

Welcome

Meet the hosts



**Brianna
McLaughlin**
Strategic Account
Manager



Thomas Shields
Director of Product
Marketing

Started 3m ago

Share event



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Questions



You haven't asked a question yet

You can send your questions to host and moderators here. Your questions won't be visible to other attendees.

Ask a new question

Questions



AI in Action

How GenAI is transforming purchasing behavior in ecommerce



Search query



Categories viewed



Dynamic questions



Digital assistant



Perfect for you:

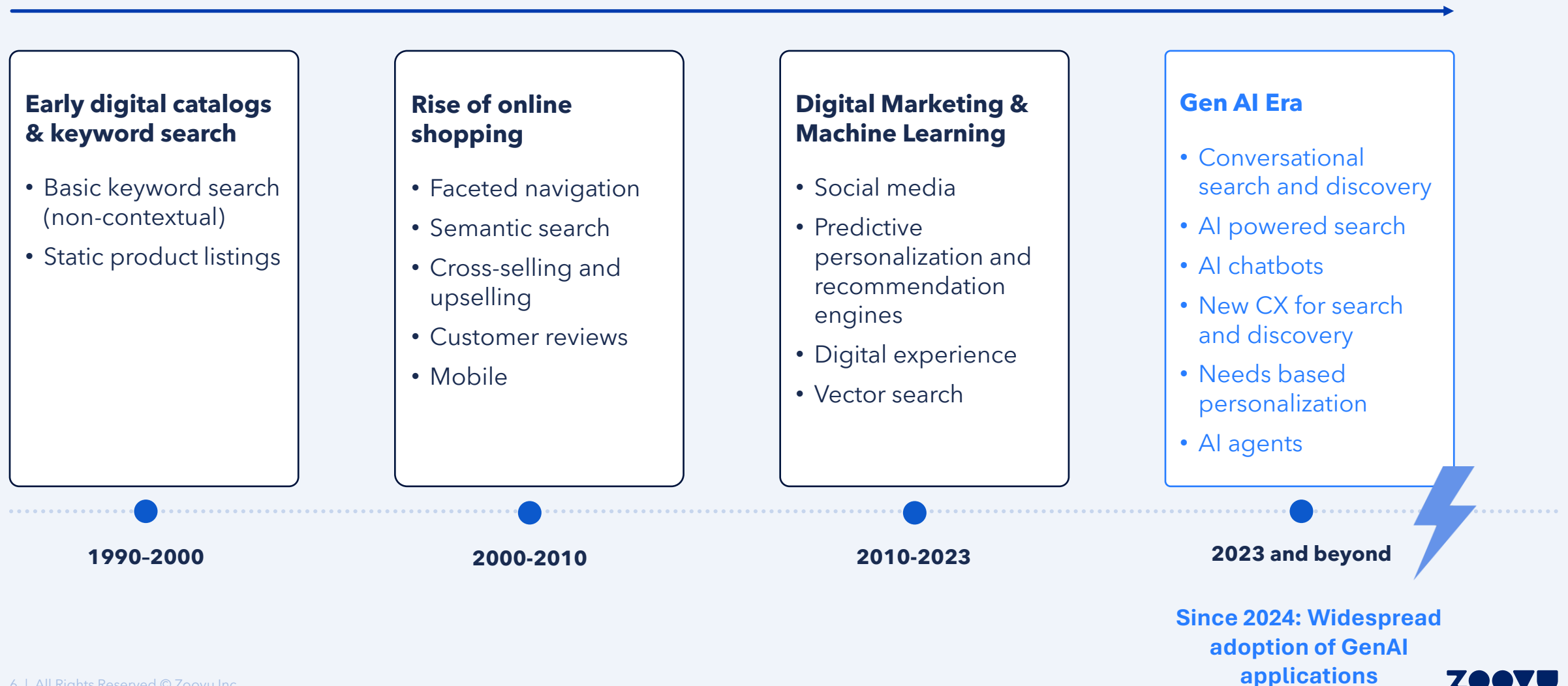
The NewTech 360 laptop is **perfect for gaming**, especially **online multiplayer games**. Its 16GB of RAM ensures smooth gameplay and the 15.6-inch display with a high refresh rate of 144Hz will enhance gaming with **excellent graphics performance**.

What we will talk about

- How Gen AI is changing buyer behavior
- Why ecommerce experiences need to evolve incl. demos
- How to build trusted, responsible AI experiences

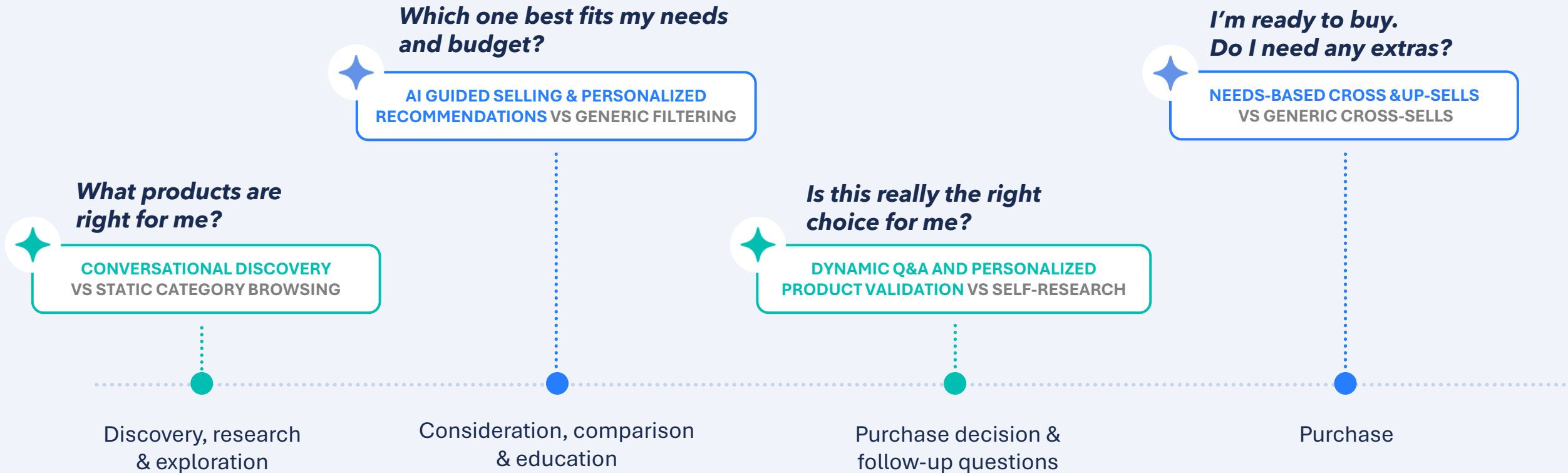
Evolution of Search and Product Discovery

KEY DRIVER: CONSUMERS EXPECT SPEED, PERSONALIZATION AND RELEVANCE

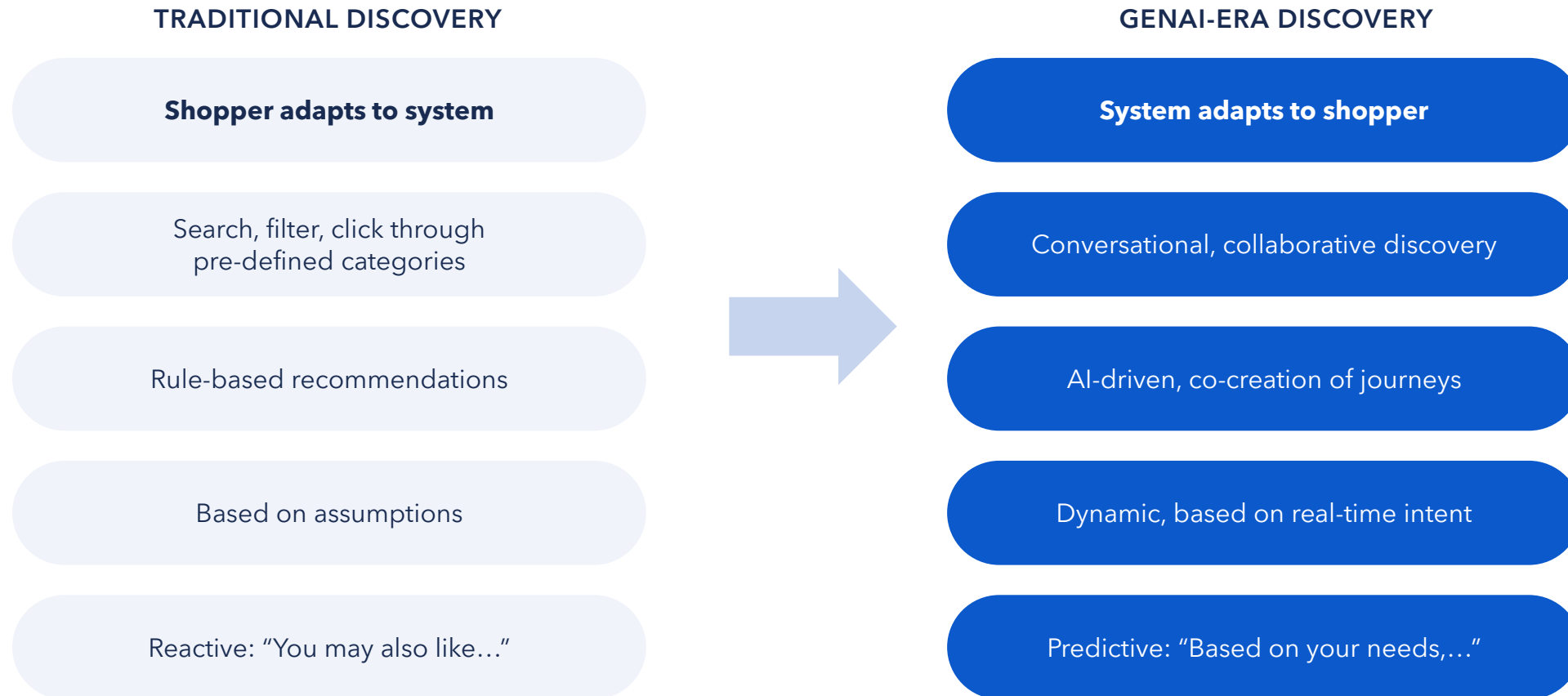


Gen AI is disrupting online buying journeys improving CX and conversions

71% of consumers want GenAI to be integrated into their purchasing experiences (Capgemini)



New personalization paradigm: Evolution from static recommendations to **dynamic co-creation** between consumers and AI



3 observable key behaviors that show just how deep this shift goes

1) People’s searches become longer and more conversational

OBSERVATIONS:

- Users now expect to type **natural, full questions, not just keywords.**
- **More specific searches** with additional conversational modifiers
- **Search terms with 7-8 words** in them have nearly doubled since the launch of ChatGPT
- The **average length of search queries has increased fourfold** since the introduction of large language model-based chat interfaces (Source: Search Engine Land)

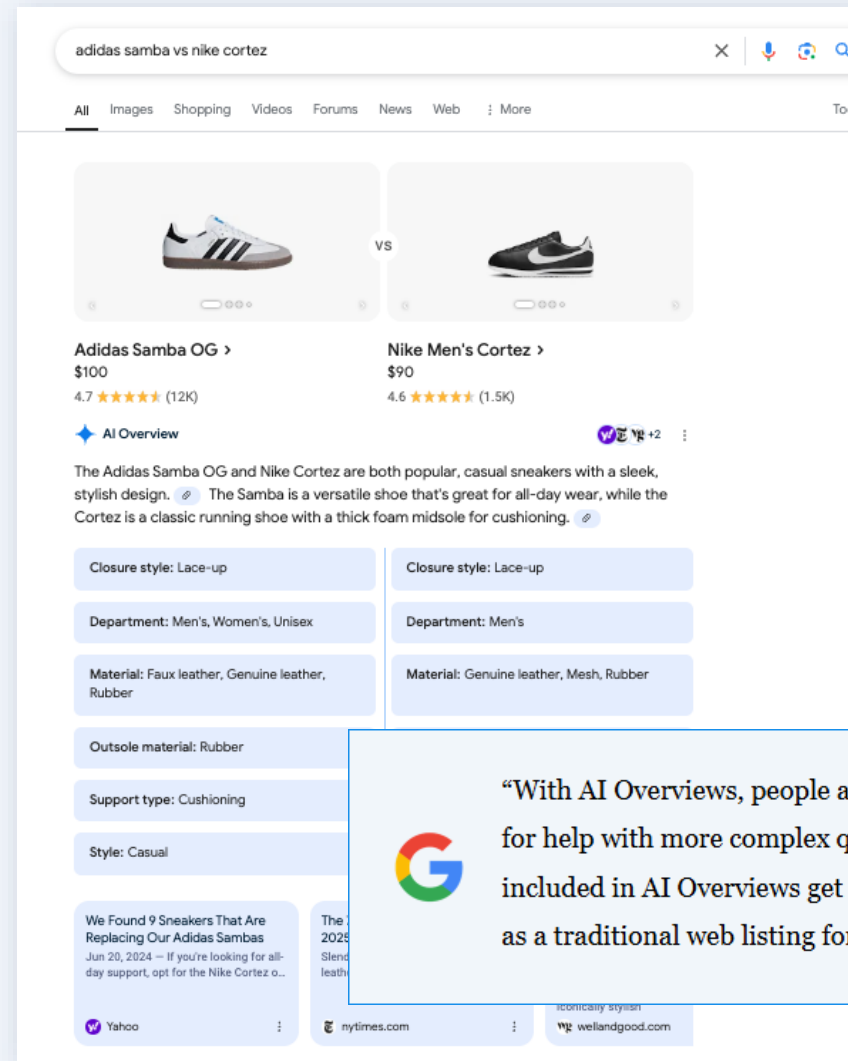
Old Search Behavior	New (Conversational) Behavior
bluetooth headphones noise cancelling	What are the best noise-cancelling headphones for travel under \$200?
coffee machine sale	I need a compact espresso machine for a small kitchen – any deals?
air purifier reviews	Which air purifiers are best for allergies and pet dander?
laptop 16gb ram under \$1000	What’s the best laptop with 16GB RAM under \$1000 for video editing?


3 observable key behaviors that show just how deep this shift goes

2) Shoppers increasingly ask for explanations, comparisons, and guidance

OBSERVATIONS:

- **Product comparison queries have steadily risen** over the past five years as buyers seek more direct product comparisons (Google Trends)
- In February 2025, **traffic from generative AI sources increased** by 1,200% compared to July 2024 (Adobe Insights)
- **55% use generative AI to conduct research** (Searchengine land)



 “With AI Overviews, people are visiting a greater diversity of websites for help with more complex questions. And we see that the links included in AI Overviews get more clicks than if the page had appeared as a traditional web listing for that query.”

Google AI Overviews with detailed comparison mode

3 observable key behaviors that show just how deep this shift goes

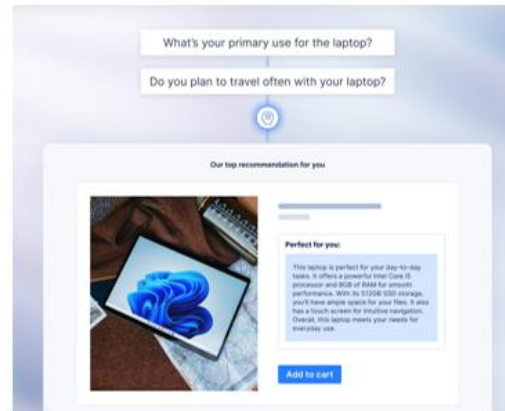
3) Customers expect AI assistants on ecommerce websites and apps – especially younger users

OBSERVATIONS:

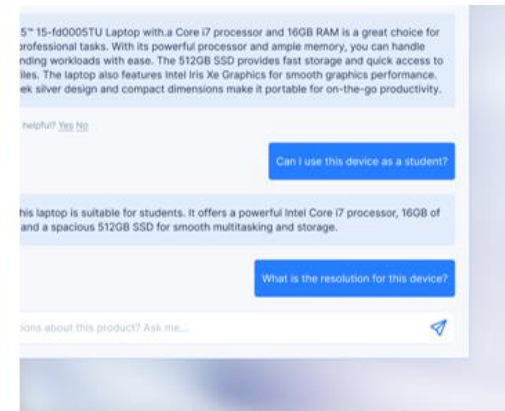
- **75% are open to Gen AI recommendations**, up from 63% in 2023 (Capgemini)
- **47% use generative AI for product recommendations** (Adobe survey, n= 5,000)
- Shoppers used AI-based chatbot services **42% more than a year ago** (Salesforce, n=1.6 T page views)

Zoe Advisors use generative AI to optimize the last mile of the shopping experience

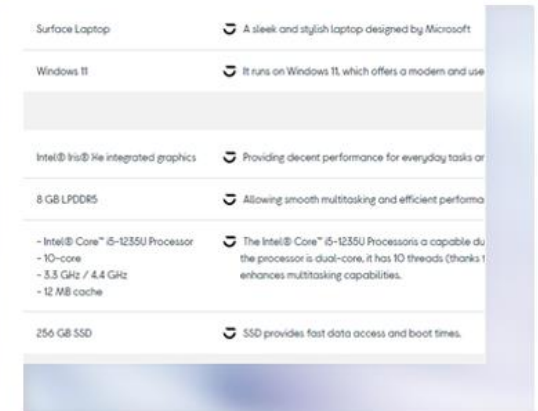
Get a personalized explanation of why a product is perfect



Ask questions about a specific product and get an answer in real-time



Understand the specifications of a product with personalized details



From theory to impact: what we've learned from 3M+ GenAI interactions

Early preview – Full findings to be published in May 2025

40%

Clickout uplift

Shoppers who interact with Zoe are 40% more likely to click out and continue their buying journey

25-43%

Personalization boost

Personalized, educational descriptions lift clickouts by 25% to 43% compared to generic content

70+%

Questions on fit & usage

Majority of shopper questions focus on product fit and usage

From the upcoming Zoovu GenAI report

New ecommerce interfaces must move beyond static grids and generic filters

3 key UX shifts shaping the future

1

Personalized, dynamic storefronts

Entire homepages and category pages adapt in real time based on user behavior, preferences, and intent

2

Conversational interfaces & guided experiences

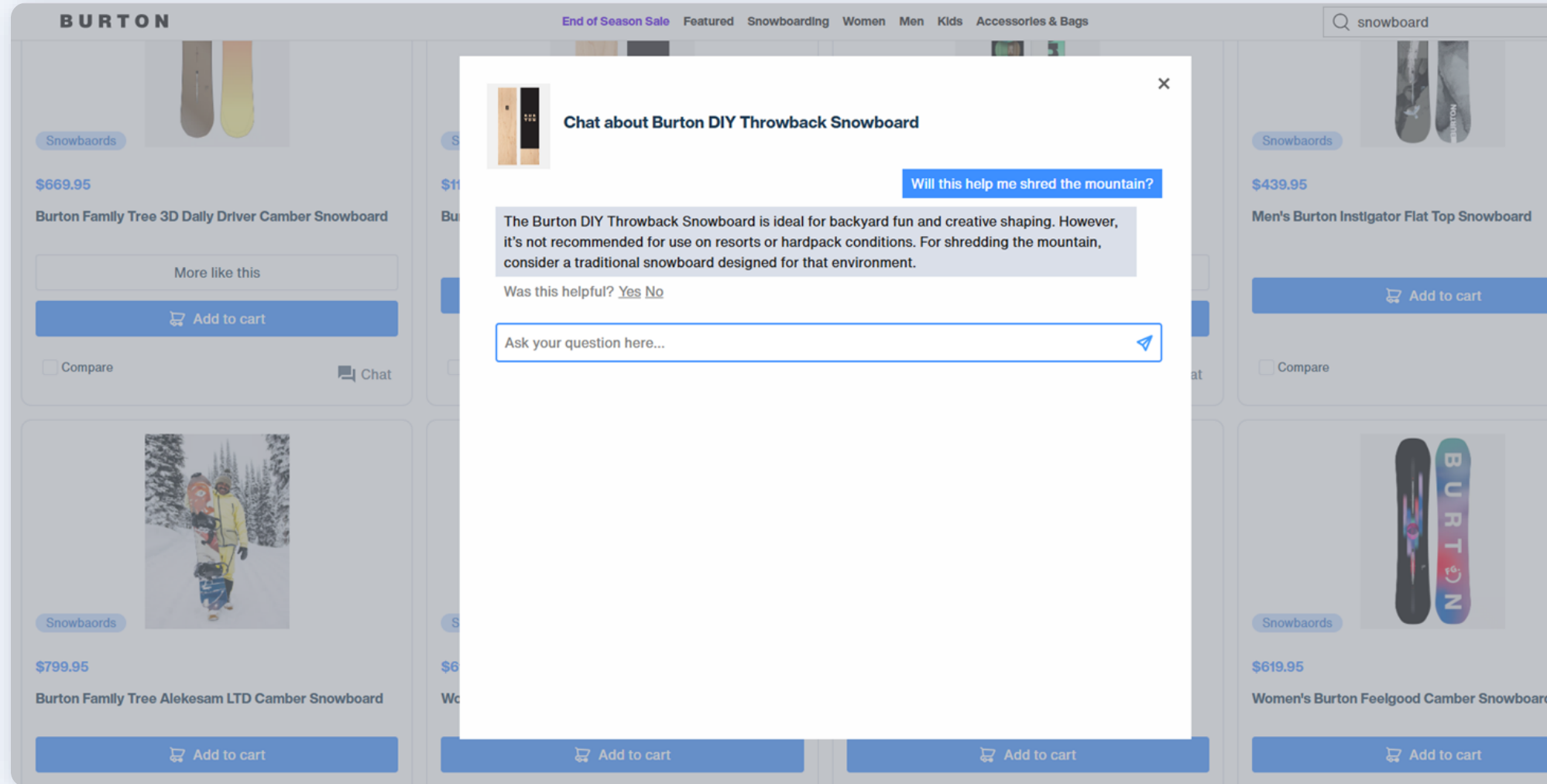
Shoppers ask or answer questions instead of browsing, leading to faster, more accurate product matches

3

Data-rich & data-driven decision support

Inline comparisons, customer review summaries, context-aware badges ("Best for video editing"), and side-by-side spec explainers will be powered by LLMs

Connected Discovery Journey



Conversational Discovery

Hello, I am Zoe and I am here to help you find the product that best matches your needs.

What's your primary use for the laptop?

Work

There are numerous laptops available that are ideal for work. Look for features like performance, battery life, and portability to meet your professional needs.

Do you prefer a larger screen for better viewing?

No, smaller screen

For work with a smaller screen, consider laptops that offer portability and efficiency. They are typically lightweight and easy to carry, ensuring productivity on the go.

Ask your question here...

279 results

Category All

Price All

Brand All


Cores All

All filters 6

Work x

Small Screen x

Reset All



12.20"

\$504.97

Lenovo 500w Yoga Gen 4 Intel N100 8GB RAM 128GB SSD 12.2 Inch Windows 11

Good for travel


Good for gaming

Value for money

See Matching Accessories

Add to cart

Compare



15.00"

\$1685.97

Microsoft Surface Laptop 6 Intel Core Ultra 5-135H 16GB RAM 512GB SSD 15 Inch

Good for travel


Good for gaming

Value for money

See Matching Accessories

Add to cart

Compare



13.60"

\$1043.97

Apple MacBook Air 13.6 Inch M2 8GB RAM 512GB SSD 2022 - Midnight

Good for travel

Good for gaming

Value for money

See Matching Accessories

Add to cart

Compare

Balancing AI automation with human-centered design

74%

of customers
express concerns
about the unethical
use of AI

68%

of customers say
advances in AI make
it more important for
companies to be
trustworthy

Customers expect AI safeguards ➡ **Prioritize an ethical AI strategy**

SCALE • The principles of building responsible AI buying experiences in ecommerce



Safe

- Protect privacy at every step
- Support decisions, don't replace them
- Hand-off to humans when needed



Conversational

- Adapt tone and guidance to where the buyer is in their journey
- Ensure the AI reflects your brand's voice, not a generic chatbot



Adaptive

- Evolve based on buyer needs and context
- Ensure accessibility across devices and customer segments
- Adjust dynamically, not one-size-fits-all



Learned

- Continuously optimize with feedback
- Make AI decisions transparent – explain why something is recommended
- Build trust with clear, understandable logic



Empowering

- Reduce decision fatigue by simplifying choices
- Keep the buyer in control – suggest, don't push
- Enable quick iteration and continuous improvements based on buyer behavior

ZOOVU

Q&A