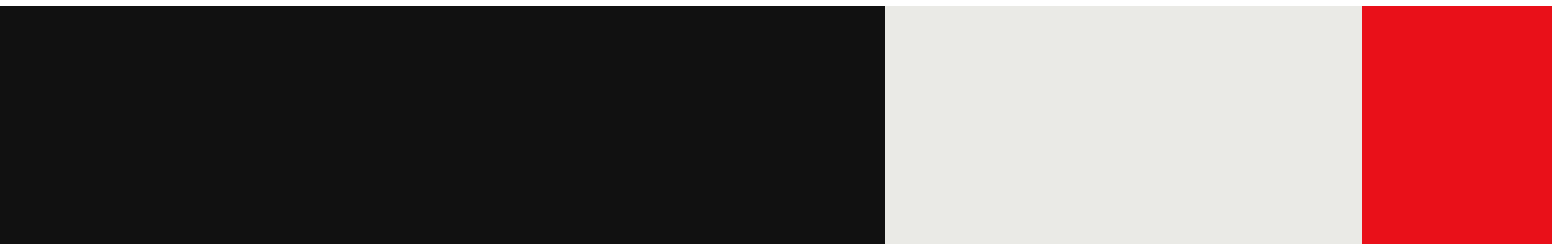


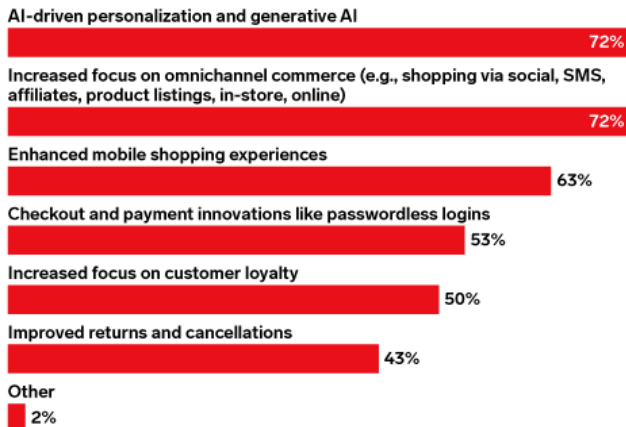
Digital retailers want to use AI to get hyperpersonal in 2024

Article



Ecommerce Trends US Digital Retailers Believe Will Affect Their Business the Most in 2024, Dec 2023

% of respondents



Source: Bolt, "2024 Ecommerce Priorities and Predictions," Jan 9, 2024

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Insider Intelligence | eMarketer

Key stat: 72% of US digital retailers believe generative AI and AI-driven personalization affect their business the most this year, according to December 2023 data from Bolt. The same percentage of digital retailers say an increased focus on omnichannel commerce will impact their business.

Beyond the chart:

- For marketers worldwide who are using AI, content personalization is a leading area for the tech, at 47%, per September 2023 data from Kaltura.
- AI is also powering hyperpersonalization by using complex user data such as real-time browsing behavior and predictive digital preferences to create highly customized experiences.
- Combining generative AI with omnichannel commerce tools like social media and SMS can help advertisers target consumers across in-store and online.

Use this chart:

- Inform ecommerce investments, including in omnichannel technologies.
- Make the case for AI in retail.

More like this:

- 3 ways retailers can implement AI-powered personalization without being intrusive
- For retailers, hyper-personalization has benefits—and potential pitfalls
- Retailers lean on data, AI for content personalization
- [Hyper-Personalization Explainer 2024](#) (EMARKETER subscription required)

Note: Data was provided to Insider Intelligence | eMarketer by Bolt.

Methodology: Data is from the January 2024 Bolt report titled "2024 Ecommerce Priorities and Predictions." 100+ US decision-makers at enterprise ecommerce brands selling physical goods were surveyed online during December 2023. All respondents worked for companies with annual sales revenue of over \$100 million.