How Artificial Intelligence Will Change eCommerce by 2020
Irina Lam
Head of Business Development
Omniconvert
COMPAQ creates the first engineering PC with a business background.

The most advanced personal computer in the world.
1999
Worldwide Retail Ecommerce Sales Will Reach $1.915 Trillion This Year

Double-digit growth will continue through 2020, when sales will top $4 trillion

August 22, 2016 | Retail & Ecommerce

In 2016, total retail sales across the globe will reach $22.049 trillion, up 6.0% from the previous year. eMarketer estimates sales will top $27 trillion in 2020, even as annual growth rates slow over the next few years, as explored in a new eMarketer report, “Worldwide Retail Ecommerce Sales: The eMarketer Forecast for 2016” (eMarketer PRO customers only).
What’s Happening in the eCommerce World Now
What can digital marketers do today?

- track
- understand
- adapt
What can digital marketers do today?

**track**
- Users
- Products
- Results
- Feedback

**understand**
- Behaviour
- Metrics
- Emotions
- Barriers

**adapt**
- Offers
- Ads
- Website
- Price
Adapting and optimizing

Website
- A/B testing content & design
- Persuasive overlayers
- Video content
- Surveys
- Recommended products

Email
- Automated emails triggered on behavioral events

Advertising
- Delivery of personalized ads in real-time, showing the most relevant products to each individual, based on the enriched data points
Machine Learning
John Doe
15 Maple Avenue
Lima, Ohio
45801

ATTN: Santa Claus
101 Saint Nicholas Drive
North Pole, Alaska
99705
A = Wavelength

Electric Field

Magnetic Field

Direction

+ =

=
5 Machine Learning Features that will be Heavily Adopted by 2020
Customer Service Chat Bots
Dynamic Pricing

**STATIC PRICING**
(Single price point)

**DYNAMIC PRICING**
(multiple price points)
Product Recommendations
Better Customer Segmentation
Improved Product Search
“Leaders who don’t understand that cloud computing and artificial intelligence are essential for business should identify young people in their companies to explain it to them”

Jack Ma, Founder Alibaba
Irina Lam
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