



CUSTOMER SUCCESS STORY

An E-commerce Business Increases Conversions by 35% with AI

A growing e-commerce business partnered with GSDC AI Consulting to personalise the shopping experience, recover abandoned carts, and optimise product discovery — turning more browsers into buyers and more first-time buyers into repeat customers.

30

Team Members Impacted

8 WKS

Engagement Timeline

35%

Conversion Rate Increase

50%

Cart Abandonment Reduced

E-commerce businesses — from niche DTC brands to multi-category online stores — face an increasingly crowded market where customer acquisition costs keep rising and attention spans keep shrinking. Most small and mid-sized e-commerce operators still run generic product recommendations, one-size-fits-all email blasts, and manual merchandising that fails to adapt to real-time shopper behaviour — leaving conversion and lifetime value dramatically below potential.

Program Profile

AI Focus

Conversion and Customer Lifecycle AI

Industry

E-commerce and DTC Brands

Region

Global

Audience

Marketing, Ops and Growth Teams

The Challenge

E-commerce businesses burn through advertising budgets driving traffic that does not convert. Cart abandonment rates hover around 70%, product discovery feels generic, and customer retention relies on discount codes rather than genuine personalisation. Without AI working behind the scenes, every visitor that leaves without buying is money wasted – and every customer who never returns is lifetime value lost.

The core problems holding this business back were clear from the start. Rising paid media costs made it unsustainable to simply buy more traffic. The site's product discovery experience was one-size-fits-all, serving the same recommendations to every shopper regardless of their behaviour or intent. Cart abandonment was bleeding revenue daily with no intelligent recovery in place. And retention was almost entirely discount-driven, eroding margins while doing little to build genuine loyalty.

High Cart Abandonment

Low Conversion Rate

Rising Acquisition Costs

Weak Customer Retention



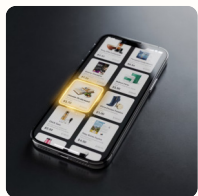
Consulting Approach

GSDC audited the full customer journey — from first visit to repeat purchase — before recommending any AI solution. The engagement focused on three high-ROI areas: personalised product discovery to increase conversion, intelligent cart recovery to recapture lost revenue, and customer lifecycle automation to maximise lifetime value. Every recommendation was grounded in real data from the client's product catalogue, customer behaviour, and marketing stack.



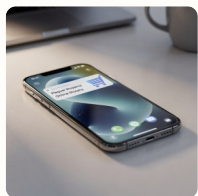
AI Readiness Audit

Assessed product catalogue quality, customer data depth, checkout flow performance, and marketing channel maturity to identify where AI would deliver the fastest and highest return.



Personalised Product Recommendations

Deployed AI-powered recommendations across homepage, category, and product detail pages — adapting in real time to each shopper's browsing behaviour and purchase history.



Intelligent Cart Recovery

Built a multi-channel recovery system using personalised timing, messaging, and incentive logic — triggering email, SMS, and on-site reminders calibrated per customer segment.



Customer Lifecycle Automation

Launched welcome sequences, post-purchase nurture, win-back campaigns, and VIP segmentation — turning one-time buyers into loyal repeat customers without relying on discounts.

Implementation Plan

The eight-week engagement was structured to deliver quick wins early while building a scalable AI foundation. Each phase built on the last — starting with data and strategy, moving into deployment, and closing with training and governance to ensure lasting results.

Week 1 — Discovery and AI Readiness Audit

Assessed product data quality, customer segmentation, checkout funnel analytics, and existing marketing automation. Delivered a scored readiness report with ROI-prioritised AI recommendations.

Weeks 3 to 5 — Product Recommendation AI and Search

Deployed AI-powered product recommendations across homepage, category pages, and product detail pages. Launched intelligent search that ranks results by predicted purchase intent rather than basic relevance.

Weeks 6 to 7 — Lifecycle Automation and Team Training

Deployed full lifecycle marketing automation including welcome series, post-purchase nurture, win-back campaigns, and VIP identification. Delivered team training with documentation for ongoing campaign management.

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Week 2 — Use Case Identification and Business Case

Ran workshops with growth, marketing, and operations teams. Identified personalised recommendations, cart recovery, and lifecycle automation as top-priority use cases with the clearest revenue impact.

Weeks 4 to 6 — Cart Recovery and Checkout Optimisation

Built and launched a multi-channel cart abandonment recovery system with AI-optimised timing, personalised messaging, and incentive thresholds that adapt per customer segment across email, SMS, and on-site triggers.

Week 8 — Outcome Review and Governance Framework

Reviewed conversion rate uplift, cart recovery rate, average order value, repeat purchase rate, and customer lifetime value metrics. Established ongoing AI governance and performance monitoring protocols.

Outcomes

The engagement enabled the e-commerce business to dramatically increase conversion rates, recover significant lost revenue from abandoned carts, and build a retention engine that turns first-time buyers into repeat customers — delivering measurable revenue growth without increasing ad spend.



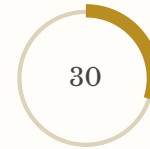
Conversion Rate Increase

More browsers became buyers through personalised product discovery and smarter search rankings.



Cart Abandonment Reduced

Intelligent multi-channel recovery recaptured revenue that was previously lost at checkout.



Team Members Upskilled

Marketing, ops, and growth team members trained and equipped to manage AI tools independently.

"We were spending a fortune on paid ads to drive traffic, but half the visitors were bouncing or abandoning their carts. GSDC's AI changed how our site works — products now find the right customers, abandoned carts get recovered automatically, and our repeat purchase rate has nearly doubled. The ROI was obvious within weeks."

Head of Growth | E-commerce Business | Global



Ready to Replicate These Results?

Talk to our team to design a similar AI consulting engagement tailored to your e-commerce store's conversion and growth goals.

[Explore AI Consulting Services](#)