



Stop Chasing Shiny AI: Build the Foundation First – Then Create the Magic



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Shop with AI Mode, use AI to buy and try clothes on yourself virtually

Shopify integration... shopping tool...

2025 is the year AI will upend advertising — I'm going to make sure it does

Everyone is using AI. Very few are winning with it.

Coke AI Ad Tests Consumers Advertising Era

By Dan Gingiss, Contributor. © Dan Gingiss covers news impacting your custo...
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Amazon Redefines How Customers Shop with Its New "Buy for Me" Feature & Alexa Plus

With "Buy for Me", AI is no longer just recommending; it's transacting, writes Sirte Pihlaja



Many industries use AI & agents to streamline their performance



Retail & E-commerce

Ask Rufus 




Social Commerce

Meta AI



Brand Assistants

SEPHORA Virtual ARTIST  



Customer Support & Post-Purchase

Voice Commerce

alexia  

Banking & Payments

erica  

Personal Shopping Agents

Ask Rufus (FUTURE)

Travel Booking Agents

Financial / Investment Agents

Procurement Agents (B2B)

AI Deal-Finding Agents

Retail Operations Agents

Only a minority of companies see real returns from AI

Most companies are piloting AI but only a small percentage see real business impact.

The difference is not model quality
It's whether AI is hard-wired into how work gets done.

2/3 of AI pilots haven't scaled enterprise-wide

Only 39% report enterprise EBIT impact

88% of AI pilots fail to reach wide-scale deployment

The winners in AI adoption don't have better tools, but better foundations

AI is too often treated like a feature, not a system.

Tools feel concrete, but they do not change organizations.



**AI for sustainable business growth
requires structure and focus.**

From
Delivering
efficiency

To
Delivering
growth

1

Ethics

A company's stated position regarding ethical use of AI



1

Ethics

2

Governance & Risk

A company's stated position regarding ethical use of AI

How to manage implementation & risk





Ethics

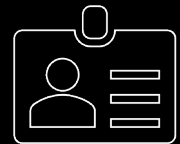
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Governance & Risk

How to manage implementation & risk

Drivers

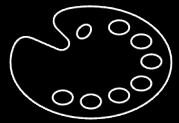
Connected Identity



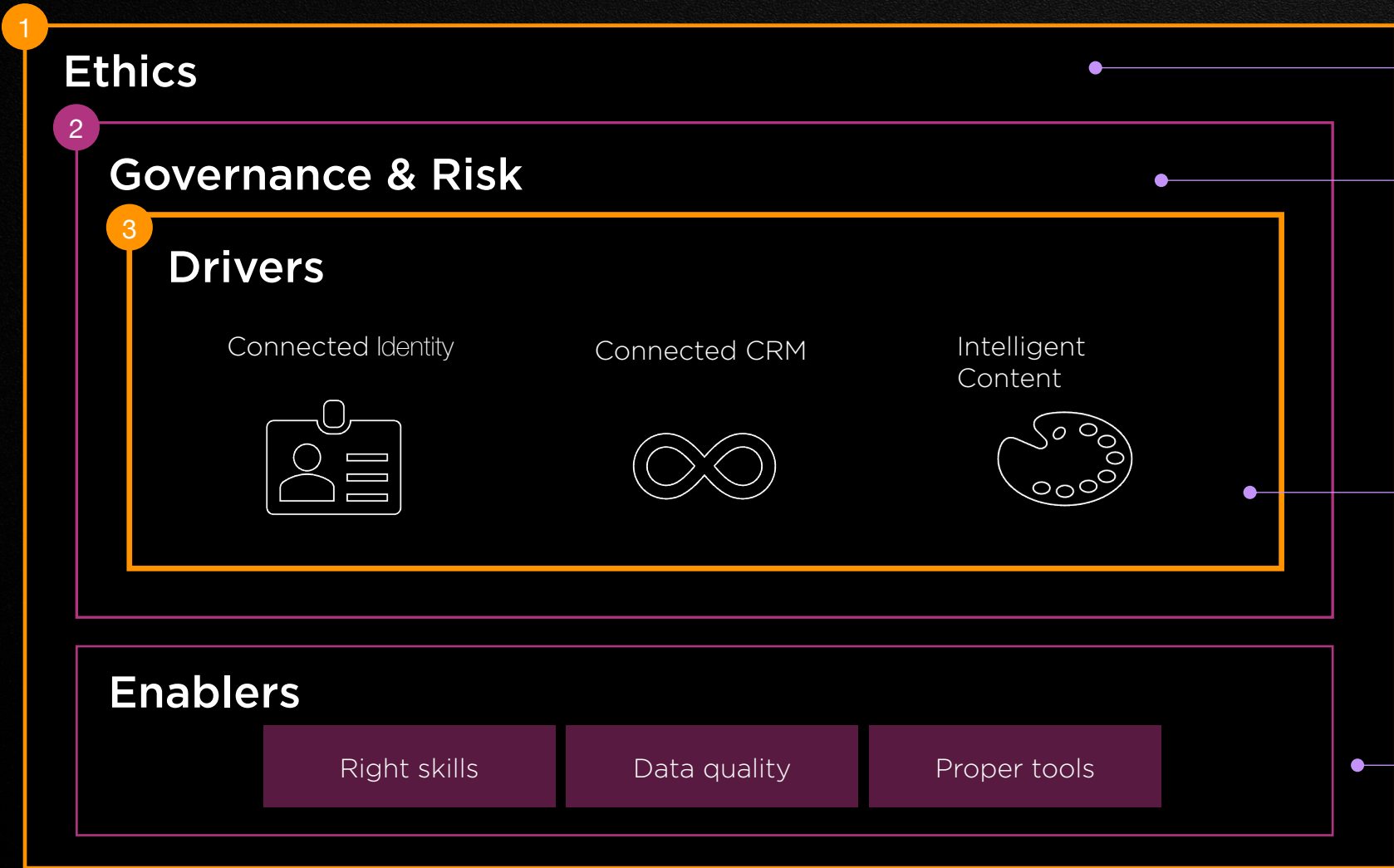
Connected CRM



Intelligent Content



Where the value from AI sits in a business



Ethics

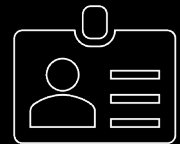
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Governance & Risk

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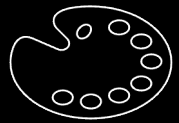
Connected Identity



Connected CRM



Intelligent Content



Where the value from AI resides in a business

Enablers

Right skills

Data quality

Proper tools

Operational fundamentals that enable or block AI adoption

What can go wrong without strategic foundations?

AI Creates
more stuff, not
better stories

Personalization
without
meaning

Speed without
coherence

Just like the term
“vehicle”,
AI can mean many
things.

Focus on the drivers
that will bring value for
your business and
brand.



Connected Identity – from fragmented consumer signals to a usable, deep understanding

Today

Blanket targeting

Siloed brand & media plans

Media & marketing KPIs

Tomorrow

Informed audiences

Integrated planning for connected experiences

Optimization to business outcomes



ID C8590#3

Intelligent content – from faster production to content that matters



Adapted to audiences



Faster learning what really works



AI-powered creativity



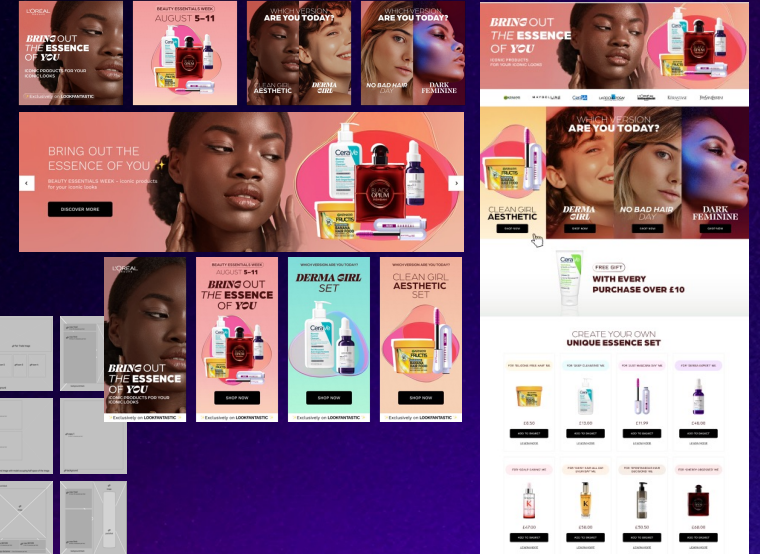
Cross Market Higher Standards



Personalization through First Party Ingestion



Less repetition, more value





Only human creativity builds truly unique narratives that make people connect with brands.

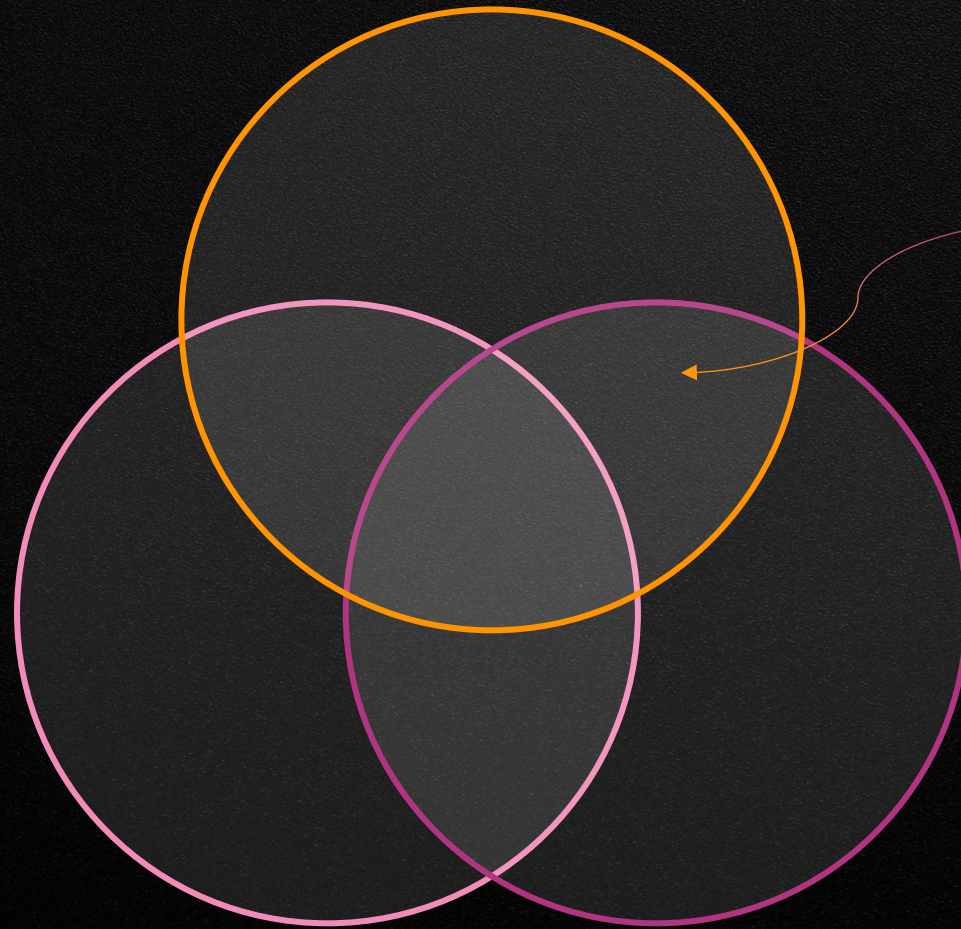


Cheaper

**Most Gen AI
today**

Better

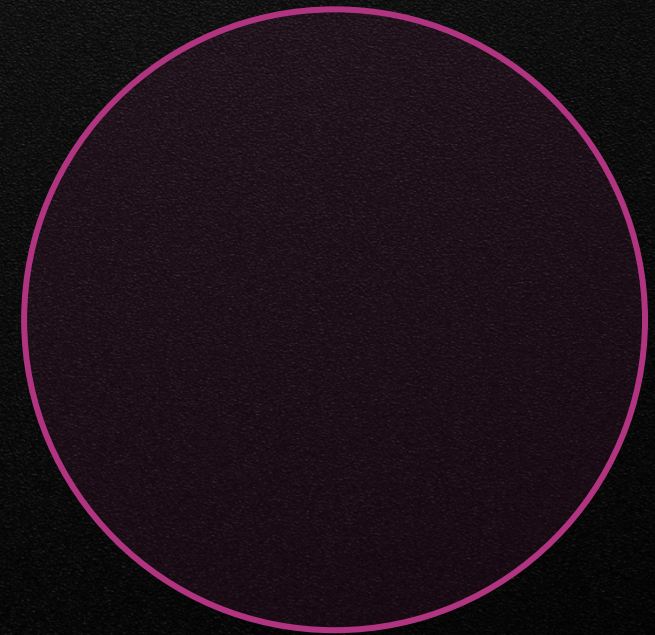
Faster





Do Things Better

Reinvention



Do Better Things



Thank you!

Let's stay in touch
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