MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE ®

AI for Ecommerce

BLUEPRINT

WRITER

Table of Contents

Your Ecommerce AI Opportunity

You have the opportunity of a lifetime in front of you if you work in ecommerce:

The opportunity to profitably apply artificial intelligence to your business.

Today, forward-thinking ecommerce brands are using AI to:

- Dramatically boost marketing productivity and performance...
- Scale up marketing output to reach more customers in more places...
- And sell more products to more people more often.

Unfortunately, though, too many ecommerce brands fail to capitalize on this opportunity...

All too often, companies of every size and stripe find themselves overwhelmed by AI.

The sheer number of tools, strategies, and considerations are enough to drown even the smartest, savviest leaders and teams.

And it's not for lack of trying. Most ecommerce brands want to hit the gas with AI. But instead, they find themselves stuck in the mud.

They either haven't gotten started with AI in a meaningful way because they don't know where and how to start...

Or they're desperately trying to expand beyond initial experiments to truly grow their business.

That's the bad news.

The good news is:

When it comes to AI, every single ecommerce brand can get started or get unstuck, if they have the right guidance.

This resource is here to help.

In it, you'll find a clear blueprint to get started with AI in ecommerce today—or profitably expand your use of the technology in your business.

That's because the AI experts at Writer and Marketing AI Institute have been in your shoes.

The team at [Writer](#) has helped hundreds of businesses effectively adopt their full-stack generative AI platform across business processes and industries, including ecommerce.

And [Marketing AI Institute](#) has been helping marketing and business leaders understand, pilot, and scale AI since 2016, including professionals at leading ecommerce companies like Amazon, Shopify, and Wayfair.

Together, we've teamed up to give you accessible and actionable guidance that helps you take your next steps with AI.

Ready to learn how to use AI for your ecommerce operations? Let's dive in.

Generative AI 101 for Ecommerce

To start, it helps to take a step back and understand today's current generative AI moment.

Artificial intelligence as a field has existed for more than 70 years.

In the last couple of decades, machine learning has been the star of the field. Machine learning is the subset of AI that uses sophisticated algorithms and techniques to make predictions from data.

In fact, almost all use cases of AI in the last 20 years have been centered around using machine learning to make predictions and forecasts from large sets of data.

Only in recent years have major AI breakthroughs resulted in an entirely new set of capabilities and use cases for AI.

Today, a certain type of AI system can now generate text, images, video, audio, and code. We call these systems, collectively, generative AI.

The most well-known example of generative AI today is ChatGPT. And it's an illustrative example of what generative AI can do, where it's going, and what it means to your business and work.

When ChatGPT was released in late 2022, it was only able to generate text.

Today, it's skilled at writing everything from blog posts to white papers to sonnets.

And it's now joined by a number of other world-class models that can write with a high degree of competency and creativity, such as Claude 3 Opus.

ChatGPT no longer just generates text, either. The tool can also now generate images, analyze visuals, and process data.

Not to mention, there are now also thousands of other generative AI tools that not only generate text and images but also write code (GitHub Copilot), generate video (Sora from OpenAI, Runway, Pika), and generate audio and music (Suno, Udio).

This matters to any business that does digital marketing, especially in ecommerce.

Every company on the planet now has access to affordable and powerful generative AI tools that can dramatically reduce the amount of time it takes to brainstorm and create content, construct performance-driven campaigns, and produce marketing outcomes.

In turn, this is rapidly lowering the cost and increasing the speed at which every firm can create and iterate to reach their customers.

And that's helping businesses that adopt AI grow at lightspeed.

So, what can generative AI do for your business?

Let's take a look.

While generative AI started out as a text generation tool, today it is truly multimodal—meaning it's able to generate outputs in a variety of mediums.

What It Can Do

The things that generative AI excels at fall into a few distinct categories.

Create

Generative AI excels at, well, *generating*.

Anytime you need to create something, generative AI can probably help.

Using it, anyone at an ecommerce company, regardless of creative or artistic skill, can now almost instantly create:

- Ad copy and creative
- Landing pages
- Marketing copy
- Marketing and product images
- Marketing and product videos
- Product descriptions
- Product designs and visuals
- Website pages
- And much more

Of course, just because you can create something with generative AI doesn't mean you should simply generate all of your content and assets using AI.

(We'll talk about where generative AI makes the most sense in your business throughout the rest of this guide.)

But right now, the simple fact of the matter is that generative AI can create text, images, video, audio, and code.

And these capabilities may be extremely beneficial to you as you create and manage ecommerce marketing campaigns.
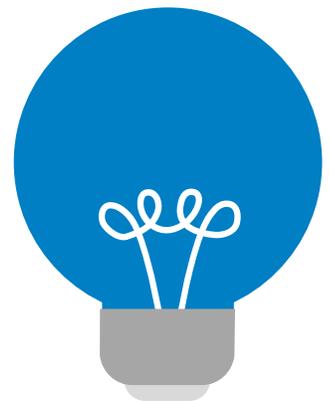
Ideate

Generative AI doesn't just generate outputs...

It can also be a creative aid that helps you generate more high-quality ideas in less time.

Forward-thinking ecommerce companies today are pairing human specialists and strategists with AI assistants that help them:

- Ask smarter questions about goals, campaigns, and operations
- Brainstorm alternative strategies and approaches
- Create new ideas for campaigns, copy, and creative
- Get different perspectives on problems and campaigns
- Solve tough problems in new ways
- Spark creativity by getting prompts from AI
- Spin off ideas from existing campaigns and strategies
- Think about challenges in new, inventive ways
- And more

AI tools today are, quite literally, idea machines.

Iterate

Generative AI also excels at iteration.

Anything you've created or come up with using humans or AI—or the work of other firms you admire or compete with—can be endlessly repurposed and remixed by generative AI into new forms and formats.

It can also take any type of content and use it to generate new outputs or outcomes.

For instance, you can turn any type of audio (like a podcast, course, or webinar) into transcribed text easily using generative AI, then generate blog posts, website copy, social media posts, and more from it.

What It Can't Do

There are plenty of things that generative AI can't do very well. These include:

- **Replace humans.** Generative AI doesn't remove the need for human professionals to be in the loop and active in knowledge work. In fact, these tools make human judgment and consideration even more valuable, as both are needed to leverage these tools' superpowers responsibly.
- **Get facts right.** Generative AI systems have well-documented problems with "hallucinations." That means they often make up facts and information that are completely wrong but sound legitimate. While newer systems are cutting down hallucinations and connecting to real-time information sources, you cannot trust information produced by a generative AI tool until it is verified by a human.
- **Produce copyrightable material.** Generative AI tools produce some incredible outputs that you can and should use in your ecommerce marketing. But understand that, at least in the United States, outputs created by generative AI cannot be copyrighted. Laws in other countries are different, so check with your lawyer. Yet, right now, the current guidance from the [U.S. Copyright Office](#) states that you don't actually own anything produced by generative AI in the U.S.

What It *Should* Do

Based on these considerations, what should you use generative AI for in your ecommerce business?

In short, you should use it to give your people superpowers, not replace them.

Your people should be empowered to experiment with generative AI across any business use case that involves generating text, images, video, audio, code, or creative ideas.

Because it can save you massive amounts of time and money, as well as get better results, across many areas of your business.

But that time and money saved and those results achieved should be used to help employees do better work across more channels and/or reallocate their time to higher-value, more strategic tasks.

Generative AI should not be thought of as a replacement for the people doing the work.

So, experiment with using generative AI for any use case that involves generating outputs—but with the express goal of either making the person who generates that output better at their job or freed up to do different tasks.

(With the understanding that, in the United States, you do not own the outputs of the tool.)

What are those use cases that can move the needle the most in your ecommerce business?

Let's look at the top ones that companies are pursuing.

Your people should be empowered to experiment with generative AI across any business use case that involves generative text, images, video, audio, code, or creative ideas.

The Top Use Cases for AI in Commerce

There are a few major areas where ecommerce brands can begin applying AI to dramatically improve productivity and performance in their business.

Product Detail Pages

Product detail pages (PDPs) are a core asset in any ecommerce company. And AI is supercharging how firms create and manage them. Today, you can use AI to:

- Generate PDPs from basic product information
- Write product descriptions from scratch
- Create e-retailer variations of PDPs instantly
- Create variations of pages and descriptions to test
- Generate thousands of pages automatically as needed
- Generate product FAQs from scratch

In fact, companies using AI like [Writer]() for PDPs have *already* saved 55,000 human work hours on PDP-related tasks.

Digital Journey and Personalization

Here's some good news:

Thanks to smartphones and the internet, your ecommerce brand probably has access to massive amounts of detailed customer data that can help you sell more.

But here's some bad news:

This data has been generated so fast by an explosion of devices and digital channels that it's been hard for companies to capitalize on all the opportunities now available to tailor and target the digital journey to each individual consumer.

AI can help here.

AI tools today can now empower your brand to deliver the right message, offer, product, or resources to the right person at the right time—at scale.

You see this AI capability truly shine in personalized content. Today, we now have the tools to deliver highly tailored content to each individual in our audience.

Thanks to AI, that content is always consistently communicated in your brand voice, and personalized to an individual's exact needs and preferences.

That means you can deliver an unparalleled experience to each and every shopper who visits your digital storefront, including generating text in their target language.

Search Engine Marketing and Advertising

When it comes to showing up in search, AI is your new best friend.

AI tools today can help you create and optimize content for search at scale and in a fraction of the time.

Today, savvy brands are using AI to:

- Do keyword research
- Create and optimize search ads
- Create and optimize blog content
- Refresh SEO across your website and product pages
- Rank new content
- Rank existing content better

From copy to creative, AI now has the ability to be a complete search engine marketing and advertising assistant for your brand 24/7 every step of the way.

Social Media Marketing and Advertising

The same goes for social media marketing and advertising. Today, **AI can help you streamline and automate a number of critical activities** that you do to reach audiences on social media, including:

- Generating text and images for posts
- Turning existing content into social shares
- Generating variations of posts with different formats and angles
- Analyzing performance data and making recommendations
- Tailoring posts and pitches to attract influencers
- Predicting the vitality of short-form video

Quite simply, if you're not using AI to support your social media pros, you're missing out.

Knowledge Management

Most of the time, your business should be all about your customers.

But, in some cases, AI can dramatically improve how you do your internal work—the kind of work your customers never see.

Today, AI is being used to reshape how companies manage their internal knowledge.

In fact, forward-thinking firms are beginning to leverage AI to:

- Create product and market briefs
- Build custom AI chatbots to help their employees find information internally
- Do market research and analysis at scale
- Do better competitor intelligence
- Access and analyze internal sales data using natural language

The result?

You free up massive amounts of time and bandwidth from internal tasks, so you can do all the customer-facing ones even better.

(OK, so it really is all about your customers.)

Now, let's take a look at how real-world brands are getting results from using AI for use cases like these in ecommerce.

How Real-World Brands Get Results from AI in Ecommerce

To demonstrate the very real impact that AI can have on your company, let's take a look at a real-world example of a brand using AI to transform business as usual.

Adore Me is an ecommerce retailer that sells women's intimate apparel in a direct-to-consumer model. That makes creating and promoting high-quality marketing content a mission-critical priority.

After all, it's the main way that the brand attracts and connects with prospective and existing customers.

So, Adore Me turned to Writer's full-stack generative AI platform.

Writer is an enterprise-grade generative AI platform built for the needs of companies and teams.

Unlike other AI products, Writer's training happens securely on a company's own provided data—their best-performing blog posts, landing pages, ppc ads, email, and LinkedIn and Twitter social—and their style and brand guidelines.

The result is content that's consistent and on-brand, whether the initial text came from humans or from AI.

Using Writer, Adore Me's marketers began to generate high-quality, on-brand content using AI that was actually trained on their company's voice, style guide, and brand.

To do that, Adore Me evaluated how possible it might be to use AI for each one.

"The way we approach any task now, with AI content generation in mind, is asking the questions: 'How structured is the writing, and the data that's underlying each individual output?' and 'How repetitive and boring is this for the writer themselves?'," says Ranjan Roy, Adore Me's VP of Strategy.

One initial use case became obvious:

Press releases.

"Press releases are one of the most painful things to be involved in the writing of, because they're the definition of completely highly structured text," says Roy. "You're not writing for a human, essentially. You're writing for the crawlers. You're writing for machines, not the actual pitch in itself. It's just such a highly structured way of writing."

So, this use case was a win-win. If Writer could achieve it, the team would save a ton of time and make their work more enjoyable at the same time.

Using Writer, Adore Me created a custom app within the platform to automatically generate high-quality press releases using AI trained specifically on the terms and styles that define their company voice.

Within short order, the company was able to quickly and effectively produce press releases with minimal human inputs that were high-quality enough to immediately publish to the wires.

"And that was the moment it clicked," says Roy. "It was a moment that showed us, 'This could make our life easier, because everyone hates writing press releases.'"

Press releases were just the beginning.

Adore Me applied the same evaluation to many other writing use cases across its business, including product copy, search ads, and social media content.

Today, the company estimates it's now saving 35 hours per writer per month using Writer's AI to augment content creation across a number of use cases—which amounts to thousands of hours saved per year for the company.

Not to mention, Adore Me is also getting better results.

The product descriptions written by AI (and overseen by humans) saw a 23% increase in click-through rate over six months.

35 hours

saved per writer per month

And content generated by Writer avoids common usage mistakes for certain words and phrases that the company prefers to avoid.

"With a tool like Writer, our brand guide and style guide is injected into the entire system and is already reflected in the way Writer works and the suggestions that are made [to what people write]," says Roy.

"It really made everyone—especially outside of the content creation side of the company—feel like at all times you have someone who is perfectly trained in the voice, perfectly trained in the style guide."

The Top AI Tools in Ecommerce

So which AI tools can you trust to enable use cases and results in ecommerce? Here are a few of the leading vendors to explore.

WRITER

Writer is the full-stack generative AI platform for enterprises, making it easy for organizations to deploy AI apps and workflows that deliver impactful ROI.

Stitching together a custom AI stack is difficult to scale and often fails to produce results that meet enterprise quality standards. Writer's integrated platform consists of Palmyra, the company's family of transparent LLMs that achieve top scores on key benchmarks like Stanford HELM; Writer Knowledge Graph, their highly accurate graph-based RAG; customizable AI guardrails to enforce your brand, compliance, and legal rules; a suite of easy-to-use development tools; and a library of prebuilt apps, extensions, and desktop experiences to get started quickly.

Writer also makes it fast and easy to build highly-customized AI apps that compress entire business processes, support complex use cases, and infuse work with company intelligence. With Writer, enterprises accelerate growth, increase productivity, and ensure AI compliance.

Writer's enterprise-grade platform can be flexibly deployed, keeps your data private, and adheres to SOC 2 Type II, HIPAA, PCI, and GDPR. Their professional services team provides ongoing AI program management that drives adoption and impact. Leading enterprises choose Writer, including Vanguard, Intuit, L'Oreal, Accenture, Dropbox, and Kenvue. Visit us at writer.com.

Learn More About Writer

Amazon has been a leader in AI for two decades, pioneering the use of sophisticated machine learning for ecommerce to recommend products. They're also establishing a leadership position in generative AI for ecommerce, progressively rolling out a number of useful features to help ecommerce companies grow.

Today, Amazon gives sellers the ability to automatically create product detail pages in an Amazon store, simply by giving generative AI a website URL. The company also has AI-powered image generation capabilities now available in Amazon Ads. And it has released Amazon Q Business, an internal AI assistant that uses your company data to help you generate content, analyze metrics, and retrieve information—making everyone at your company dramatically more productive.

If your ecommerce brand sells on Amazon, keep a close eye on the company. Their generative AI rollouts are gathering speed and will likely unlock a number of use cases and capabilities for you in the near future.

Attention Insight is an AI company that helps you predict page performance before you launch. Attention Insight's predictive heatmaps use AI to help predict where consumer attention will be spent on your landing page or website page—before you launch.

That means you can predict with accuracy how your page will perform and what changes it needs, before you spend money running traffic to it via ads. That results in better, more efficient performance on critical ecommerce product pages thanks to AI.

[Dynamic Yield](#) is an AI platform that helps ecommerce brands algorithmically match content, products, and offers to each customer's preferences and predict their future behavior across digital channels.

The company's "Experience OS" uses AI to individualize each customer journey, improving sales and increasing retention during every step of their purchasing process.

[Hume](#) has built the first AI with emotional intelligence.

Hume's Empathetic Voice Interface (EVI) can interpret emotional expressions, understand tones of voice, and generate empathetic responses when engaging with people.

That means it can actually communicate with customers in a highly empathetic way that responds to their emotional needs.

And, thanks to Hume's API, you can now bake emotionally intelligent AI right into any of your customer-facing applications to deliver superior service to customers who engage with your ecommerce brand.

[Shopify](#) is another example, like Amazon, of an existing ecommerce leader building powerful AI right into the solutions you already use.

The company's Shopify Magic tool is an ecommerce-specific AI assistant that can supercharge how you work within the platform.

Shopify Magic's AI can do things like: edit product images, write product descriptions, suggest personalized FAQs and responses, and generate email subject lines and copy—right within your existing Shopify account.

[Vizit](#) uses AI to help you discover which images and designs motivate shoppers to view and buy your products.

Vizit's sophisticated visual AI has analyzed millions of real-world consumer interactions. Based on that training, it can then measure how likely your visual content is to convert a target shopper.

The result? Visuals that convert dramatically better and drive significantly more sales thanks to the power of AI.

Your Next Steps with AI for Ecommerce

Now that you understand AI and what it can do for you in ecommerce, what's next? We recommend every ecommerce company take these three next steps after reading this guide:

1. Find your own use cases.

The use cases provided in this guide can get you started. But there are literally hundreds of unique and valuable ways to apply AI in your own business and market.

In Marketing AI Institute's workshops that help companies find their unique AI use cases, the company recommends that leaders and teams look at the tasks they do every day, week, month, and year as part of their jobs and ask four questions of each one:

- **Is it data-driven?** If the task is using data to produce an outcome, AI might be able to help you do it better, faster, and cheaper.
- **Is it repetitive?** Think back to Adore Me's press releases: What types of activities within your business follow the same set of steps every time you do them?
- **Is it predictive?** AI excels at making predictions. If you're making any type of educated guess or forecast about your business, AI might be able to help you do it more effectively.
- **Is it generative? I**f you're generating any type of text, image, video, audio, or code, there's a good chance AI can help you streamline or improve that task.

If you answer "Yes" to even one of these questions, you probably have a use case for AI that is worth exploring.

2. Educate your team.

Even if you know what use cases to pursue, your team must understand how to effectively leverage AI technology to take advantage of what's possible.

Unfortunately, too many organizations lack formal internal education for their teams.

This is one main reason that Marketing AI Institute created [Piloting AI](#), an on-demand course series designed for teams that teaches you exactly how to understand and pilot AI.

Whether it's Piloting AI or another course, getting your team educated and trained on what's possible today with AI technology is absolutely essential if you want to capitalize on the AI opportunity in front of you.
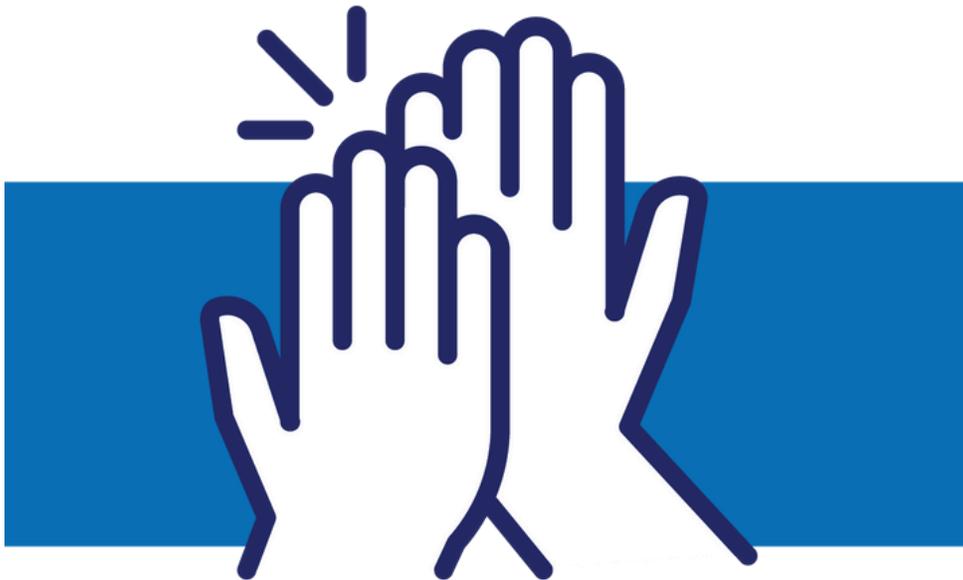
3. Find and vet AI vendors for your use cases and your team.

Once you have use cases and an upskilled team, it's time to adopt AI technology.

Having your use cases in hand makes this process much easier. But it can still be an uphill battle finding trustworthy vendors that actually sell solutions that are more intelligent than the tools you use today. When vetting vendors, it helps to do your homework and ask tough, smart questions like:

- **Questions about the company**
  - Do they have a public point of view on AI?
  - What is their AI product roadmap?
  - Do they have points of view on the ethics of AI?
- **Questions about the technology**
  - Where is their data coming from and how do they use it?
  - How does the company's technology actually make what you're doing smarter?
  - What does the machine do? What does the human professional do?
- **Questions about what it means for your team**
  - What kind of onboarding is required to get full value out of the tool?
  - What skills and capabilities does your team need to fully leverage the tool?
  - Does the vendor provide any type of training or onboarding?

Want a great place to start? Writer's AI is trusted by hundreds of companies for its superior performance and enterprise-grade security and has delivered proven results for ecommerce brands.

[Click here to see Writer's full-stack generative AI platform in action today](#).

About Writer

WRITER

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Writer makes it fast and easy to build highly-customized AI apps that compress entire business processes, support complex use cases, and infuse work with company intelligence. With Writer, enterprises accelerate growth, increase productivity, and ensure AI compliance.

Our enterprise-grade platform can be flexibly deployed, keeps your data private, and adheres to SOC 2 Type II, HIPAA, PCI, and GDPR. Our professional services team provides ongoing AI program management that drives adoption and impact. Leading enterprises choose Writer, including Vanguard, Intuit, L'Oreal, Accenture, Dropbox, and Kenvue.

Visit us at writer.com.

About Marketing AI Institute

Marketing AI Institute is a media, event, and education company founded in 2016 that makes AI approachable and actionable for marketers and business leaders.

The Institute owns and operates the Marketing Artificial Intelligence Conference (MAICON) and AI for B2B Marketers Summit, hosts The Artificial Intelligence Show podcast, runs the AI Academy for Marketers featuring Piloting AI and Scaling AI course series and an AI Mastery Membership, and published Marketing Artificial Intelligence: AI, Marketing and the Future of Business (Matt Holt Books, 2022).

Learn more at www.marketingaiinstitute.com.