



How Winning Ecommerce Brands Are **Actually** Using AI

(And Why Most Are Still Behind)

Today's Panel of **EXPERTS**



Matt Erickson
CEO | AdBeacon



Jon Tilley | *Founder CEO*
ZONGURU



Zach Oldham *CEO | Founder*
 **Gravity**



Joel Brda *Founder | CEO*
human



Sabir Semerkant | *Founder*



Luis Guillen | *Client Partner*
SNAPCHAT 

Who is AdBeacon?



AdBeacon helps ecommerce brands and agencies optimize paid media performance using first-party attribution, AI-driven insights, and faster decision-making.

1



Multi-touch attribution & optimization
for paid media

2



Built for ecommerce brands & agencies
performance driven

3



First-party data for accurate attribution
no more blind spots

4



Faster, smarter optimization decisions
act on what matters

5



Turn junior buyers into strategic operators
AI insights & recommendations

6



Connects marketing performance to revenue & profit
see the full impact

7



Eliminates wasted spend by surfacing what drives conversions
stop paying for guesswork

8



Accelerates reporting, analysis & campaign workflows
save time, move faster

9



Scale performance without scaling complexity
grow with confidence



AdBeacon's **AI-Powered** Campaign Engine

Speed, Insight, and Creative Execution at Scale

”

“Everyone is using AI. Very few are actually benefiting from it.”

AI is not a magic wand... most businesses lack clarity on the problem they're solving.

THE PROBLEM ISN'T AI. IT'S MISALIGNMENT.



Save Time

Automate repetitive reporting cycles that drain human resources.

Repeatable



Increase Output

Scale creative testing and data analysis beyond human capacity.

Productivity



Improve Performance

Turn raw data into immediate profitable actions.

Measureable



Grow Profit

Move beyond surface metrics to true incremental revenue growth.

Profitable

You must start with the *problem* you are trying to solve!

THE 3 PILLARS OF **ADBEACON** AI SUCCESS



AdBeacon Agents

Instantly surfaced by AI agents that understand ecommerce logic.



AdBeacon Luma

Instantly accessible first-party data via conversational interfaces.



AdBeacon Creative Studio

Instantly deployable assets based on performance signals.

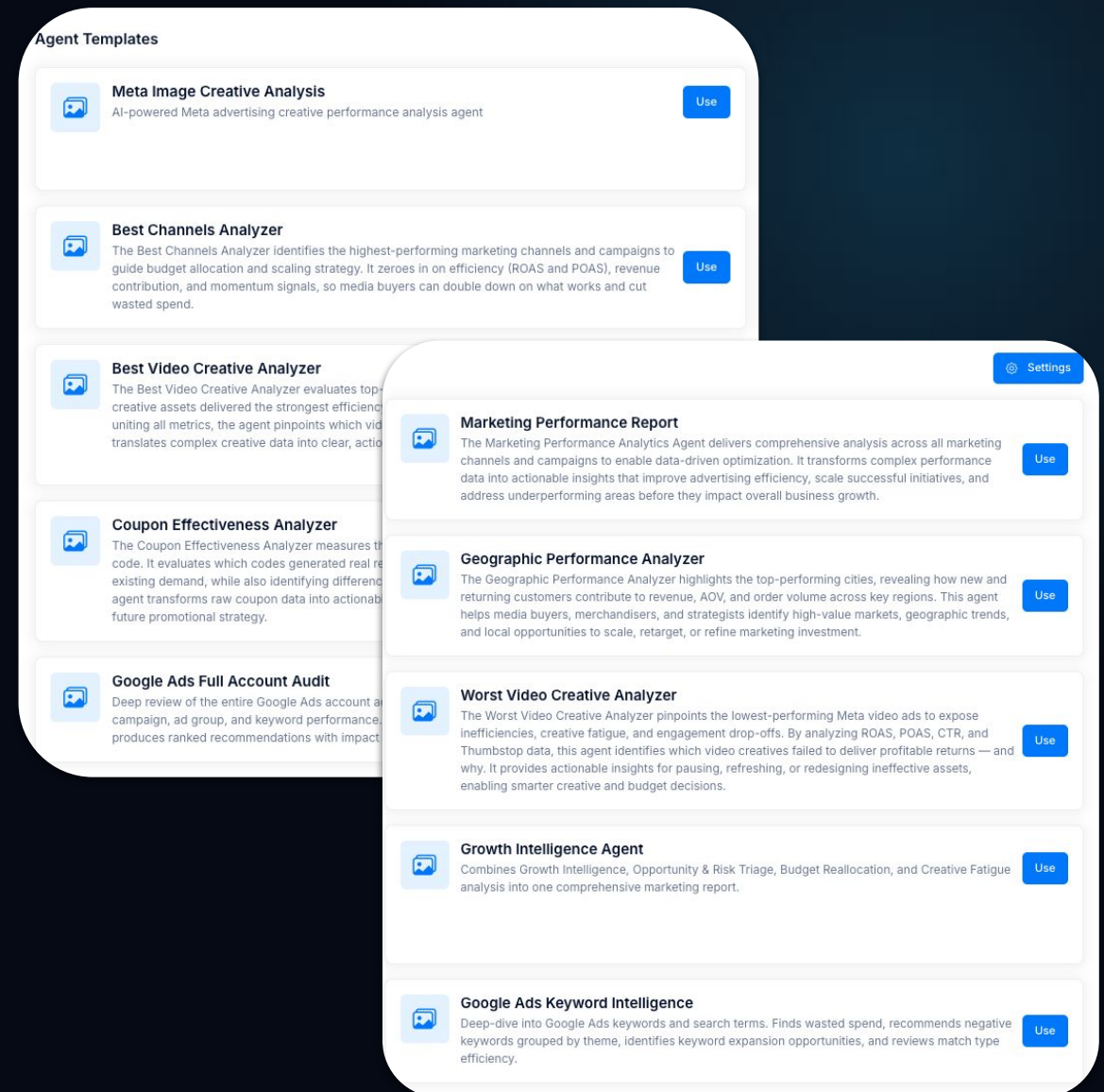


PILLAR 1: AdBeacon AI AGENTS

From Reporting → To Rapid Real-Time Decision

Most reporting cycles are repetitive and cost untold hours.
AI agents eliminate repetition by:

- ✓ Finding winners faster (Channels, campaigns, ads, ETC)
- ✓ Understanding WHY they win
- ✓ Prescribing the next move

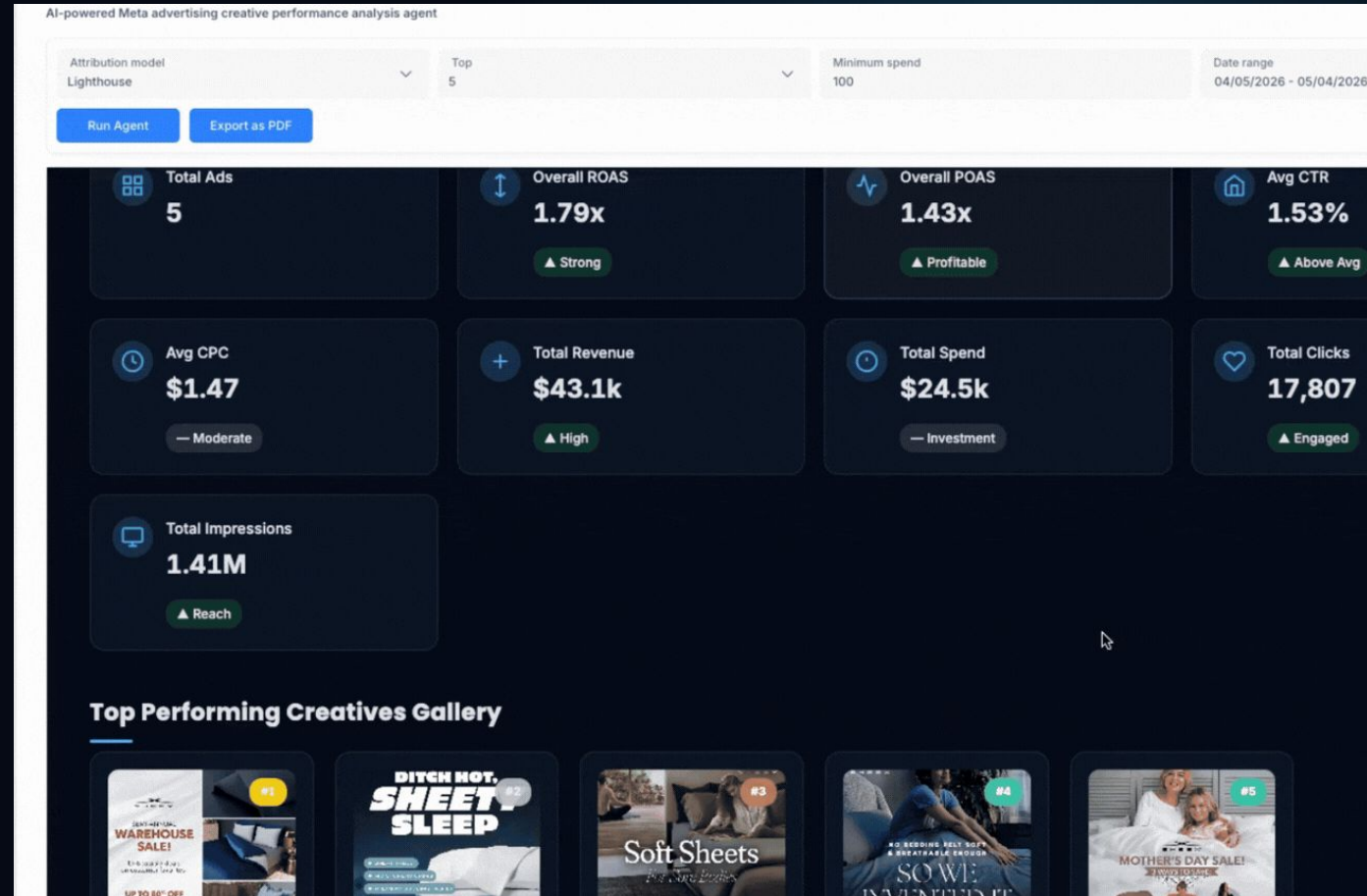


AdBeacon AI AGENTS

Example: Meta Creative Analysis

Find winning creatives - Cut losing creatives.

- ✓ Pinpoint winners for creative variations
- ✓ See what creatives are driving profit
- ✓ Summaries and guidance for next creative steps





AdBeacon AI AGENTS

Example: Growth Intelligence Agent

Helping turn Jr. media buyers into Sr. media buyers

- ✓ Know where stop burning ad spend - **What to Cut**
- ✓ See which campaigns to scale - **Where to Spend**
- ✓ Identify what ads to change - **Create Variations**
- ✓ Get a plan of ACTION with a click!

Growth Intelligence Agent
Combines Growth Intelligence, Opportunity & Risk Triage, Budget Reallocation, and Creative Fatigue analysis into one comprehensive marketing report.

Date Range: 03/25/2026 - 04/23/2026 Run Agent Export as PDF

- **Retargeting breakdown:** Two retargeting campaigns (Cart Abandoners DGen and Catalog DPA on Meta) both losing money despite high-intent audiences—exclusion issues likely.

Opportunity & Risk Triage

DO NOW - Act Immediately

NP_Conversion CBO (Pinterest+ Enabled) Pinterest
Zero conversions despite \$4,432 spend over 30 days—complete audience mismatch or tracking failure
Daily impact: **-\$148 lost revenue**

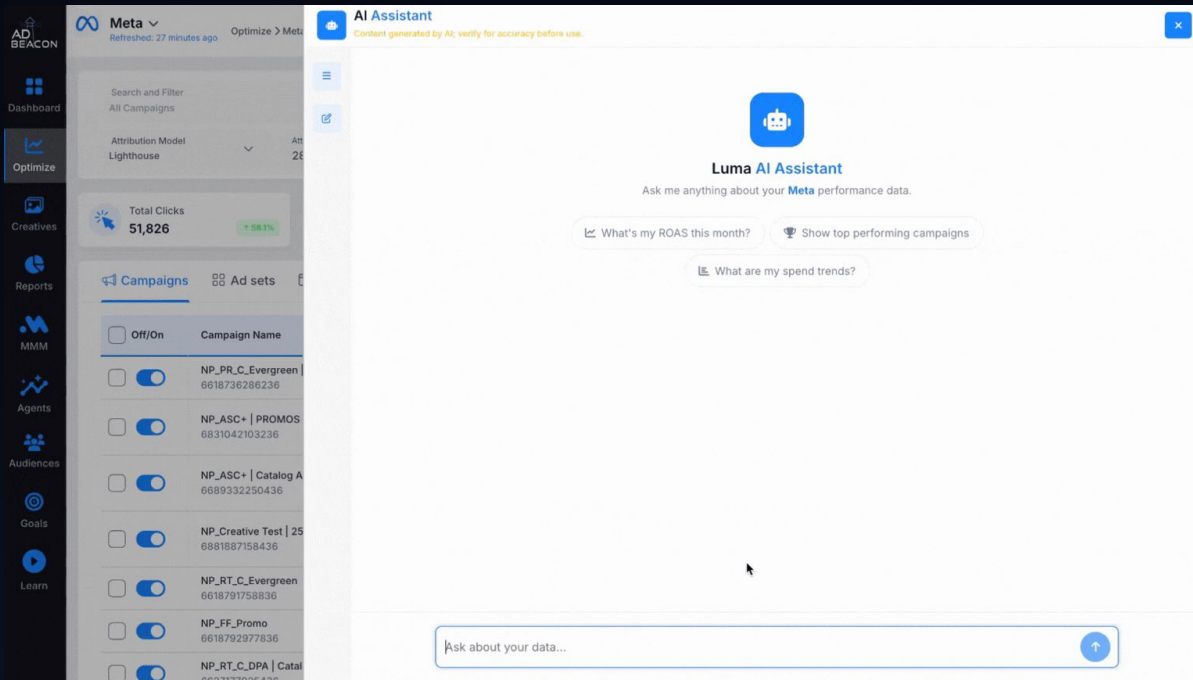
PAUSE Pause immediately and investigate Pinterest tracking setup → Save \$148/day

NP - New Customers Only PMAX 2.26.26 Google
AdBeacon ROAS 0.74x for full 30-day period with no prior conversion data—new customer targeting too restrictive
Daily impact: **-\$76 lost revenue**

REDUCE Reduce budget 50% to \$150/day and expand audience signals → Potential to save \$95/day while testing optimization

NP | DGen | Retargeting | Cart Abandoners BOT Facebook

PILLAR 2: CONVERSATIONAL DATA – LUMA



**Stop pulling reports.
Stop drowning in sheets.
Start asking YOUR questions.**

Conversational data removes the interface barrier. Ask natural questions to Luma inside AdBeacon

"Where am I wasting spend?"

"What should I scale right now?"

"What are my top campaigns with AOV over \$100"

PILLAR 3: CREATIVE VELOCITY – Creative Studio

Testing Volume Comparison

Traditional Agency

5 Tests/Month

AI-Enabled Brand

100+ Tests/Month

Production is the common bottleneck. AI = **Instant Iteration**.
Accurate Data → More tests → Faster winners → Better Results.



AdBeacon Creative Studio

Production is the common bottleneck.
AI = **Rapid Creative Iteration.**

- ✓ Add creatives to Creative Studio
- ✓ Prompt the changes you want to make
- ✓ Select the creative you like (or create more)
- ✓ Apply directly to your campaigns!

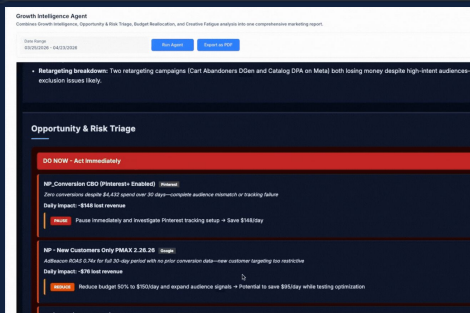
Fast → Simple → Accurate → Zero Bottlenecks.

The screenshot displays the AdBeacon Creative Studio interface. On the left is a dark sidebar with navigation options: Dashboard, Optimize, Creatives, Reports, MMM, Agents, Audiences, Goals, and Learn. The main area shows a 'Creative Dashboard > Meta' view with a grid of ad creatives. Below the grid are four detailed performance cards for different creatives, each showing a thumbnail, a table of metrics, and a 'Show in Chart' button.

Metric	Value	Change
Spend	\$453.40	↓ 95.7%
CPC	\$3.29	↑ 36.5%
CTR	0.64%	↑ 1.6%
MER	29.21%	↓ 80.6%
Orders	4.54	↓ 84.4%
Revenue	\$1,552.07	↓ 77.8%
ROAS	3.42	↑ 410.4%
POAS	2.61	↑ 401.9%
Orders	6	↓ 96.1%
Revenue	\$1,626.07	↓ 96.1%
ROAS	3.59	↓ 10%

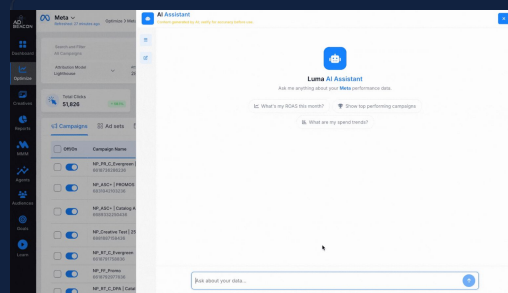
Metric	Value	Change
Spend	\$1,186.26	↓ 73.4%
CPC	\$1.40	↓ 20.9%
CTR	1.01%	↑ 38.4%
MER	41.33%	↓ 55.8%
Orders	11.64	↓ 32.1%
Revenue	\$2,869.99	↓ 39.8%
ROAS	2.42	↑ 126.2%
POAS	1.83	↑ 117.9%
Orders	34	↓ 51.4%
Revenue	\$8,577.87	↓ 52.4%
ROAS	7.23	↑ 78.9%

THE COMPOUNDING EFFECT – AdBeacon AI



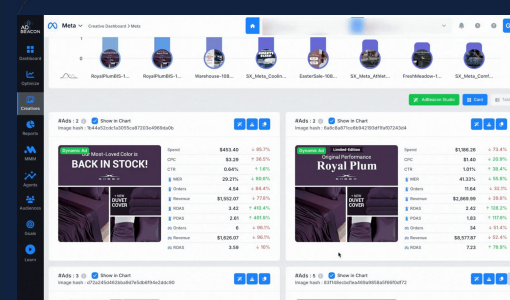
1. AI Agents

- Automate Reporting
- Know Your Next Move
- 10X Productivity



2. Insights With Luma

- Ask YOUR Questions
- Granular Data Correlations
- Insights for ACTION



3. Creative Studio

- Eliminate Bottlenecks
- Rapid Creative Variations
- Direct Campaign Inclusion



4. Fast Profitable Scaling!

- Fast Track Creative Testing
- 2X Success & Eliminate Waste
- Smarter Budgets = Profitability

AI can give you an “unfair” advantage! AdBeacon provides a feedback loop between performance data and profitable campaign execution.



AdBeacon's **AI-Powered** Campaign Engine

Speed, Insight, and Creative Execution at Scale

| Experience *AdBeacon* for Yourself!



Built **By** Media Buyers.
For Media Buyers.

Helping ecommerce brands and agencies optimize paid media performance using first-party attribution, AI-driven insights, and faster decision-making.

- **Demo**

Live platform demo for you and your team - *bring your questions!*

- **Pilot**

Test all AdBeacon can do 30-days, no strings attached.

- **Guarantee**

90-day money back guarantee for *qualifying agencies*



Matt Erickson

CEO | AdBeacon

Matt@AdBeacon.com



The Ad Network for AI.

How ecommerce brands are running ads in AI platforms.

Zach Oldham
Co-Founder & CEO
www.trygravity.ai

What an ad looks like

01 Contextual to the conversation.

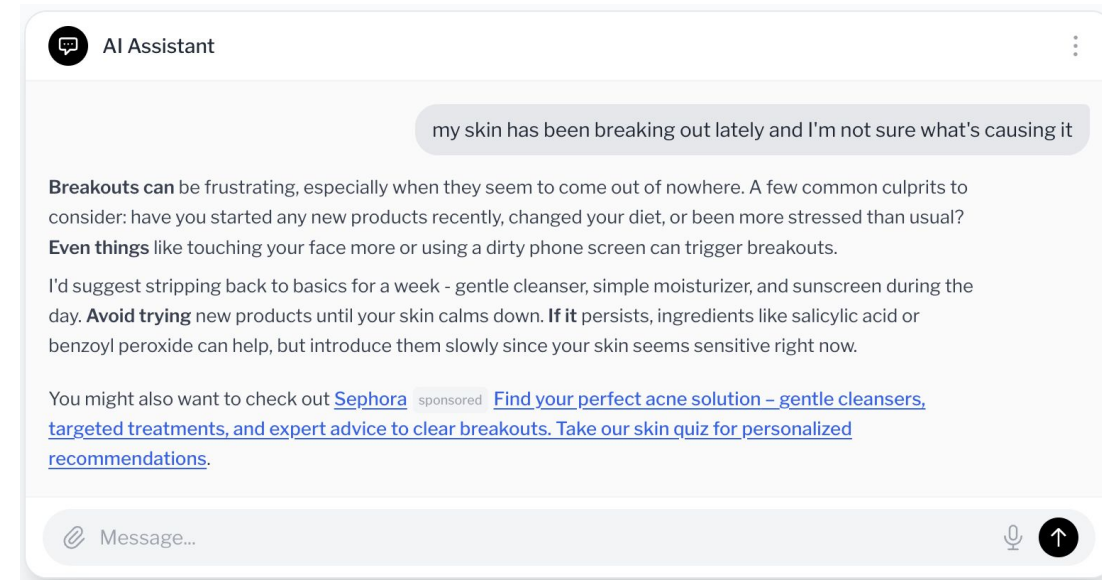
Surfaces only when a user is in a relevant moment, asking about a category or product the advertiser fits.

02 Generated to match the conversation.

Each ad is composed on the fly to feel native to the response. Useful, not interruptive.

03 Full performance tracking.

Full pixel and conversion tracking. Data is displayed in the dashboard.



Trusted By

Enterprises

Walmart



DTC Brands

HAUS

chiyo

KULi
KULi

LILAS

Tech

▲ Vercel

 **mongoDB**

**|| Eleven
|| Labs**

deel.

Agencies

FERMÀT

TRANSMISSION.

Outshine.

& Many More

Let's talk.

Scan to book a call/connect. Or email support@trygravity.ai



www.trygravity.ai



ADBEACON LIVE · MAY 14, 2026

RAPID **2X** AI GROWTH SYSTEM

The operating system that turns AI from optimization theater into compound growth.

SABIR SEMERKANT · FOUNDER, RAPID 2X PROTOCOL

GROWTHBYSABIR.COM

WHO I AM

\$1B+ in incremental revenue. 200+ brands. One pattern.



- Built the **ecommerce division at VaynerMedia** with Gary Vaynerchuk
- Scaled **Will.i.am's i.am+**, **Aurum Brothers** (\$1.5M → \$3M), **Globe-Trotter** (127-yr British heritage), **Wallien**, and 200+ more
- 25 years auditing DTC brands \$300k → \$5M+
- Founder/Creator, **Rapid 2X Protocol**

"Sabir always has an answer as long as it relates to ecommerce." — Matt Higgins, RSE Ventures (Shark Tank)

THE PAINFUL TRUTH

AI is not your problem. Sequence is.

I've audited 200+ brands. The ones plugging in AI aren't growing faster — they're **losing money faster**. Because AI multiplies whatever you point it at. Point it at chaos, you scale chaos.

THE ENEMY

AI Optimization Theater

Staying busy with AI while staying broke. Three patterns I see every week:

01

Speed-blind A/B

Running 50 AI-generated A/B tests while the mobile site loads in **6+ seconds**.

02

One-and-done copy

Letting AI write 200 product descriptions while **92% of customers** buy once and never return.

03

Three-truth dashboards

AI ad bidders running while Meta says ROAS **5.2**, GA4 says **1.8**, Shopify says **3.4**.

**Adding AI to a broken sequence is paying to
scale your confusion.**

The Rapid **2X** 8-Sprint OS

- 1 Performance** Fix physics before you buy traffic
- 2 Analytics** Build truth before you build campaigns
- 3 Lifecycle** Automate revenue before you scale acquisition
- 4 Paid Media** Scale what works after proving what works
- 5 Customer Journey** Earn trust before you ask for the sale
- 6 Storytelling** Command pricing through narrative
- 7 Pricing & Profit** Optimize margin before volume
- 8 CRO** Compound improvements systematically

THE AI RULE

AI inside the sprint. Never across.

AI is a force multiplier **inside** a sprint that's already correctly sequenced. Use it to compress weeks into days — but only on the **right** sprint, in the **right** order.

Fix physics before you buy traffic.

The play. Open Claude. Paste your top product page URL + a Lighthouse export. Ask:

"Identify the single highest-impact LCP and CLS fix I can ship in under one hour. Show me the exact code or Liquid change."

Why it works. 1 second of mobile speed \approx +7% conversion. Most brands have 3+ seconds to recover. Speed compounds across every sprint that follows.

PROOF

Wallien — premium water wear

Sprint 1 only. No new ads. No new creative.

+328%

REVENUE · WEEK 2

+88.6%

SUSTAINED · DAY 30

Build truth before you build campaigns.

The play. Pull last-30-day revenue from Meta, GA4, Shopify, Klaviyo, and AdBeacon. Hand all five to Claude.
Ask:

"Reconcile these five sources. Show me which channel is over-claiming, which is under-claiming, and what the real attribution split is. Flag every discrepancy over 10%."

Why it works. Without one source of truth, every dollar of ad spend is a guess. AI reconciliation kills the lying dashboards in an afternoon.

WHAT YOU GET

- One reconciled revenue number you can trust
- The exact channel that's over-claiming credit
- The hidden channel that's actually working
- A daily digest you can re-run in 60 seconds

You stop scaling lies. Real ROAS goes up because ~~you~~ you really know what to cut.

Automate revenue before you scale acquisition.

The play. Export your top three Klaviyo flows (Welcome, Abandoned Cart, Post-Purchase). Paste them into Claude. Ask:

"Find the broken handoff. Where are subscribers dropping out before the second purchase? Rewrite the failing email and tell me exactly which trigger to change."

Why it works. 92% of DTC customers never come back. Fixing one flow handoff routinely adds 10-20% revenue with zero new acquisition cost.


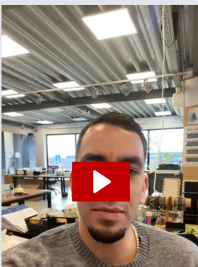

THE COMPOUND

- Sprint 1 (Speed)→ more visitors convert
- Sprint 2 (Truth)→ you know what's working
- Sprint 3 (Lifecycle)→ customers return automatically
- Sprint 4 (Paid)→ CAC becomes profitable

Each sprint multiplies the value of every sprint after it.

PROOF · REAL VIDEO TESTIMONIALS

Same sprints. Different **sequence**. Different outcome.

<p><small>WALLIEN</small></p> <p>A WHOPPING 88% INCREASE IN SALES IN UNDER 30 DAYS</p> 	<p><small>THE AURUM BROTHERS</small></p> <p>FROM A STAGNANT \$1.5M BRAND TO A 143% INCREASE IN SALES IN 21 DAYS</p> 	<p>A 333% SALES SURGE ACROSS THREE CONTINENTS BY OPTIMIZING THEIR WEBSITE AND LANDING PAGES</p> 
<p>Wallien · Premium water wear +88% sales · 30 days · Sprint 1 only</p>	<p>The Aurum Brothers · Men's jewelry +143% sales · 21 days · \$1.5M → \$3M</p>	<p>Globe-Trotter · 127-yr British luggage +333% sales · 3 continents · Mature category</p>

THE CHOICE · NEXT STEP

Path A. Keep doing AI optimization theater. Scale your chaos faster.

**Path B. Install the sequence.
Let AI **compound** it.**

**Get the playbook + AI
Workbook. Free.**

182-page **Rapid 2X Protocol** + complimentary **AI-Optimized Workbook** to audit your ecom business with **Claude Opus 4.6** (recommended) or ChatGPT GPT-5.5.

growthbysabir.com/book



SCAN · DOWNLOAD · INSTALL

Beyond Keywords:

The Listing Engineering Playbook
for AI-First Commerce

+ SPECIAL 25% OFF



Jon Tilley
CEO

AI AGE

Amazon ditches Rufus chatbot, launches Alexa shopping agent in AI strategy pivot

PUBLISHED WED, MAY 13 2026•9:00 AM EDT | UPDATED WED, MAY 13 2026•9:13 AM EDT

alexa for shopping



Hello, Kiril!

Let me know how I can help you shop.

Not Kiril? [Switch Profile](#)

Things I can do

The Unpopular Opinion

**Alexa for Shopping
is Amazon's best
salesperson.**

But Most listings aren't giving it anything to sell.

THE AI - CONVERSATIONAL SEARCH REALITY

This isn't a side experiment.

300M+

Customers used Rufus in 2025/26

+149%

Year-over-year growth in monthly users

60%

Higher conversion rate when buyers engage Rufus

\$12B

Projected annual sales lift from Rufus

The buyer journey just got rebuilt.

Old Amazon

Search

↓ Scroll

↓ Compare

↓ Decide

AI-era Amazon

Research

↓ Criteria

↓ Recommendation

(and what's coming next)

Buyers don't search anymore. They consult.

THE NEW AI MODEL

Listing Engineering = Two Systems

1. Semantic Mapping (COSMO)

- ✓ What is the product
- ✓ Who is it for
- ✓ When is it used
- ✓ What makes it different

2. Question Engineering (Alexa)

- ? What questions do customers ask?
- ? Which questions drive the decision?
- ? Does your listing answer them?

"You're not optimizing content. **You're engineering understanding and decisions.**"

Direct from the Source. Product Knowledge Mapping. How COSMO Thinks About your Product

Relation Type	Tail Type	Example
USED_FOR_FUNC	Function / Usage	dry face
USED_FOR_EVE	Event / Activity	walk the dog
USED_FOR_AUD	Audience	daycare worker
CAPABLE_OF	Function / Usage	hold snacks
USED_TO	Function / Usage	build a fence
USED_AS	Concept / Product Type	smart watch
IS_A	Concept / Product Type	normal suit
USED_ON	Time / Season / Event	late winter
USED_IN_LOC	Location / Facility	bedroom
USED_IN_BODY	Body Part	sensitive skin
USED_WITH	Complementary	surface cover
USED_BY	Audience	cat owner
xINTERSTED_IN	Interest	herbal medicine
xIS_A	Audience	pregnant women
xWANT	Activity	play tennis



- What is it?



- Who is it for?



- When is it used?



- What problem does it solve?



- What is it compared to?



HOW WE REVERSE ENGINEER AFS.

We don't wait for questions. We engineer them before they're asked.

Multi-Source Input Layer

- 📁 Current listing content
- 💬 Customer reviews & Q&A
- 📄 Competitor listings
- 📍 Category context
- ⚙️ Product attributes & specs
- 🌐 External Web Sources

AI Question Generation + Filtering

Majority relevance

→ Would ~50% of buyers ask this?

Decision impact

→ Does this influence "buy vs no buy"?

Answerability

→ Can this be clearly answered in the listing?

Question Weighting + Prioritization

We tier questions based on importance:

Tier 1 — Critical Decisions

Core questions driving purchase

Tier 2 — Confidence Builders

Usability, fit, and experience

Tier 3 — Supporting Details

Nice-to-have clarity

THE GOAL: Maximize answer coverage across high-impact buyer questions

Closing the Gap: Listing Engineering, Not Listing Optimization

OLD APPROACH: LISTING OPTIMIZATION

- Tweak the title
- Add keywords
- Improve images
- Rerun a keyword tool

NEW APPROACH: LISTING ENGINEERING

- ✓ Structure product knowledge as a system
- ✓ Map attributes to relationships Rufus uses
- ✓ Engineer for AI readability AND human conversion
- ✓ Cover use-case language across copy, reviews, Q&A
- ✓ Treat the listing as one coherent unit, not a collection of fields

Some of this you can fix yourself today. Some of it needs **structural engineering**.

FREE: COSMO AI Readiness Score



zonguru.link/COSMORS



Profit Calculator

Profit: \$203.35 Profit Margin: 50.94%



[Click to see full view](#)



Ask Rufus

Does it fit standard monitor arms?

How quiet is the motor?

Can it hold two large monitors?

Why you might like this

Compare with similar



vari.

[Visit the Vari Store](#)

Vari VariDesk Pro Plus 36 - Electric Standing Desk Converter -11 Height Settings + Spring-Loader Lift, 2 Tier Design with Keyboard Tray or Laptop Stand – Fully Assembled (Walnut)

4.4 ★★★★★ (26) | [Search this page](#)

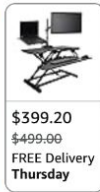
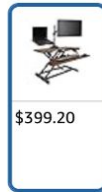
\$399²⁰

[Price history](#)

Or \$99⁸⁰ /2 weeks (x4) at 0% APR. [Select from 2 plans](#)

[Unlock a \\$150 Amazon Gift Card](#) upon approval for Prime Visa.

Color: **Walnut**



Brand	Vari
Shape	Rectangular
Desk design	Standing Desk
Product Dimensions	16.75"D x 36"W x 19.25"H
Color	Walnut
Style	Modern

[See more](#)

\$399²⁰

FREE delivery **May 8 - 11.**

[Details](#)

[Deliver to JDS - Los Angeles 90066](#)

In Stock

Stock **30+**

Quantity: 1

Add to cart

Buy Now

Shipper / Seller Vari.

Returns 30-day refund/replacement

Payment Secure transaction

[See more](#)

Add a Protection Plan:

3-Year Protection Plan for \$80.99

Complete Protect: One plan covers all eligible past and future purchases (Best Value) for \$16.99/month

Add to Auto Buy

Add to List

OVERALL READINESS SCORE

Evaluating COSMO semantic relationship depth and Rufus Q&A coverage



This listing achieves a COSMO score of **60/100**, placing it in the **Adequate performance band** — foundational elements are present but deeper context is needed for optimal AI discovery.

67%

COSMO SEMANTIC MAPPING

42%

RUFUS Q&A COVERAGE

COSMO & RUFUS READINESS SNAPSHOT

COSMO SEMANTIC MAPPING

Used For (Function)	✓
Product Type	✓
Capable Of	✓
Solves Problem (xIntent)	✓
Used For (Situation)	⚠

RUFUS BUYER Q&A

Will it fit on my desk with 18 inches depth?	✓
Does it require drilling or clamping to my desk?	✓
Can it hold two 27 inch monitors plus a laptop?	⚠
Does it wobble when typing at standing height?	⚠
How loud is the motor when adjusting height?	⚠
Can I use it with an ultrawide monitor?	⚠
What material is the desktop surface made from?	⚠



Introducing ZonGuru AI Powered by Helix™

The First Agentic Listing Engineering Platform

Helix™ - AI Listing Engineering Platform



AI-readable
product knowledge



Stronger
discovery signals



High-performing
listings

Engineered for Discovery. Crafted to Convert.



● Before: 59 ● After: 98



COSMO Semantic Mapping +36



How well your listing maps to Amazon's semantic understanding



Rufus Q&A Coverage +46



Coverage of common customer questions answered by your listing

AI Insight

Your listing covers 11 of 11 key COSMO dimensions and answers 14 of 15 Rufus questions. Shift from keyword-stuffed SEO to benefit-driven storytelling with certification credibility and emotional positioning.

What improved



COSMO Semantic Mapping

How well your listing covers the dimensions Amazon's AI uses to understand and recommend your product.



- Target Audience
- Compared To (Alternative)
- Develops Skills (xEffect)
- Used In (Location)
- Used On (Time/Season)

Strong Adequate Weak/Missing



Rufus Q&A Coverage

Common buyer questions Amazon's AI shopping assistant can answer using your listing content.



Newly Answered

- Does it come fully assembled?
- What is the maximum weight it can hold?
- What certifications does it have for safety?

400+ Brands, Thousands of Listings



 **Total Sessions: ↑ 68%**

 **Conversion rate: ↑ 18%**

 **Niche Rank: ↑ 13%**

 **Stable ad spend**

Helix™ Is Not a Feature

It's a new foundation: Listing Optimization → Listing Engineering

- Access high-converting AI traffic
- Get ahead of competitors & align with Amazon
- Build structured advantage early

25% OFF Your Order
zonguru.link/HELIX25
COUPON: HELIX25

Engineered for Discovery. Crafted to Convert.

Audit. Elevate. Engage.

How AI powers the full CRO lifecycle for ecommerce brands.



Joel Brda
Human Marketing

MAY 2026

YOUR HOST


Joel Brda

Founder & CEO.

Human Marketing

Founder and CEO of Human, a digital marketing agency I've led for over a decade. With an Executive MBA and *25+ years of experience*, my career has spanned consulting for Fortune 500 companies like Anheuser-Busch, building ecommerce solutions, and leading high-performing teams — all focused on driving real, measurable growth.

Together with the Human team, we have delivered over *200,000 hours* of consulting and marketing execution, generating millions in additional revenue for our clients.

A portrait of Joel Brda, a man with short brown hair and a light beard, wearing a white t-shirt and a blue baseball cap with the word 'HUMAN' on it. He is smiling and looking directly at the camera.

• Joel Brda · Founder & CEO

25+
YEARS EXPERIENCE

200k+
HOURS DELIVERED

10+
YEARS LEADING HUMAN

ABOUT HUMAN

At Human, we believe small businesses are the *lifeblood of the economy*, and entrepreneurs are some of the most important people in the world.

And for over a decade, we've been committed to **helping them succeed**. We are a full-service **ecommerce growth partner**, working alongside businesses to identify their true growth and profit potential — then executing the strategy to get them there.

- We are more than an agency. We're *human*.

From digital marketing to full-funnel execution, we operate as an *extension of your team* — doing the work **with you and for you**.

— THE SETUP

The old way of doing CRO is slow, opinionated, and disconnected from the data. We're here to change that.

WHAT'S BROKEN

01

DECISIONS

Gut-driven redesigns instead of data-driven decisions.

02

PROCESS

Slow, expensive audit processes that finish months after they're useful.

03

EXECUTION

A *disconnect* between what the data says and what the site actually does.

— THE FRAMEWORK

Audit → Elevate → Engage.

Three connected pillars. One continuous system. Data flows downstream — and back upstream.

01.

Audit

AI surfaces every friction point, conversion drop-off and trust gap — and ranks them by revenue impact.

02.

Elevate

Audit findings become design and development — purpose-built modules, tools, and theme work tied to each priority.

03.

Engage

AI-driven copy, finders and personalization turn the elevated site into an experience that actively sells.

🔄 EACH CYCLE FEEDS THE NEXT

01. PILLAR ONE

Audit. automated.

AI-powered analysis that surfaces what's *actually broken* — ranked by revenue impact, not opinion.

OUTPUT *A prioritized, actionable roadmap — not a 40-page PDF no one reads.*

UX FRICTION

- Behavioral patterns at scale. Funnel behavior, page-level conversion, mobile vs. desktop gaps.

BEYOND HEATMAPS

- Behavioral signals + *technical telemetry* — speed, layout shift, accessibility, trust.

PRIORITIZATION

- Every finding ships with an **estimated revenue impact** and an effort tier.

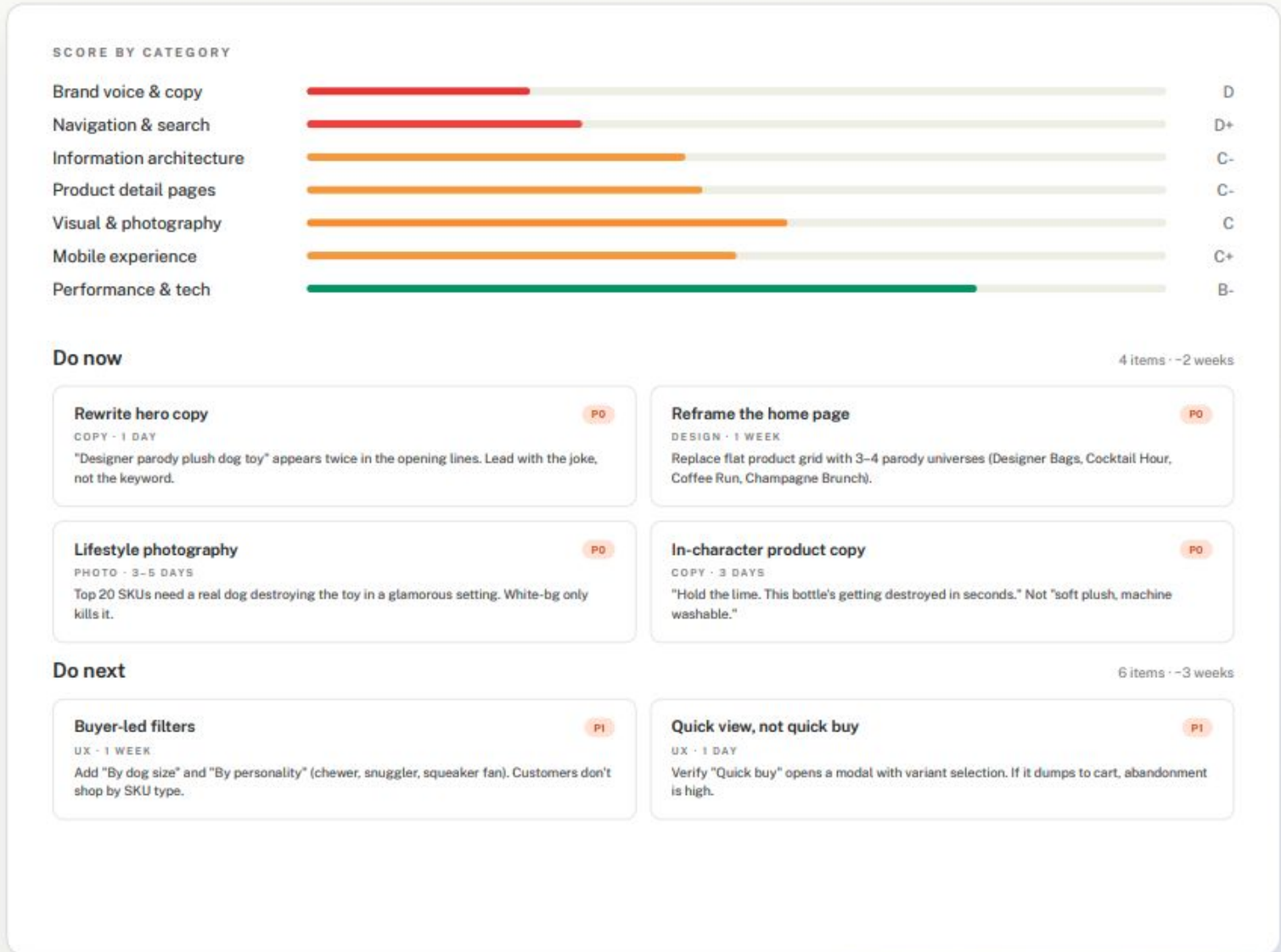
A LIVE AUDIT, SIDE-BY-SIDE

Your product data is *telling you something.* Are you listening?

The audit isn't just a UX exercise — it exposes inventory and merchandising blindspots most brands have never connected to design.

- 01 **High traffic, low conversion.** Friction or positioning issue hiding in plain sight.
- 02 **Overstocked SKUs** that need promotional or placement attention — and never get it.
- 03 **High-margin products** buried below the fold or absent from key landing pages entirely.

CASE IN POINT Haute Diggity Dog · Audit



PILLAR 02 · ELEVATE

Elevate. purpose- built.

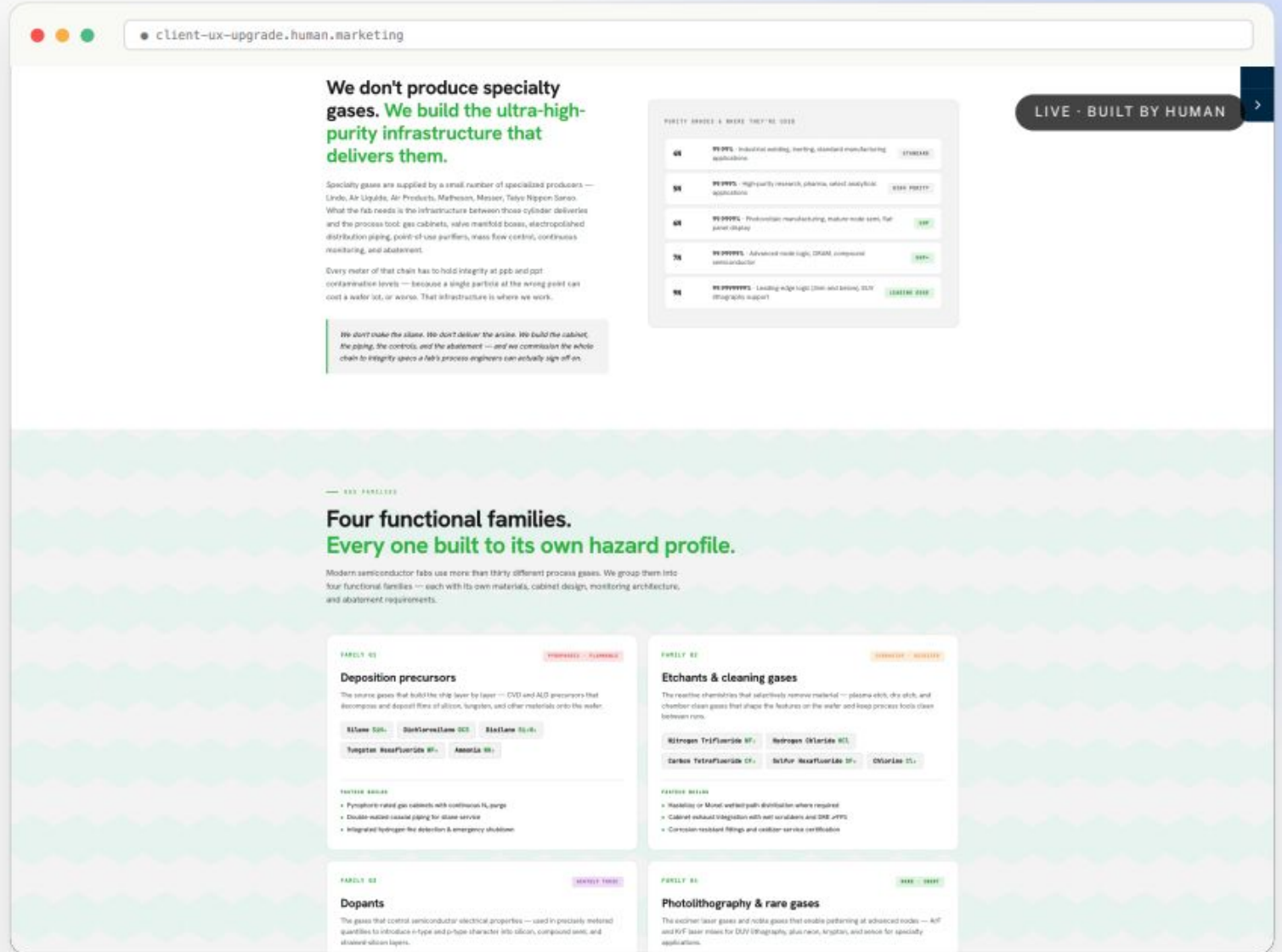
From audit output to *site transformation* — every change traces back to a finding, not an aesthetic preference.

THEME Customization grounded in **audit findings** — the data leads the design.

PURPOSE-BUILT Custom modules, calculators, dynamic displays — built for the conversion priority.

VELOCITY AI accelerates the build cycle — iteration that traditional dev timelines can't match.

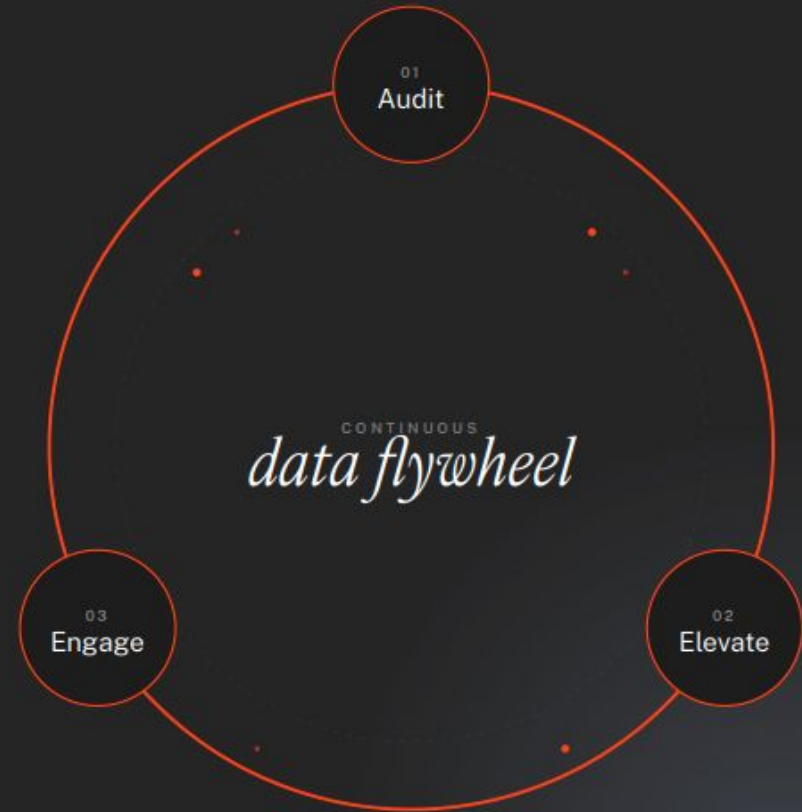
CASE IN POINT Fastech · Specialty Gases



THE COMPOUNDING EFFECT

It's not a project. It's a *loop*.

Audit → Elevate → Engage isn't linear. Each cycle generates new data, which sharpens the next audit. Brands that run this system continuously pull further ahead — every quarter.



THE STRATEGIC POINT

The brands winning with AI use it as an operating system for their site, not a one-time tool.

— LET'S GET TO WORK

Want to see what your audit looks like?

We'll run the same AI-powered audit on your store at no cost and walk you through the prioritized roadmap on a 30-minute discovery call.

START HERE

Free CRO Audit

visit our website <https://human.marketing/contact>



OR

Discovery call · *30 min*

Walk through the framework with our team



OR JUST SAY HI

joel@human.marketing

Direct line — replies within 24 hrs



- We are more than an agency. We're *human*.

Snapchat's

AI-Powered Smart Solutions for Brands

Hi! I'm **Luis Guillen**, but you can call me **Lu!**

I'm a **Client Partner** at Snapchat and I focus on building brand partnerships primarily with DTC e-commerce brands

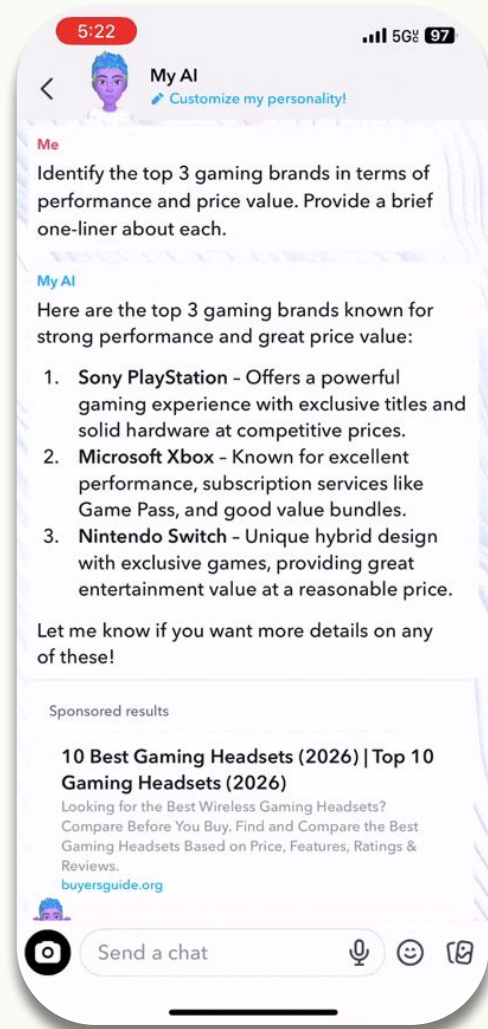
I've been with Snapchat for over 5 years and since joining, Snapchat's community has grown to almost **1 billion monthly active users** worldwide

My job is to help brands **reach new & existing customers among our massive global audience** and scale profitably using our full-funnel solutions

But today I'm here to talk to you about how Snapchatters, and brands, are **using AI on Snapchat!**



Snapchat uses AI to make **communication more personal & creativity more effortless**



Over

500 Million

Snapchatters have already engaged with **My AI** across tens of billions of conversations

700 Million+

Snapchatters have engaged with **Gen AI** lenses over 17 billion times

And brands are already creating **branded, AI-powered experiences** for Snapchatters to engaged

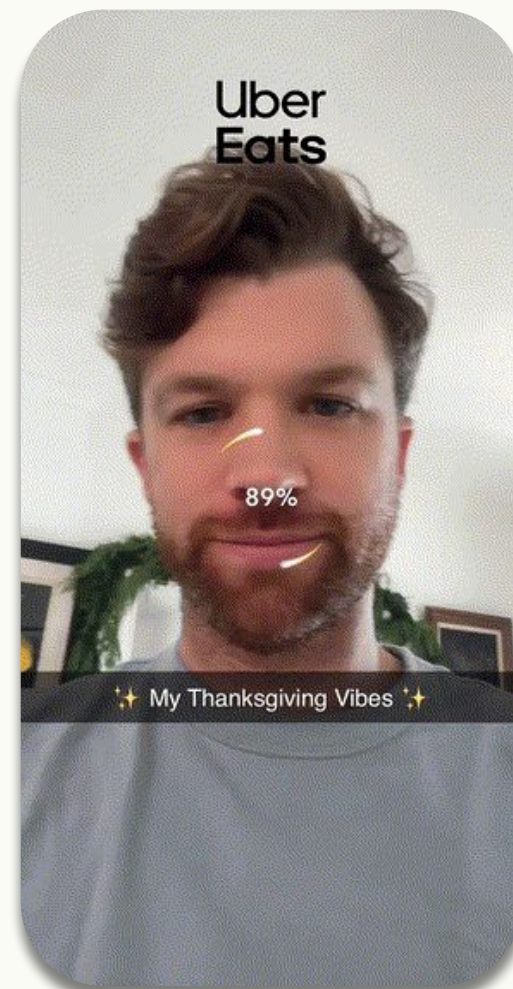
Gucci



Tinder



Uber Eats



Cowboy Carter



Brands can also use AI for themselves on Snapchat, using our **Smart Campaign Solutions**



Smart Optimization

Optimizes ad delivery to the times and audiences that matter most through automatic bid and budget optimizations



Smart Budget

Allocates budget to the strongest performing ad sets based on predicted performance, maximizing efficiency and scalability



Smart Placements

Puts your ad in front of your target audience across their favorite Snapchat surfaces



Smart Targeting

Uncovers new, high-value customers based on targeting inputs



Smart Ads

Automatically creates new ad formats using existing assets, with upfront previews across placements.



Smart Budget

Spend more on performing ad sets and less on underperforming ones. Set an overarching campaign budget and we'll use data and intelligence to automate its distribution.

Campaign Budget

\$2,500.00

Daily Budget

Campaign Bid Strategy

Target Cost

Target Cost for Website Conversion, 28 day click or 1 day view

[Change Goal](#)

With Campaign Budget Optimization turned on, all your ad sets will share the same performance goal, bid strategy, optimization window and bid value.

Bid

\$ 47.20

per Pixel Purchase

AVAILABLE NOW

Smart Budget

All the performance. None of the grind.

Use **Smart Budget Optimization** to automatically allocate your budget to give you the strongest performance without the manual work of budget reallocation.

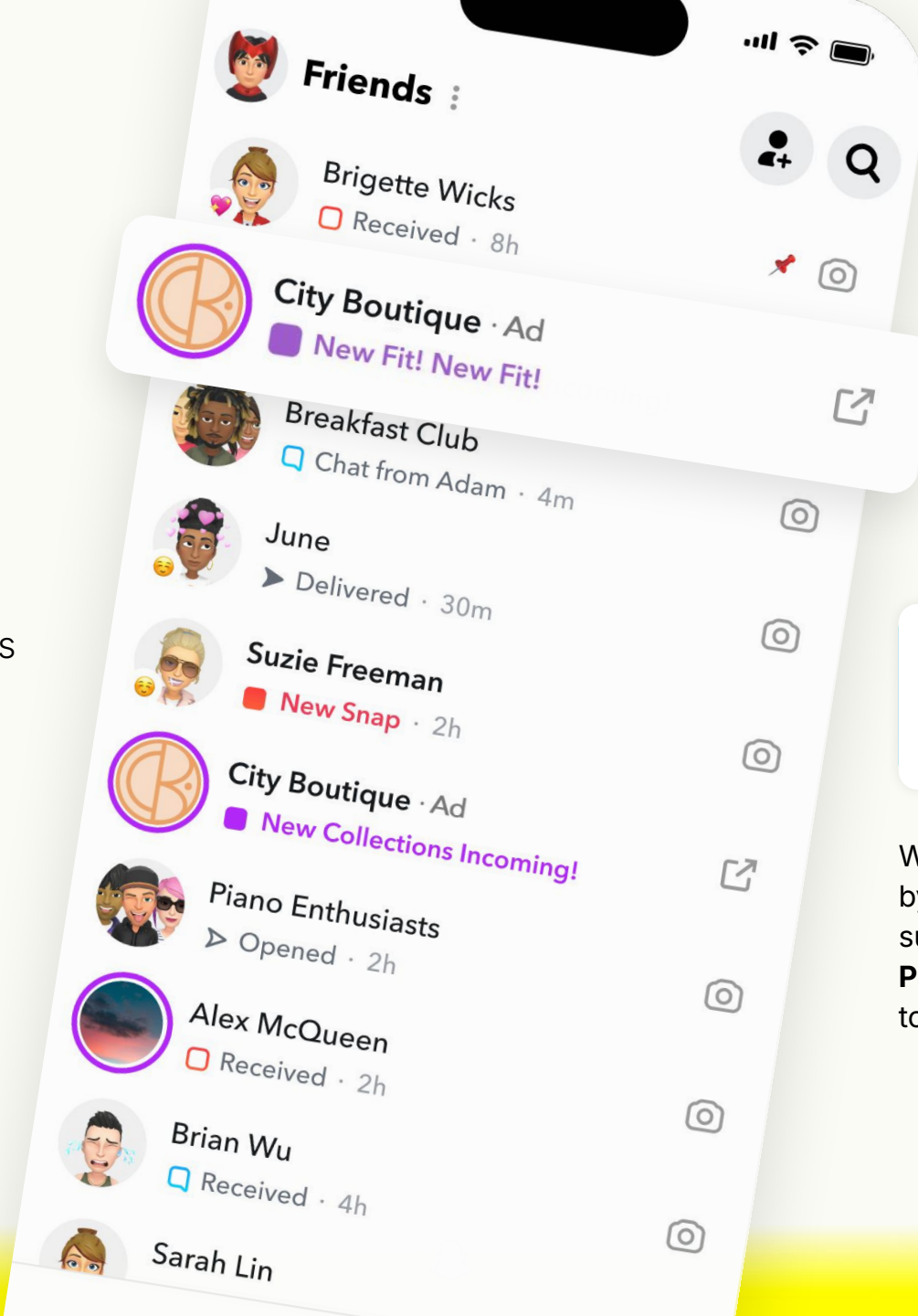
*Disclaimer: Smart Budget is currently available for select optimization goals and bid strategies. Reach out to your Snap rep or visit [Snapchat's Business Help Center article](#) to learn more.



AVAILABLE NOW

Smart Placements

Putting your ad in front of your customers in their favorite Snapchat surfaces



Smart Placements allow your ads to be displayed across all of Snapchat's inventory pools

What's more, we have expanded our offering by bringing tailored ads to new and beloved surfaces like Chat and Maps, meaning **Smart Placements** has even more app surface area to connect with your audience.

*Disclaimer: Chat Feed inventory is available to advertisers using select goal-based bidding options on Snap, and will be rolled out further in the coming months. Smart Placements will automatically extend eligible ads into this inventory pool.

AVAILABLE NOW

Smart Targeting

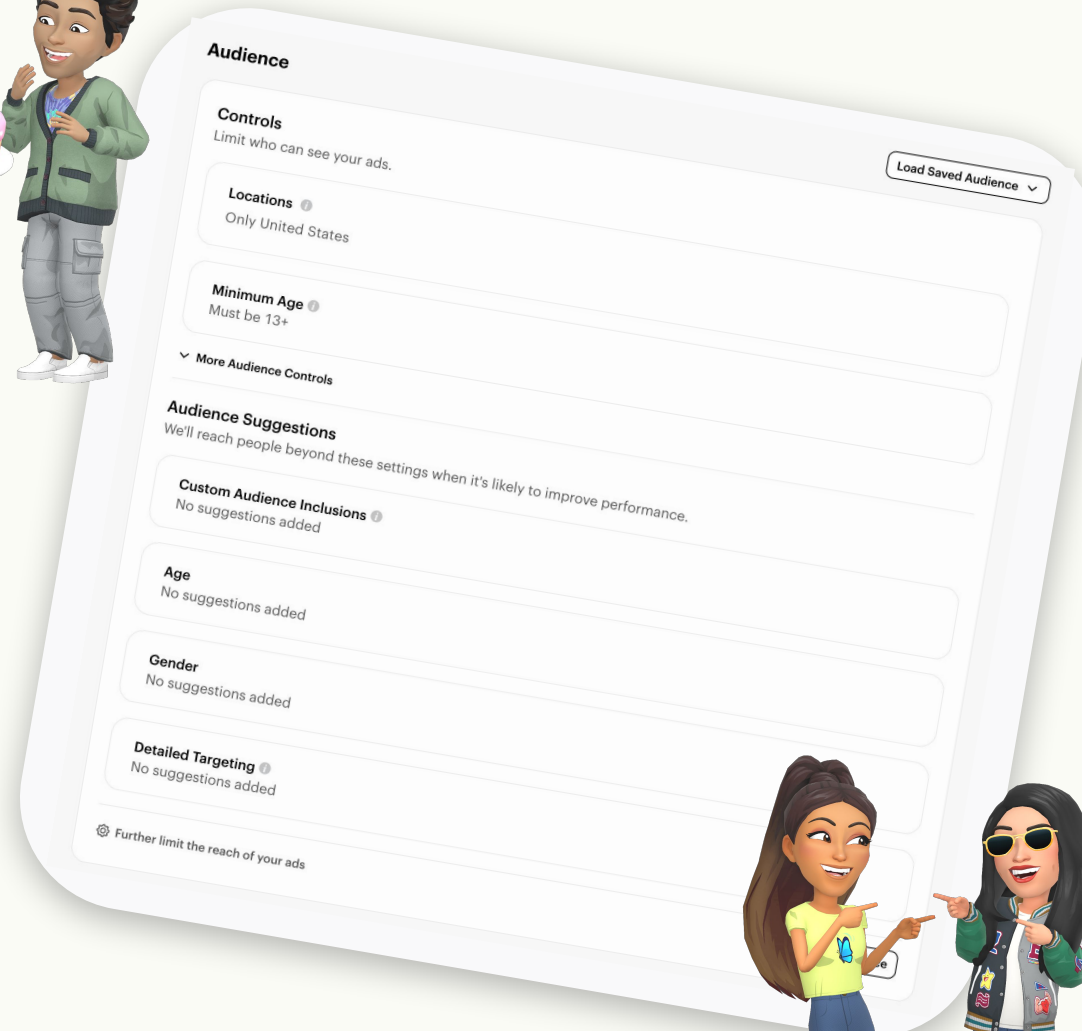
Find your audience

Leverage machine learning to maximize performance and simplify ad set management by finding additional high-value users based on targeting inputs.

Lift in Conversion Volume*

+8.8%

for Smart Targeting-enabled ad sets compared to manual targeting ad sets.



Interested in reaching an incremental audience and diversifying your channel mix? **Let's get your brand on Snapchat!**

Our Shopify Integration makes setup easy, allowing you to seamlessly:

- Implement the **Snap Pixel + Conversions API**
- Sync your product catalog and start selling using **Dynamic Product Ads (DPA)**

Only have Meta & TikTok creatives? No problem! Most Meta & TikTok creatives meet our ad specs, which means you can repurpose them for testing Snapchat

We also have an amazing incentive available for brands looking to test ASAP:

Dollar-for-Dollar Match up to

\$150,000

For first-time advertising partners, or brands that have not tested Snapchat in the last 12 months

SNAPCHAT 



Thank you!

For more information, or to get started on Snapchat,
please reach out to:

Luis Guillen (lguillen@snapchat.com)



Questions?

Copy of today's presentation and a recording of the webinar will be provided (soon)!

"AI is not an efficiency tool. It's a performance multiplier."



Huge Thank You to our Panel!



Matt Erickson
CEO | AdBeacon



Jon Tilley | *Founder CEO*
ZONGURU



Zach Oldham *CEO | Founder*
 Gravity




Joel Brda *Founder | CEO*
human



Sabir Semerkant | *Founder*
 **GROWTH**
BY SABIR



Luis Guillen *Client Partner*
 snapchat



How Winning Ecommerce Brands Are **Actually** Using AI

(And Why Most Are Still Behind)