

agital™



Go Fish
an Agital company

AI in eCommerce Marketing

How AI Can Reshape Your eCommerce Marketing Efforts in 2025





Dan Hinckley

AI & eCommerce Marketing Expert

Go Fish Digital

Why AI Matters for eCommerce



AI isn't coming—it's already here.



eCommerce is evolving rapidly.



By the end of 2025, AI will power **95% of customer support interactions.**



Brands leveraging AI see **higher engagement and conversion rates.**



AI is now the foundation of modern eCommerce marketing.



AI drives growth, personalization, and automates operations.



Competitors Will Leave You Behind If AI Is Not Part of your Marketing Plan

8x Increase

In referral traffic since 6 months ago
to top news sites from ChatGPT.
Totalling over 3.5m visitors.

9 out of 10

Marketers plan to
increase AI budgets in 2025.

65% of Businesses

Are using generative AI regularly,
nearly **2x the rate** from just ten
months prior.

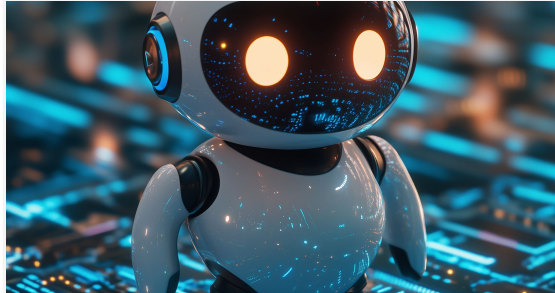
AI Revolution in eCommerce

AI is transforming eCommerce in 2025, reshaping marketing, customer engagement, and operations.

Key AI trends:



Large Language Models
(LLMs)



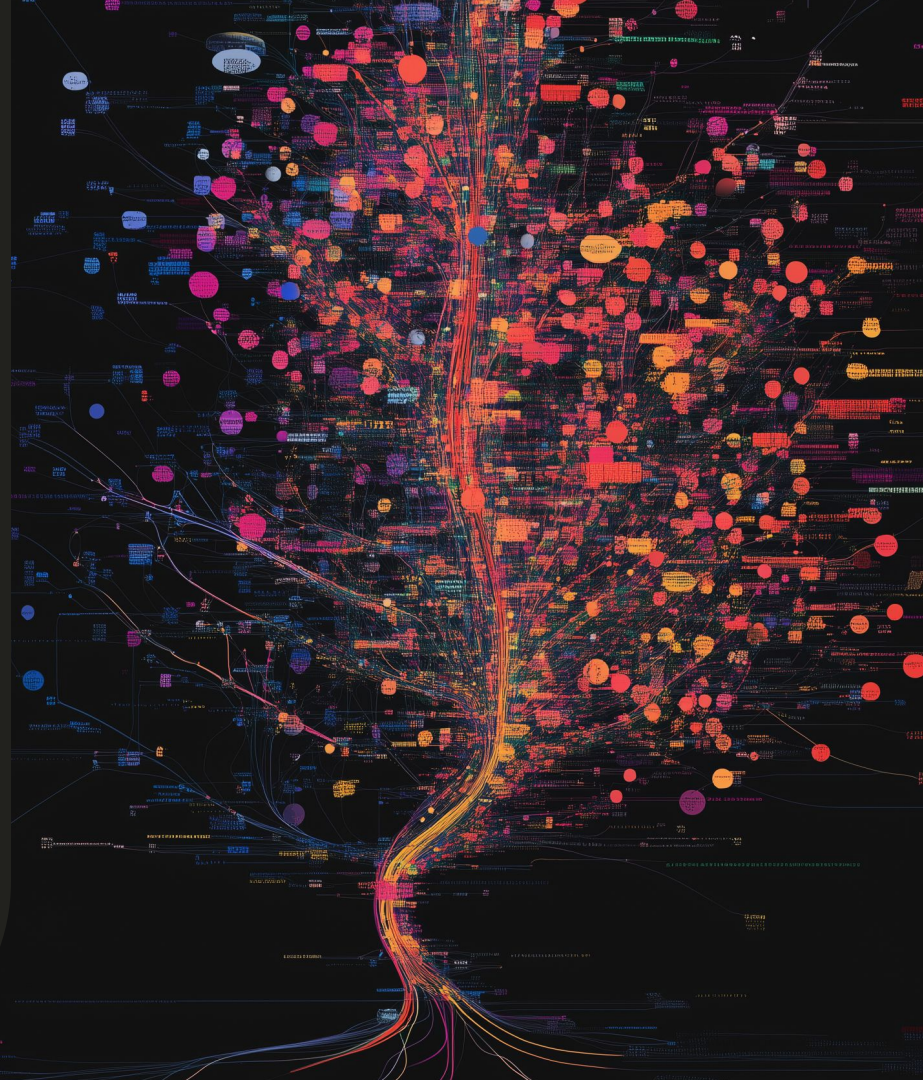
Intelligent
AI Agents



Generative
AI in Media

01 02 03 04 05 06

Large Language Models (LLMs)





Large Language Models (LLMs) in eCommerce

- AI chatbots enhance customer support 24/7.
- Automates product descriptions, blogs, emails, and social media content.
- Businesses using AI experience 43% greater agility and 40% improved decision-making.

ChatGPT stats (Feb 2025):

400M

Weekly Users

4.7B

Site Visits



LLM TECHNOLOGY

AI Under the Hood

AI processes text in three steps:

- Tokenization – Breaks language into manageable units.
- Vector Embeddings – Assigns meaning and context.
- Predictive Modeling – Generates relevant responses and suggestions.

Tokenization Explained

AI breaks words into smaller components.

Enhances eCommerce by:

- Powering smart customer support chatbots.
- Generating SEO-optimized product descriptions.
- Improving search functionality for product discovery.

We Love Corn Fields!



Tokenization

We

Love

Corn

Fields

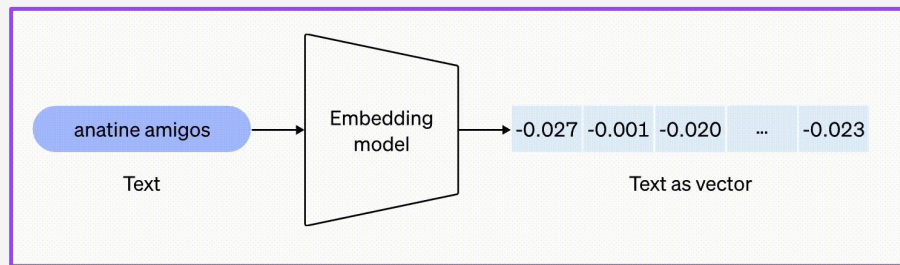
!

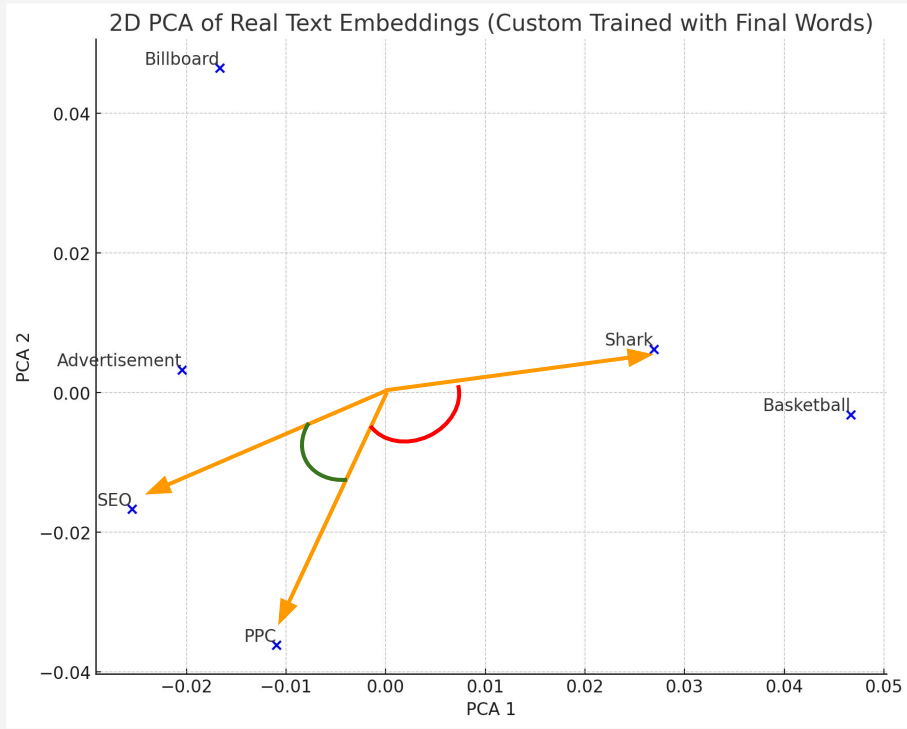


Embeddings are numerical representations of the meaning of text

Neural networks only understand numbers, not raw text. Tokens are mapped to numerical representations (vector embeddings) so the LLMs can process them.

- Each token is assigned a unique ID in the vocabulary (e.g., “apple” → 12345).
- These IDs are used to retrieve corresponding pre-trained vector embeddings from an embedding matrix.
- Each token is represented as a high-dimensional vector (e.g., [0.12, 0.87, 0.56]).





How Vector Embeddings Enhanced eCommerce

- Smart chatbots improve customer support. By being able to find related information.
- AI-powered recommendation engines enhance product discovery.
- SEO-optimized product descriptions boost organic visibility.



VECTOR EMBEDDINGS

AI Understanding Meaning

- AI recognizes relationships between words.
- Helps brands understand customer intent for smarter search & recommendations.

What's the best way to do competitive SEO research?

1. Identify your competitors: The first step in any competitive SEO research is to identify your competitors. These are the websites in your industry as you.

Identify = 92.43%

2. Analyze their website structure, layout, and content. What are they publishing and how frequently?

Use = 1.76%

Define = 1.63%

Analy = 1.42%

3. Start with a keyword research tool to identify the keywords your competitors are ranking for. This will give you an idea of the keywords you should be targeting.

Total: -0.08 logprob on 1 tokens
(98.44% probability covered in top 5 logits)

4. Remember, backlinks are an important factor in SEO ranking. Use a backlink analysis tool to see which websites your competitors and the quality of those links. This will help you identify potential backlink opportunities for your own website.

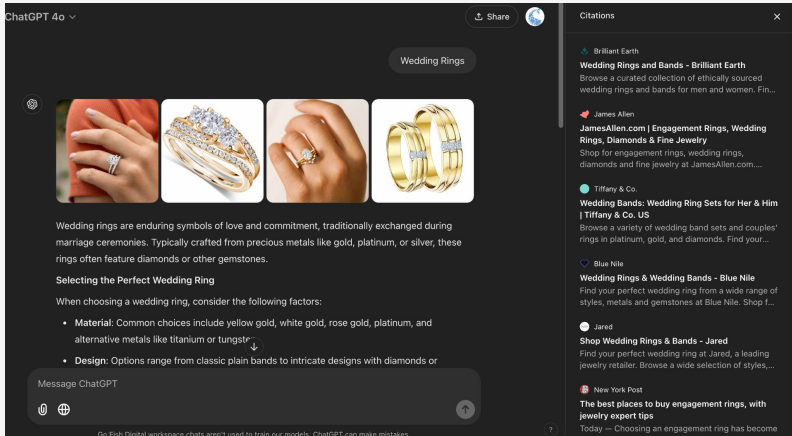
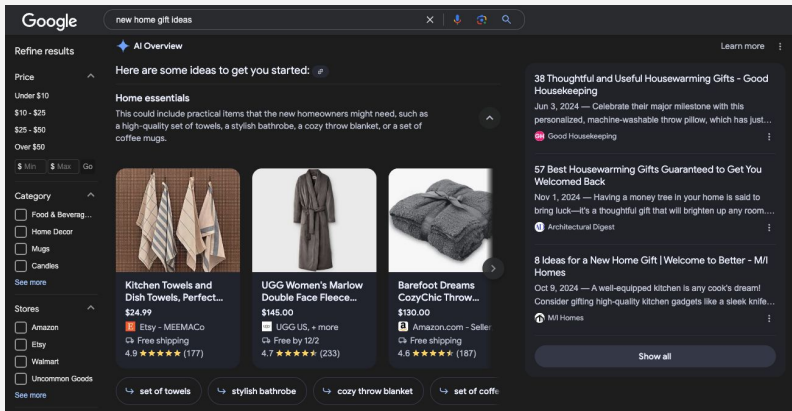
5. Monitor their social media presence: Look at your competitors' social media accounts to see how they are engaging with their content. This will give you an idea of the type of content that is performing well for them.

6. Use SEO tools: There are various SEO tools available that



Completion models are now considered legacy.

[Try our latest models](#)



VECTOR EMBEDDINGS

Search Applications & Impact on eCommerce

- AI-powered product recommendations.
- Smart search that understands context.
- Buyers often reach your site further down the funnel.
- Sentiment analysis for deeper customer insights.
- Clustering product reviews.
- Generate unique content from customer reviews based on similar ideas.

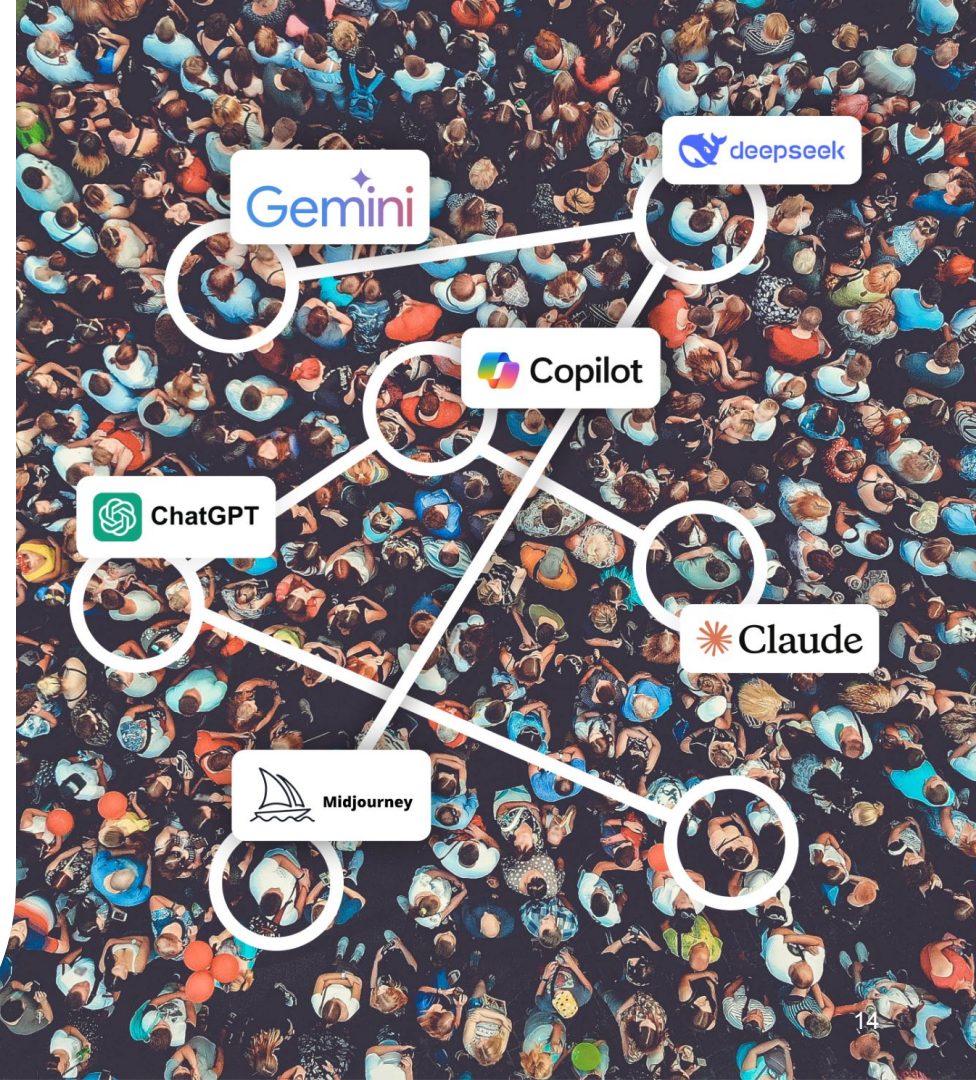
AI's Role in Personalization & Search

Personalization is no longer optional—it's expected.

- **AI-Driven Recommendations** – Smart product suggestions increase AOV.
- **Smarter Search Algorithms** – AI understands intent, not just keywords.
- **Customer Sentiment Analysis** – AI interprets reviews to improve messaging.



Brands using AI-powered personalization see a **25% increase in revenue.**



01 02 03 04 05 06

Intelligent AI Agents





Intelligent AI Agents in eCommerce

AI is moving beyond automation—it's now making real-time decisions to optimize ecommerce operations.

Two key approaches:

- **Agentic Workflows:** AI assists in predefined tasks but requires human oversight.
- **Autonomous Agents:** AI acts independently, handling operations without human intervention.

Brands leveraging AI-driven decision-making see higher efficiency and reduced costs.



AI as a Workflow Assistant

AI augments human-led tasks to streamline operations:

- **Dynamic Pricing Research** – AI scans competitor pricing and suggests optimal price adjustments.
- **AI-Assisted Email Marketing** – Generates personalized email copy, awaiting human approval.
- **Page-Level SEO Research** – AI reviews competitors & page content to provide information that drives SEO recommendations.



BEST FOR:

Ecommerce businesses that want speed and efficiency while maintaining human oversight.

EXAMPLE

Workflow Agents Power SEO Recommendations

To provide more complete page-level SEO recommendations, we've built an agentic Workflow to help review individual pages, competitor pages, and aspects of Google's search algorithm. Barracuda is our workflow that conducts SEO research based on 12 key variables we know Google uses based on their patents & court testimony.

These include:

1	Query Classification	5	Helpful Content	9	Topical Authority
2	Search Intent	6	Information Gain	10	Internal Linking
3	Freshness	7	Semantic Relevance	11	Alt tag & Image optimization
4	Fact Consensus	8	Entity Analysis	12	Page Title & Meta descriptions

DEMO

Barracuda

People Also Asked

What is a digital PR agency?

How much does digital PR cost?

SERP Answer: Digital PR costs will vary depending on where we are targeting and how many pieces you receive. While we recommend signing for a digital PR strategy a single targeted placement piece can range from \$300 – \$13,000.

Answered By No
Client?

Client Answer none

How much does a PR agency cost?

What does a digital PR specialist do?

CONTENT HEATMAP

CLIENT COMP 1 COMP 2 All ▾

URL <https://gofishdigital.com/services/digital-pr/>

PSS 8.82

Online PR Agency for SEO

H1 - 9.14

Digital PR Services

H2 - 9.40

Digital PR services help you earn premium links from the world's most coveted media outlets. Learn how the Go

P - 7.71

EXAMPLE

AI Powered Workflow Agents Power SEO Recommendations

To provide more complete page-level SEO recommendations, we've built an agentic Workflow to help review individual pages, competitor pages, and aspects of Google's search algorithm. Barracuda is our workflow that conducts SEO research based on...

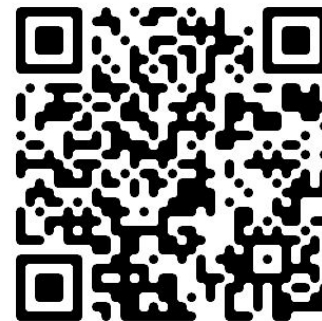
These include

1	Que
2	Sear
3	Fres
4	Fact Consensus



Schedule A Demo of Barracuda For Your Website

See how how the research time for page-level SEO recommendations can be reduced from 4 hours to 4 minutes with our SEO Agentic workflow.



EXAMPLE

How Brands Are Winning with AI-Powered Workflows



AI chatbots handle **70%**
of customer queries, reducing
support costs by **90%**.



AI-powered ad
creatives reduce production
costs by **80%**.



AUTONOMOUS AGENTS

AI Acting Independently

AI takes over decision-making for operational efficiency:

- **Inventory Management** – AI predicts demand and autonomously restocks.
- **Customer Service Chatbots** – AI resolves complex inquiries without human escalation.
- **Competitor Analysis** – AI scans the market and adapts pricing, promotions, and identifies marketing opportunities.



BEST FOR:

Businesses ready to fully automate eCommerce operations.



ChatGPT Operator

AI that has been trained on using a Mouse, Keyboard, and Browser:

- **Competitor Research** – Can navigate across the web to perform tasks on websites or extract information.
- **Record in Google Docs** – Information it finds can be stored in Google Docs for future use.
- **Repeat Tasks** – Save tasks to use them again in the future. Have AI complete the same tasks daily.

Mgi5SXz2VGE5tKkcXjXzF8
KUxhta0xDkU/edit?
usp=sharing

The company name, the URL the ring is found on, the price of the ring, and the number of reviews the ring has.

Worked for 2 minutes ▾

View in browser ▶

I found a ring from Jewelry By Johan priced at \$1,165.00 with no reviews. May I add this information to your spreadsheet?

Message Operator

Operator retains screenshots of its actions. Please monitor its work. It can make mistakes.

Google search rings

Dinosaur wedding rings for men - Competitor Data

Company Name	URL	Price	Reviews
Jewelry By Johan	jewelrybyjohan.com/collection...	\$1,165.00	

Finding the Right Balance

The most successful ecommerce brands combine both approaches:

- Use agentic workflows for tasks needing human validation.
- Leverage autonomous agents for repetitive, high-scale optimizations.

70% of Fortune 500 companies are already integrating AI-driven automation. Will you?

01 02 03 04 05 06

Generative AI in Media



Generative AI in Media

AI-generated media is scaling content production at lower costs:

- AI-generated product images & videos reduce reliance on expensive photo shoots.
- Personalized, AI-powered ads & emails increase conversion rates.
- Multilingual & localized content helps brands expand into global markets.
- Brands using AI-generated media have **saved up to \$1M** in marketing costs.



LOW PRICE



📍 Pick up today

**Elara & Co
Verona Tote
in Rose Gold**

\$129.00

Elara & Co

★★★★★ (5,002)

"Effortless"

Simplicity meets luxury. The Verona Tote in rose gold features premium Italian leather and a clean, modern design. A statement piece for any occasion.

Luxury Appeal (High-End Focus)

Discover the ultimate in refined luxury with the Verona Tote by Elara & Co. Wrapped in exquisite rose gold Italian leather, this masterpiece redefines sophistication. Thoughtfully designed with premium craftsmanship for those who demand both elegance and function.



Practical and Stylish (Utility Focus)

Elevate your everyday style with the Verona Tote by Elara & Co. Crafted from luxurious Italian leather and finished in a radiant rose gold hue, this tote blends timeless elegance with modern sophistication. Spacious, durable, and effortlessly chic—perfect for the modern woman on the go.

Classic Elegance (Formal)

Meet your new everyday essential. The Verona Tote in rose gold offers ample space for all your daily must-haves while maintaining a sleek, stylish profile. Durable, lightweight, and perfect for work, travel, or play.

Fashion-Forward (Trendy)

Elevate your everyday style with the Verona Tote by Elara & Co. Crafted from luxurious Italian leather and finished in a radiant rose gold hue, this tote blends timeless elegance with modern sophistication. Spacious, durable, and effortlessly chic—perfect for the modern woman on the go.

Classic Elegance (Formal)

Stay ahead of the trends with the Verona Tote from Elara & Co. in rose gold. Its shimmering metallic finish and bold silhouette make it the perfect statement piece for fashion lovers. Dress it up or down—it's always Instagram-ready.

Casual Elegance (Relaxed Tone)

Chic, versatile, and ready for anything. The Verona Tote in rose gold is your go-to bag for every day of the week. Crafted from buttery-soft leather with just the right amount of shine, it's effortless style in a carryall.

Gift-Focused (Gifting Angle)

How AI-Powered Content Creation Works

AI is now a full-fledged content creator, reducing costs and increasing speed.

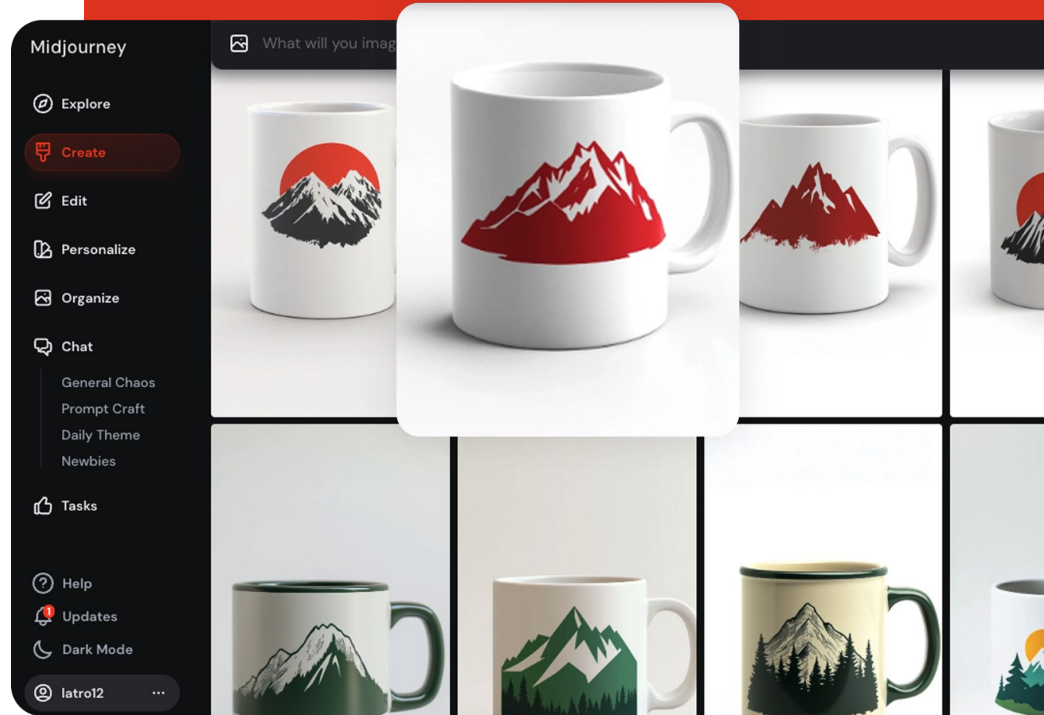
- **Automated Product Descriptions** – AI generates SEO-optimized copy at scale.
- **AI-Generated Ad Creatives** – Faster A/B testing with personalized visuals.
- **Dynamic Video Ads** – AI creates engaging marketing videos in seconds.



Amazon's AI video ad tool is revolutionizing ecommerce marketing.

AI-Powered Media Creation for eCommerce

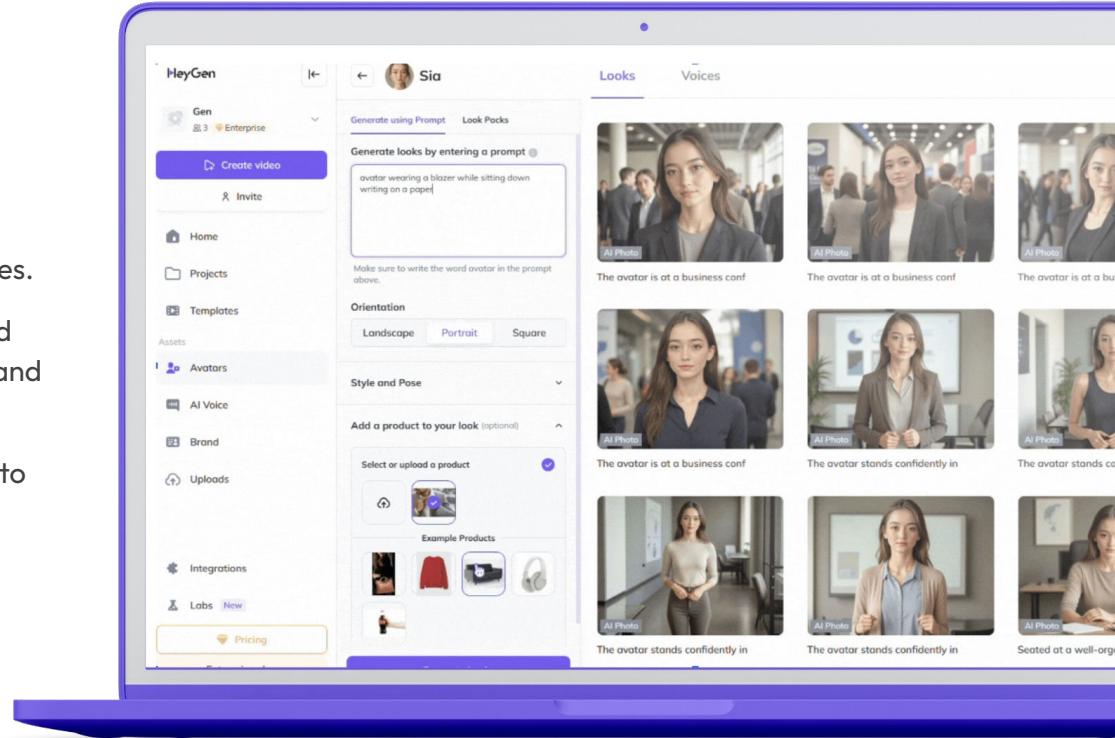
- **Scalable Content Production** – AI generates product images, videos, and descriptions instantly.
- **Personalized Marketing at Scale** – AI-generated dynamic ads, emails, and social content.
- **Localized & Multilingual Content** – AI automates translation & cultural adaptation.



EXAMPLE

AI-Generated Avatars in eCommerce

- **Alibaba's Tmall** introduced digital sales avatars for Holland & Barrett, improving customer interaction and conversion rates.
- **Dior and Calvin Klein** used AI-generated virtual influencers to drive engagement and brand awareness.
- Retailers deploy **AI shopping assistants** to guide customers through purchases, answering questions in real time.



EXAMPLE

Instant Product Promotional Videos

- Use avatars to **instantly create product promotion videos**.
- Have your avatars wear your Products and **quickly create new ads**.
- Generate videos instantly that are **personalized** for your different audiences.

How to use

Drop a link to your product listing to instantly generate promo video content

Icons for Amazon, Shopify, eBay, and other e-commerce platforms.

Paste a specific product listing link Generate video or Try a sample

Generate using Prompt | Look Packs

Generate looks by entering a prompt

Describe your desired look, such as outfit, setting, and pose. For example, "Avatar wearing a white puffer jacket, sitting by a fireplace."

Make sure to write the word avatar in the prompt above. View [guide](#) and [examples](#).

Orientation

Landscape **Portrait** Square

Style and Pose

Add a product to your look (optional)

Generate Looks

AI Photo

Blue Hoodie in the Park 3

AI Photo

Blue Hoodie in the Park 2

AI Photo

Blue Hoodie in the Park 1

AI Photo

Hoodie-Wearing Park Listener 4

AI Photo

Hoodie-Wearing Park Listener 3

AI Photo

Hoodie-Wearing Park Listener 2

AI Photo

Hoodie-Wearing Park Listener 1

What This Means for Your eCommerce Business



Smarter Search
& Discovery



Better Product
Recommendations



Automated
Customer Support



Dynamic &
Personalized Content



Higher Customer
Satisfaction & Sales

01 02 03 **04** 05 06

Go-To Tips & Tools



AI Tools We Recommend For Ecommerce Marketing



ChatGPT



Go Fish
an Agital company



Midjourney



HeyGen



sora

01 02 03 04 **05** 06

Key Takeaways



Scaling with AI

#1

LLMs drive customer engagement & content automation.

#2

AI agents optimize operations & create efficiencies.

#3

Generative AI in media enables personalized, cost-effective marketing.

#4

AI-powered search & recommendations boost conversions.

#5

Combining agentic workflows & autonomous AI provides maximum efficiency.

#6

AI is being used by consumers and can help improve your marketing efforts today!

AI Myths & Misconceptions—Debunked!

"AI will replace human marketers."

No, AI **enhances** creativity, it will not replace it.

"AI is expensive and only for big brands."

Many AI tools are **affordable**, and SMBs are seeing success too.

"AI lacks a personal touch."

Modern AI **personalizes** marketing better than ever.

Don't Get Left Behind



Want To Show Up In ChatGPT?

Answer Engine Optimization



SEO

- Improve content with semantic scoring used by LLMs.
- Optimize your content for Bing - which helps power ChatGPT Search.
- Identify, create, and optimize content for long form questions.



Digital PR

- Content marketing campaigns aimed at generating citations of your brand and target keywords across the web.
- Gain links from publications that have contracts with OpenAI for training their algorithm.
- Helps with ChatGPT & Google.



Traditional PR

- Help LLMs understand what makes your brand unique through traditional PR campaigns that earn feature pieces.
- Dive deep into your business, products, and services.

AI is Redefining eCommerce.

Don't get left behind.



Schedule a 1:1
consultation



Look out for upcoming
webinars covering AI

