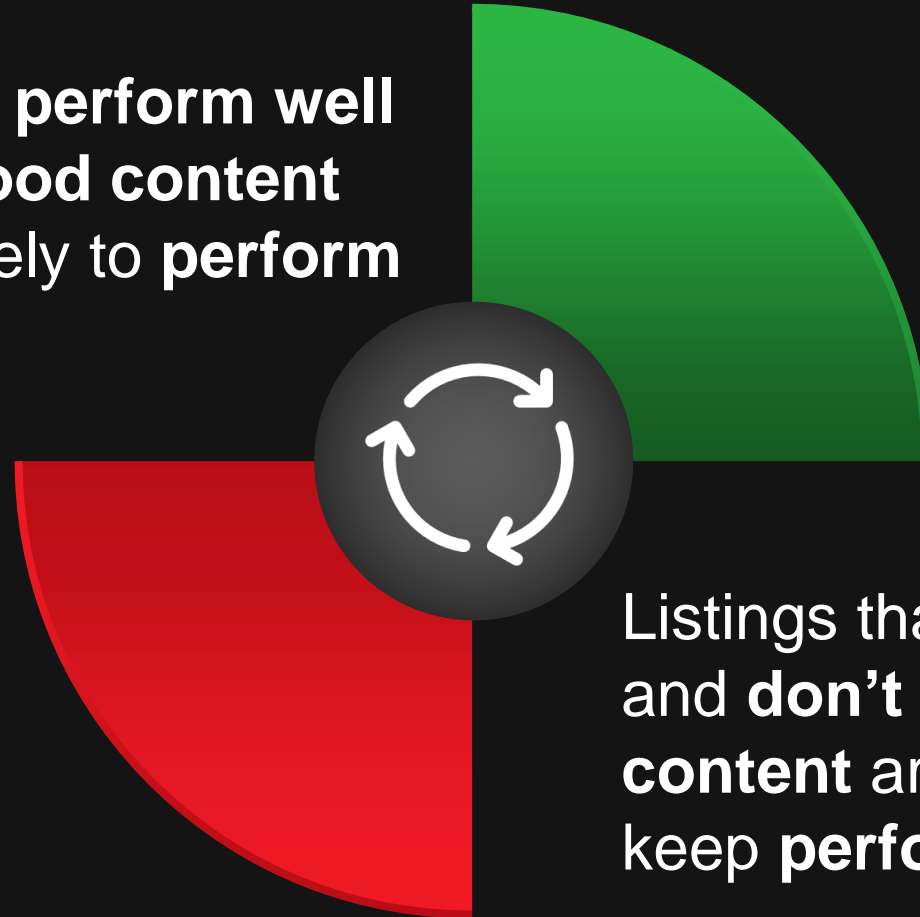
★★★★★ ~ 17,454

## Negatives Impacting Ranking

- Little time spent on PDP
- High exit rate
- No conversion



Listings that **perform well**  
and have **good content**  
are more likely to **perform better**.

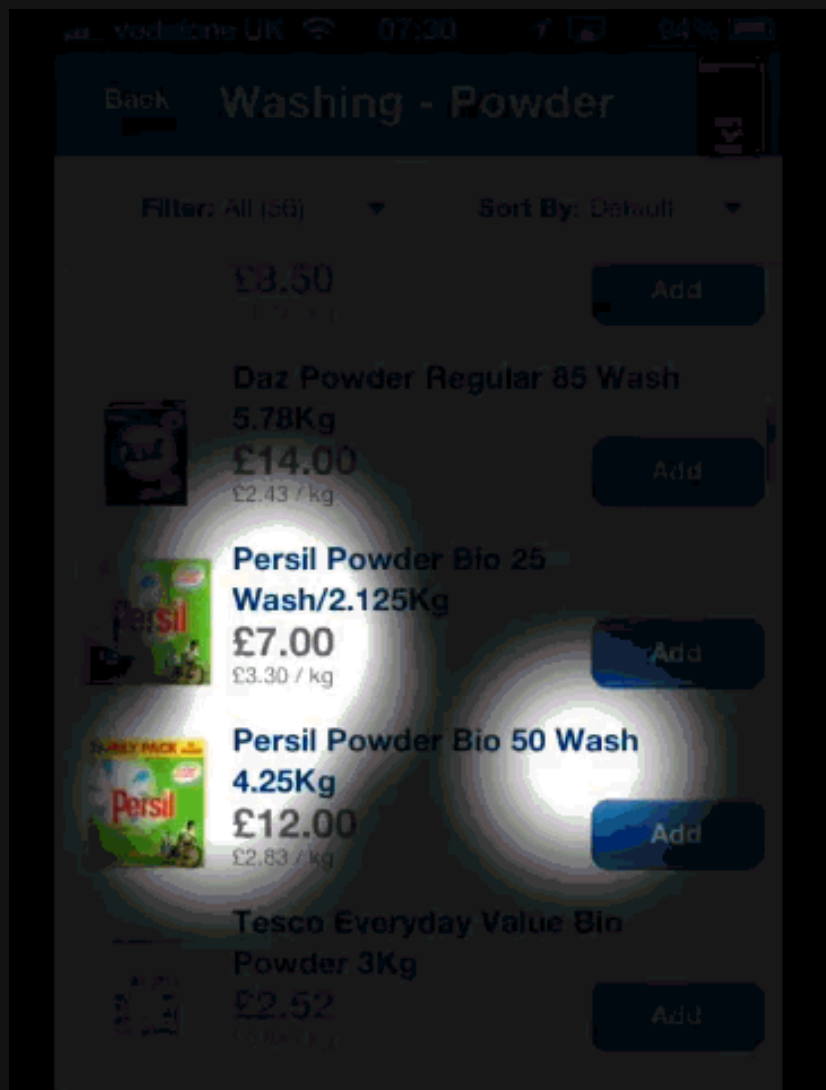


Listings that **perform poorly**  
and **don't have good content**  
are more likely to  
keep **performing poorly**.

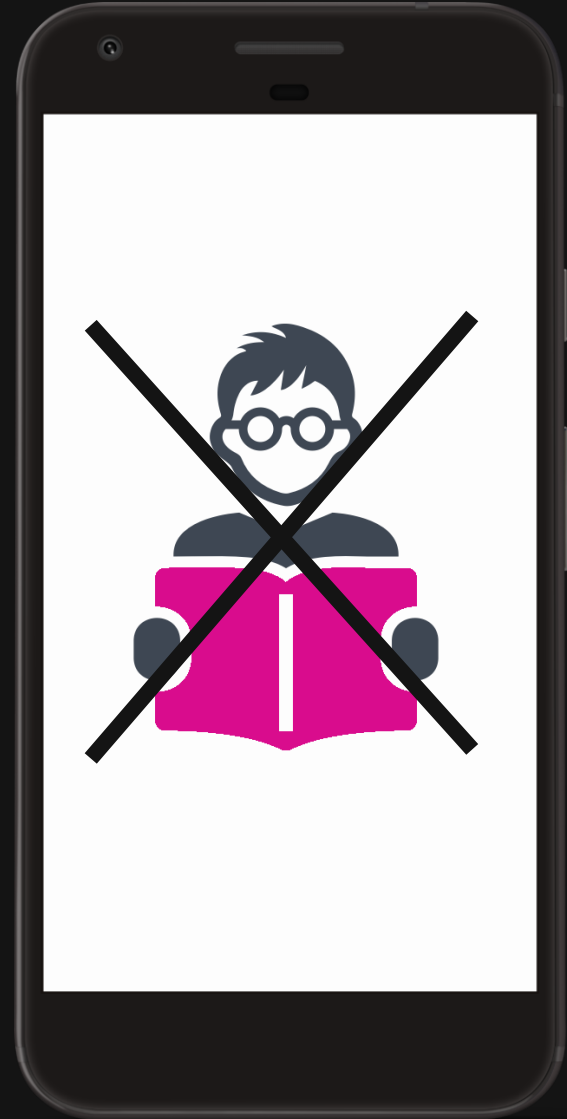
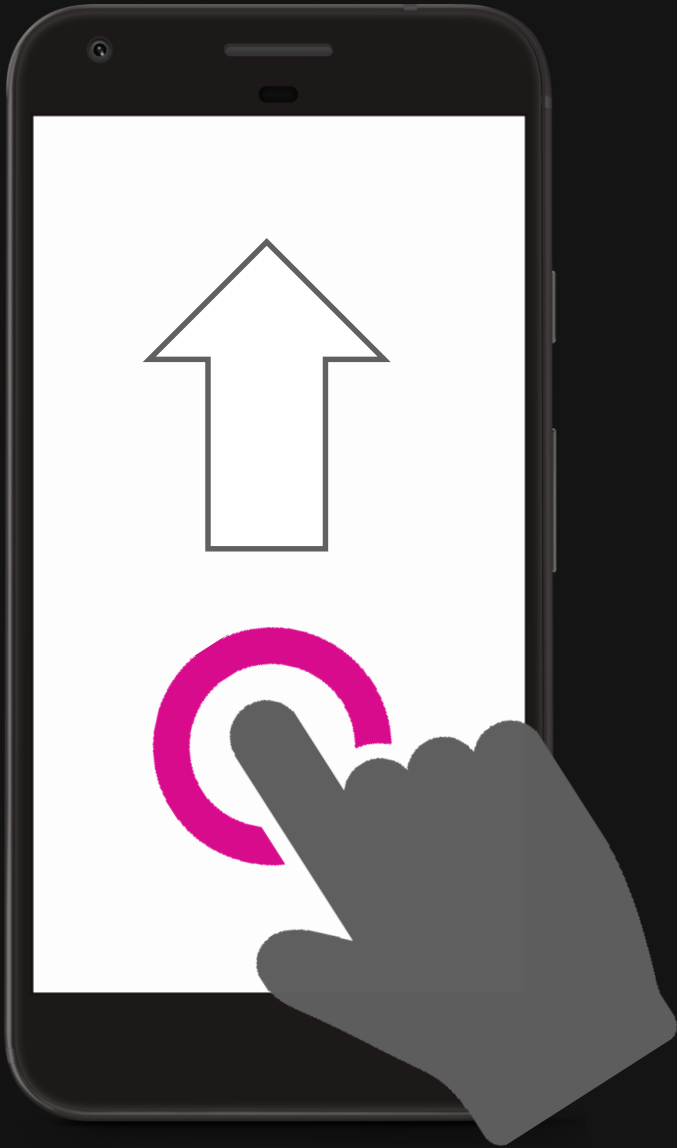














A DELICATE  
CHOCOLATE SHELL  
WITH A SMOOTH MELTING CENTER



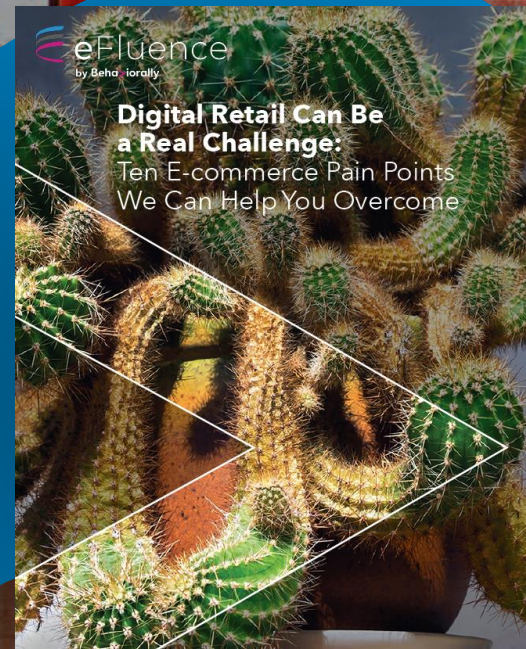


3  
oz





### 3 Too many boxes



There are hundreds of SKUs on the digital shelf, with product data to manage in minute detail. Can the process be any easier?

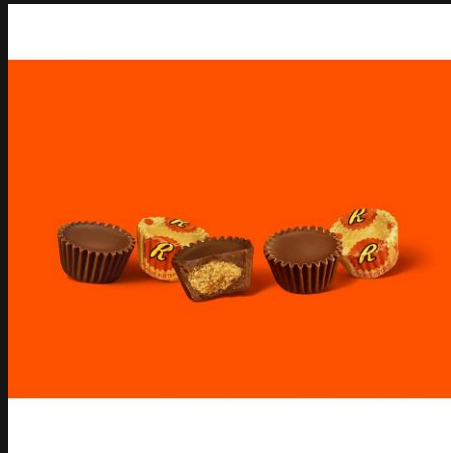
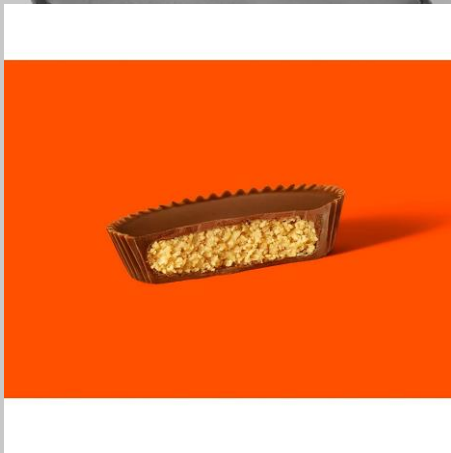


# Reese's

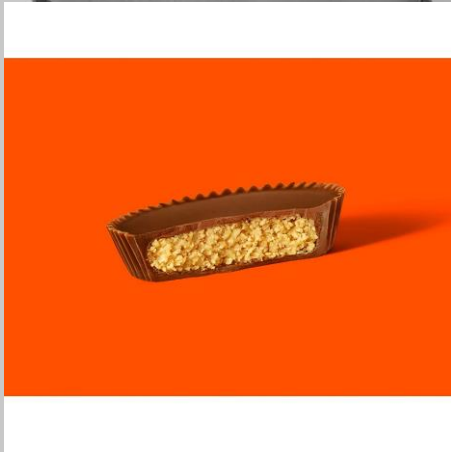


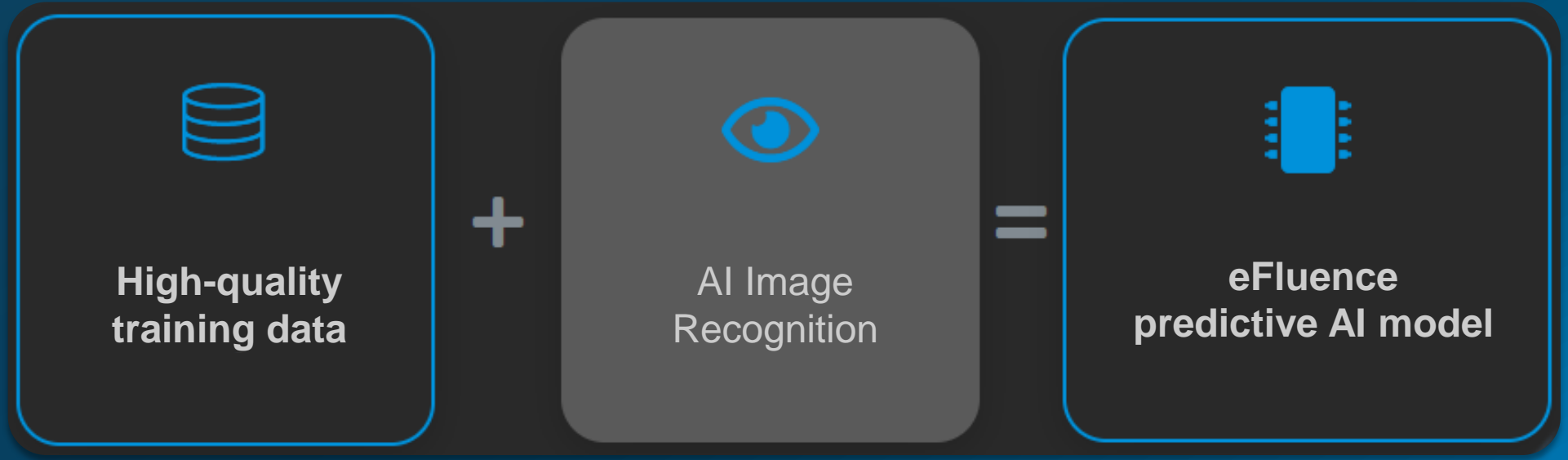
47  
Chocolate  
Items on  
Amazon

# Reese's



# Reese's







Hero Images



Product Images



Lifestyle Images



Size Images

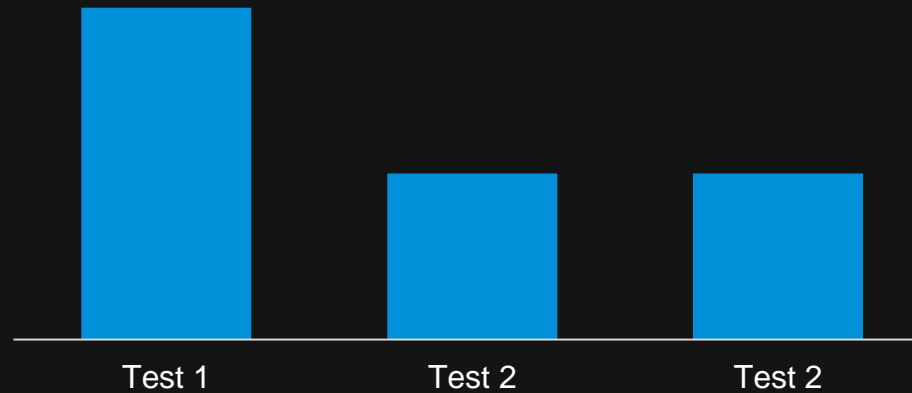


FTM Section Images



# AI Predictions Match AB Test Sales Data

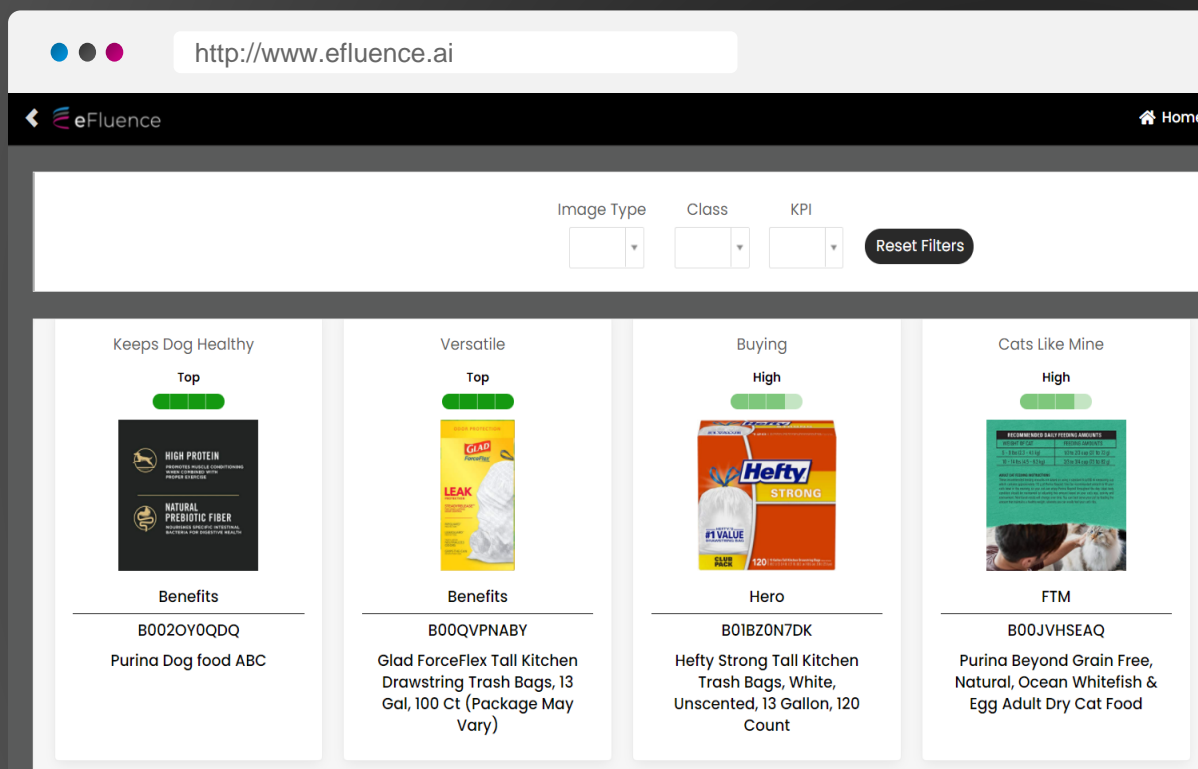
Amazon AB Test Conversion



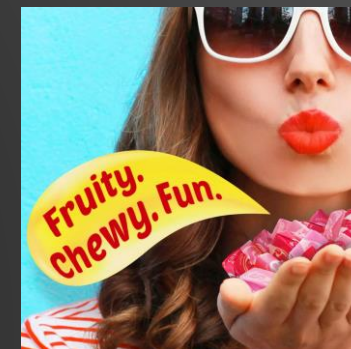
Flash.PDP AI Scores - Buying



# AI to Instantly Evaluate All Your E-Commerce Images



## TOP PERFORMERS



## DEFICIENT IMAGES



# Thank You

Visit us at [eFluence.ai](https://eFluence.ai)



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