E-commerce

Unlock 20% more sales with AI

remove bg
By *Canva*

remove bg

By *Canva*

Contents

How to optimize operations, enhance product images, and drive customer engagement

AI is transforming e-commerce at a remarkable pace, empowering brands to boost sales and be more profitable. **McKinsey research shows companies implementing AI tools see a revenue uplift of 15%, and 20% greater sales ROI**. These technologies are delivering measurable results across every aspect of online retail, from AI image editing to personalized shopping experiences, dynamic pricing, and instant fraud detection at checkout.

This **guide shows you exactly how to leverage AI for your e-commerce business**. Whether you're a small business looking to scale or an established retailer aiming for growth, each chapter provides step-by-step instructions and real-world examples, giving you everything needed to start implementing these tools and seeing results.

The AI advantage

Product photos that sell

Product images have the power to make or break e-commerce success.

According to an Etsy research, **90%** of online shoppers say large, high-quality images are more important than price, shipping costs, and reviews.

Another study found that **30%** of shoppers won't buy if images are poor quality. In other words, product photos directly impact your bottom line.

The AI advantage

Professional product photography has traditionally been **expensive** and **time-consuming**. It required equipment, technical expertise, and hours of manual editing, putting it out of reach for many businesses. **AI tools have changed this completely.**

What is important to shoppers when making a purchase?

Image quality 90%

Cost of the item 83%

Shipping cost 76%

Reviews 73%

Source: Etsy

How to get started

For instance, consistent white backgrounds are the gold standard in e-commerce, required by major marketplaces like Amazon and eBay. **Background removal** used to take significant time and skill.

Now, **AI tools like remove.bg** make background removal as simple as uploading a photo, turning hours of work into seconds.

remove.bg

AI tools you need to know about

remove.bg lets you remove and replace the background of your photos instantly. You can process hundreds of images automatically while maintaining professional quality.

ON1 offers AI-powered photo enhancement that handles color correction, noise reduction, layers, and more, making complex image editing accessible to everyone.

Canva makes it easy to create high-quality product advertisements with a wide range of templates. Plus, the Product Studio lets you experiment with AI-generated backgrounds for even more creative possibilities.

How to get started

Now that we've highlighted several powerful AI tools to help you enhance your images, let's walk you through a practical example of how you can use them together effectively:

1. Start with **decent original photos**, with good lighting and clear shots of your product.

2. Upload your photo to <u>remove.bg</u> to create a clean, **professional white background**.

3. **Choose a background** or upload your own. Consider adding **shadows** to add an authentic touch.

To **edit thousands of photos at once**, you can use the <u>desktop app</u> or the API. Have a look at remove.bg's <u>high-volume solutions</u>.

remove.bg

If needed, you can later upload your photo to ON1 to make adjustments to the colors, brightness, exposure, and more. This should give you the perfect product image for product pages and marketplaces.

Want to promote your image on social, too?
Use Canva to add a cool template.

Tip:
The shift to AI-powered image editing isn't just about saving time. It lets you achieve **professional consistency** that was previously accessible only to large enterprises with dedicated photography teams.

By putting these tools to work, you're setting yourself up for better conversion rates and a stronger brand.

Real results:

How a fashion retailer improved profitability with remove.bg

A major US fashion retailer that processes over three million photos each year wanted to optimize their image workflow.

Their old process involved sending images offshore for editing, waiting two days, and then running quality checks. After switching to remove.bg, they cut that time to just two minutes per image and **reduced costs by 60%**. But the real win?

Getting products online faster meant beating competitors to market and avoiding profit-killing markdown cycles.

Unlock true connection

The power of personalized experiences

Personalization has become a critical factor in e-commerce success, and the numbers make it clear why.

Personalized emails generate six times more transactions (according to Salesforce), and brands that excel at personalization generate **40% more revenue** (McKinsey).

Leading brands already know all of this. In fact, Amazon generates **35% of sales** through personalized recommendations.

Unlock true connection

The good news is you don't need to build complex AI engines or algorithms from scratch, like Amazon did. Modern AI tools handle the heavy lifting, enabling brands of any size to personalize the shopping experience.

How does AI personalization work?

AI turns **customer data** into insights by analyzing behaviors like browsing, cart additions, email opens, and purchases, continuously learning and adapting.

This creates a continuously improving understanding of each customer's preferences, enabling businesses to provide relevant **product suggestions** and **content**.

AI tools you need to know about

Bloomreach is a personalization platform that integrates customer data and product information. It automatically adjusts your website content and product recommendations in real time based on visitor behavior.

Dynamic Yield is an experience optimization platform focusing on personalized content and product recommendations. It uses AI to analyze shopping patterns and automatically adapt your store to each customer's interests.

Mailchimp is an AI-powered email marketing platform that goes beyond basic segmentation. It predicts optimal send times, recommends products based on customer behavior, and continuously learns from engagement data.

How to get started

Ready to use AI for personalized experiences? Follow these steps:

- Feature top **product recommendations** on your homepage using **Bloomreach** or **Dynamic Yield** to highlight popular items for new visitors.

- Segment **emails** by purchase history using **Mailchimp** or similar tools, grouping customers by past purchases and recency.

- Monitor key metrics like **conversion rates** and **average order value** to understand what's working.

- Test different **recommendation strategies** like "frequently bought together" or "customers also viewed" to find what resonates with your audience.

- Gradually add more advanced features like **behavior-based triggers** and **personalized content** as you see results.

Tip:
Most businesses see meaningful improvements within three to six months.

The key is starting small, measuring results, and expanding based on what works for your customers.

Real results:

How a pet brand drove ROI with personalization

Pet supplies retailer SpokojenýPes.cz ran a personalized email campaign powered by Bloomreach.

It used over 20 different customer data points to create relevant messages, in a similar style to Spotify Wrapped.

The campaign, which aimed to boost sales and customer loyalty, achieved an incredible ROI of 6,579%.

Elevate your service

AI for customer support and engagement
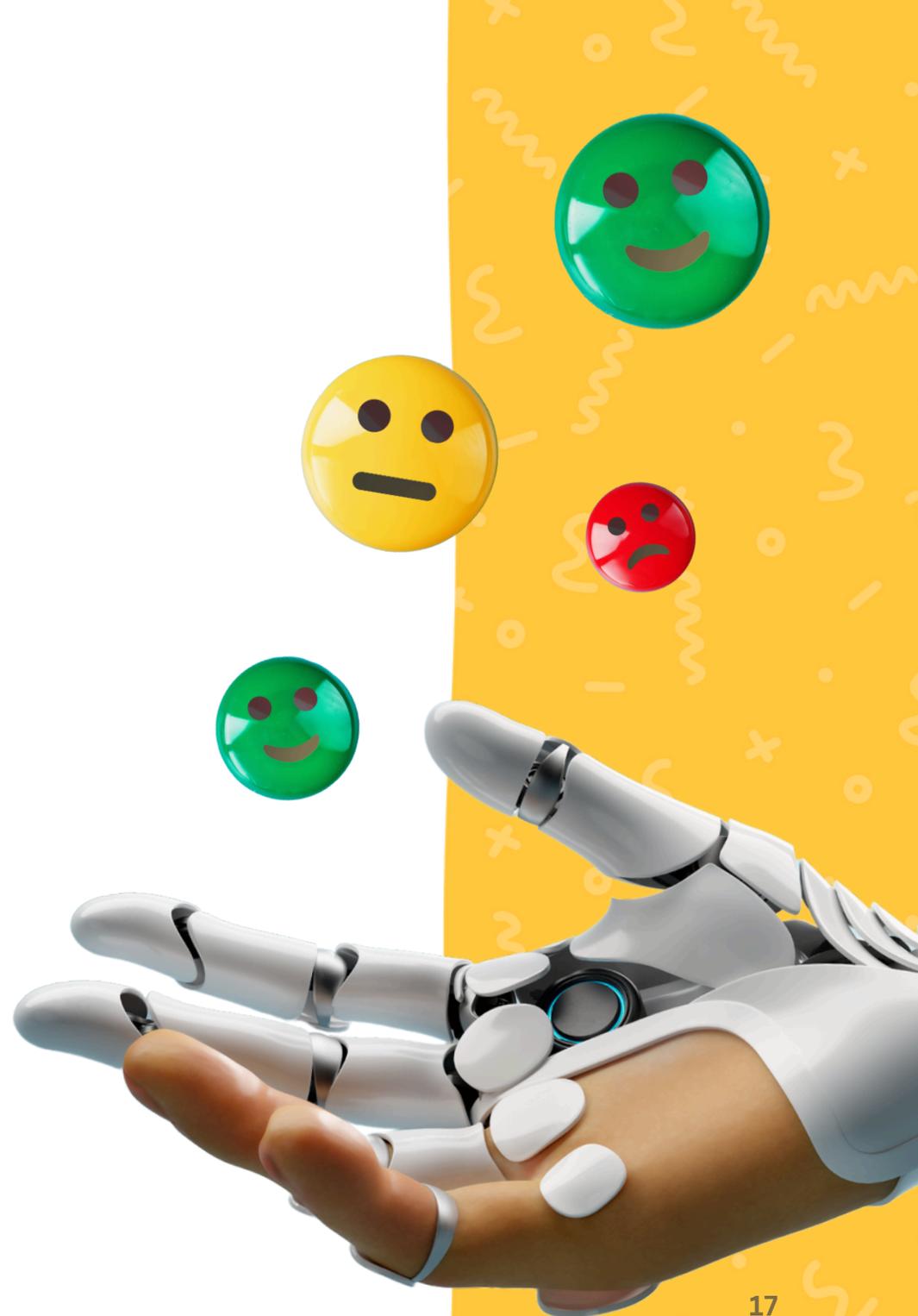
Customer service speed directly impacts customer loyalty and future sales.

Salesforce research shows that 72% of customers stay loyal to businesses that provide **fast responses**, and a HubSpot study found 67% of customers expect their issue to be solved **within three hours**.

Elevate your service

Traditional support teams struggle to provide **24/7 coverage**, but **AI tools** can handle customer inquiries around the clock.

This enables **human agents** to be more productive, creating a consistent **support experience** that keeps customers coming back.

How AI is transforming support teams

AI support tools are more than just simple **chatbots**. They understand context, recognize customer intent, and learn from every interaction. When a customer reaches out, **AI** immediately analyzes their message and can provide an instant, accurate response or route the query to the most qualified **human agent**.

These tools make **human agents** more effective. While **AI** handles routine questions about **shipping times** or **return policies,** agents can focus on complex issues that require **empathy** and **problem-solving skills**.

The **AI** works alongside agents, suggesting responses based on successful past interactions and automatically categorizing and prioritizing tickets to ensure **urgent issues** get immediate attention.
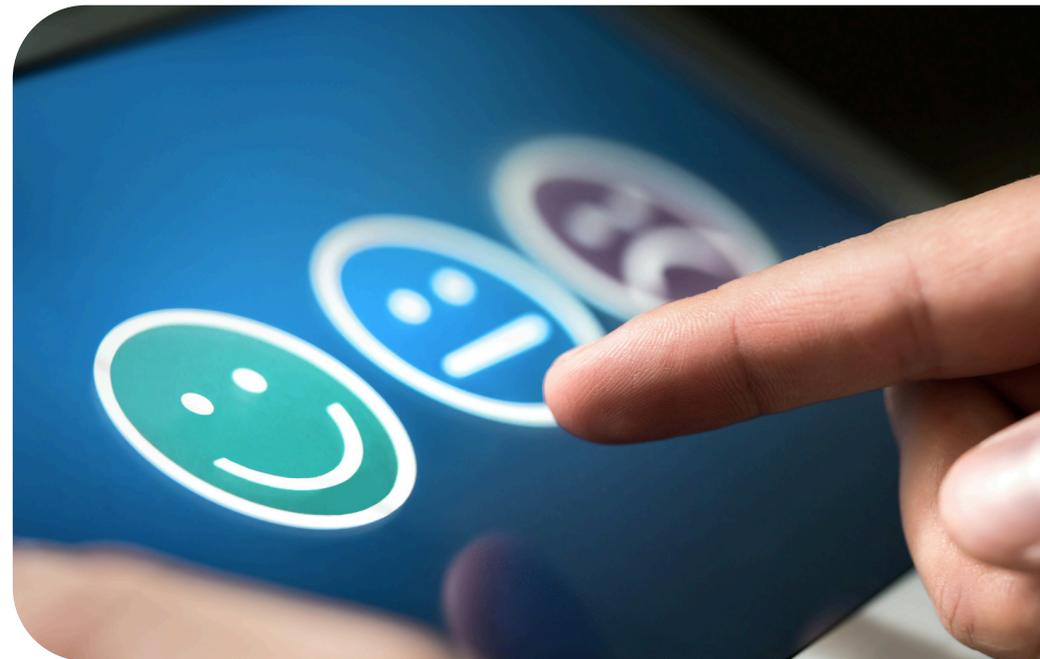
AI tools you need to know about

Zendesk is a customer service platform with AI-powered ticket routing and response suggestions. It analyzes support history to automatically handle common questions and provide agents with smart recommendations.

Intercom is a real-time chat platform with customizable AI chatbots. It specializes in instant customer communication, handling multiple languages and learning from each interaction to improve responses.

How to get started

Ready to implement AI customer support? Here's where to begin, using a support platform like Zendesk or Intercom:

- **Choose a support platform** and link it to your store to import **customer data** and responses.

- Identify the top 10 **customer questions** and create **automated replies** for quick resolution.

- Set up a **chatbot** for tasks like **order tracking** and **returns**, customizing with your **brand voice**.

- Enable **automated ticket routing** to direct inquiries to the right department instantly.

- Once basics are set, explore advanced features like **AI response suggestions** and **analytics**.

Tip:
The goal isn't to replace human support but to make it more efficient.

Start with one tool and master its basic features before moving on to more advanced automation.

Real results:

How a cosmetics brand drove customer satisfaction while reducing costs

Ethical cosmetics brand <u>Lush</u> was drowning in repetitive customer inquiries that overwhelmed their support team. Though initially skeptical about AI, they decided to test Zendesk's AI agent (named Marvin) to handle common questions about sales, discounts, and orders.
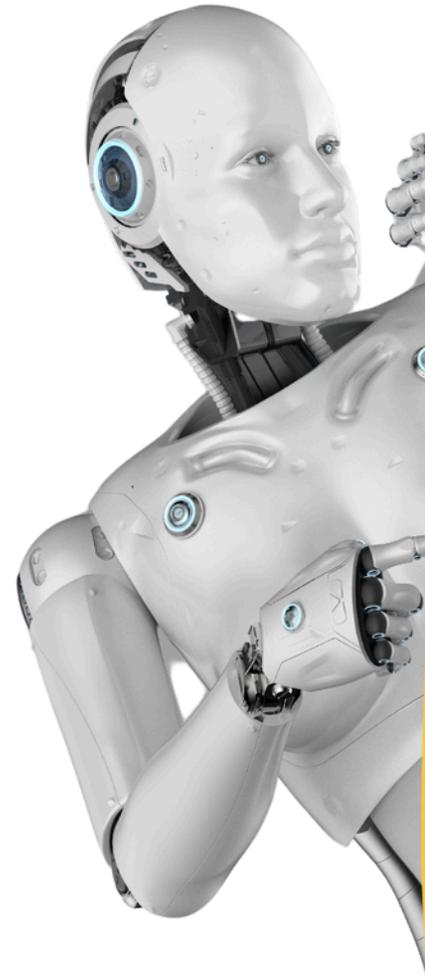
The AI was able to **solve 60% of queries** the first time around, **saving** five minutes per ticket and **360 agent hours** each month.

Customer satisfaction hit 93%—well above the retail industry average of 73%—and the **brand saved $434,000** per year in support costs.
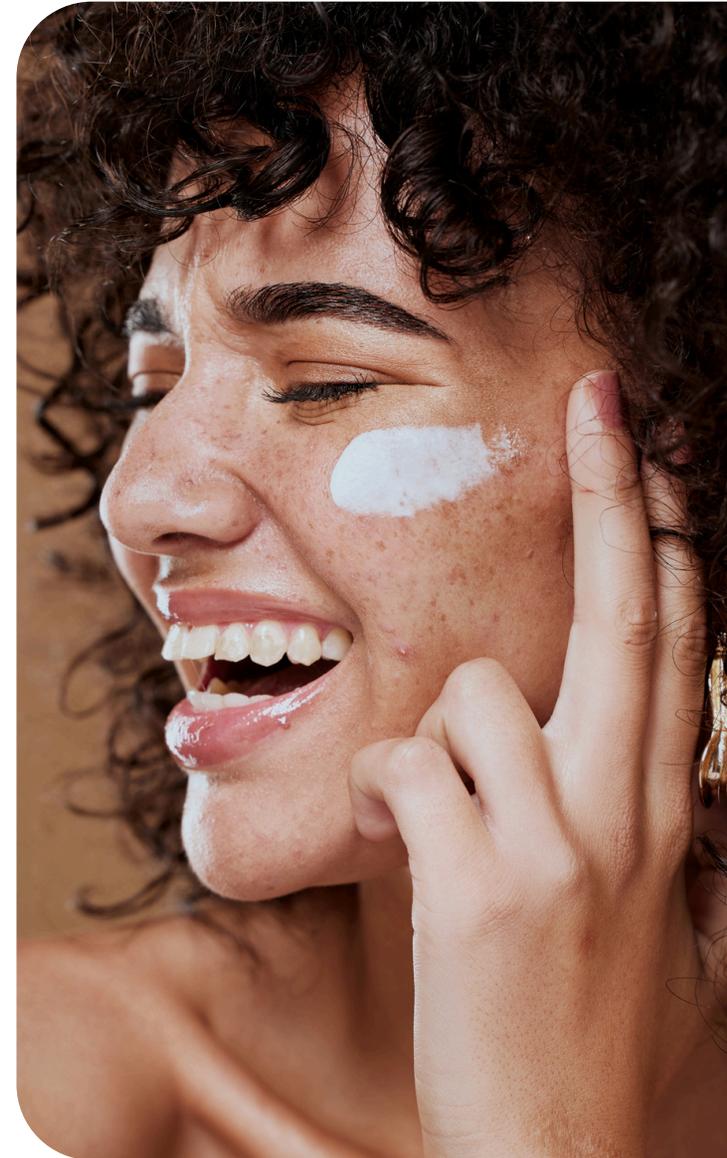
Strengthen your defenses

AI-powered security and fraud detection

As e-commerce grows, so do the risks of fraud.

According to recent research, 80% of medium-sized and 82% of large businesses report increased fraud attempts in recent years.

Let's look at the main types of fraud that are threatening online retailers and how modern AI tools can help protect your business.

Strengthen your defenses

Here are the key fraud types threatening online retailers today:

- **Credit card fraud:** Criminals use stolen card details for unauthorized purchases, often starting small.

- **Account takeover:** Hackers access customer accounts to make purchases or steal data.

- **Chargeback fraud:** Customers dispute legitimate charges, claiming undelivered items.

- **Identity theft:** Fraudsters use stolen info to create fake accounts or make unauthorized purchases.

- **Refund fraud:** Scammers keep merchandise, return counterfeit items, or claim empty boxes.
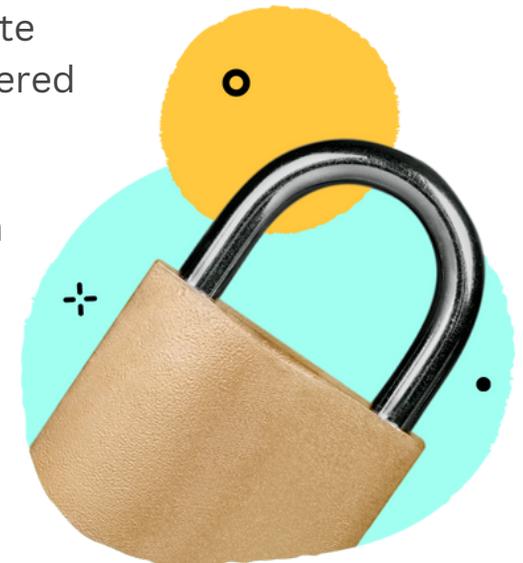
How AI detects and prevents fraud

Fraud detection software can analyze thousands of data points in real time.

When a customer makes a purchase, the AI system instantly analyzes the customer's location, device information, purchase history, shipping address, and transaction patterns.

This allows legitimate transactions to proceed smoothly while **flagging suspicious activity** for review. Plus, the system learns from every transaction, constantly improving its ability to **identify** subtle patterns that indicate **fraudulent behavior.**

AI tools you need to know about

Signifyd is a complete fraud protection platform that guarantees against fraudulent transactions. It uses AI to analyze customer behavior, payment patterns, and device information to stop fraud before it happens.

Kount is a comprehensive fraud detection system that combines AI and machine learning with customer data. It specializes in preventing multiple types of fraud including account takeover, promo abuse, and chargebacks.

How to get started

Here are some best practices for integrating AI fraud detection tools like Signifyd and Kount into your existing platforms and processes:

> 1. **Integrate fraud detection tools** with your **payment system** to spot red flags like mismatched billing or suspicious IPs.
>
> 2. Set up **automatic flags** for high-risk transactions, allowing low-risk orders to process immediately.
>
> 3. Regularly update **fraud rules** based on new patterns and cases.

The key is balancing security and customer experience—too much friction loses customers, too little invites fraud. AI helps, but a human touch is still needed.
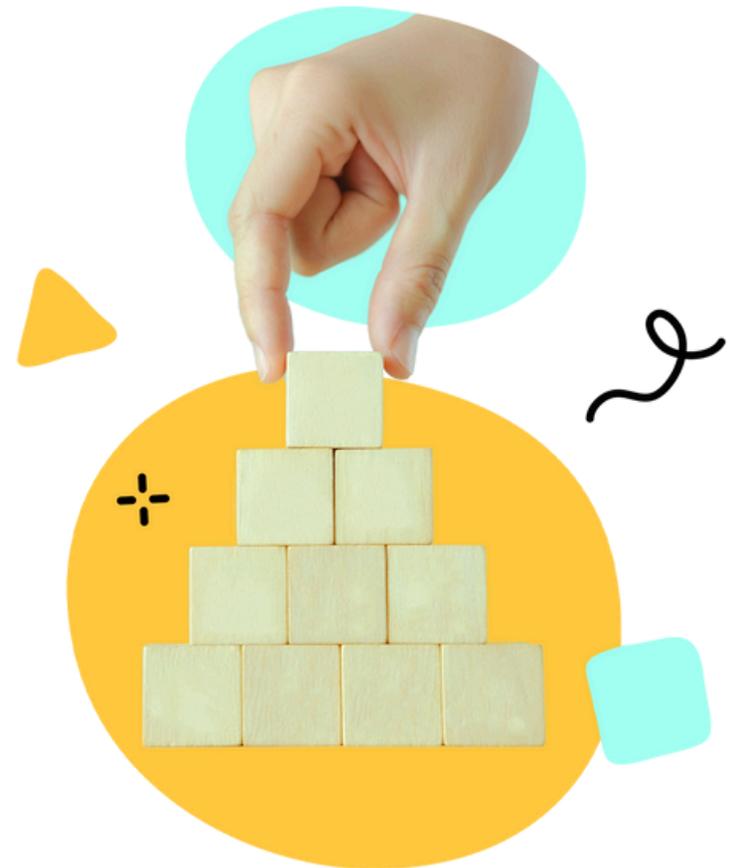
Real results:

Natural Baby Shower

UK baby products retailer Natural Baby Shower was spending hours investigating suspicious orders.

Despite their customer service team dedicating 15% of their time to reviewing transactions and calling customers to verify details, they still **lost £5,000** (approx. $6,350) **monthly to fraud.**

After implementing Signifyd's AI fraud detection, the order approval rate jumped to 99.6%, **fraud costs were cut in half,** and they successfully handled a Black Friday surge of 9,500 weekly orders—triple their usual monthly volume—without any issues.

AI-driven efficiency

Smarter operations with AI automation

AI is also transforming how online stores handle their behind-the-scenes operations.

From inventory management to pricing strategies, AI tools are helping brands work smarter and more efficiently, leading to significant profit increases and better stock management.

AI-driven efficiency

Dynamic pricing

Dynamic pricing means automatically adjusting your prices based on real-time market conditions.

AI tools can analyze **competitor prices**, **market demand**, and **inventory levels** to automatically adjust prices in real time, helping businesses stay competitive while protecting margins.

According to an e-commerce blog, **Amazon** updates its prices every ten minutes, boosting profits by 25%. With **AI tools**, smaller brands can also emulate this strategy to drive profits.
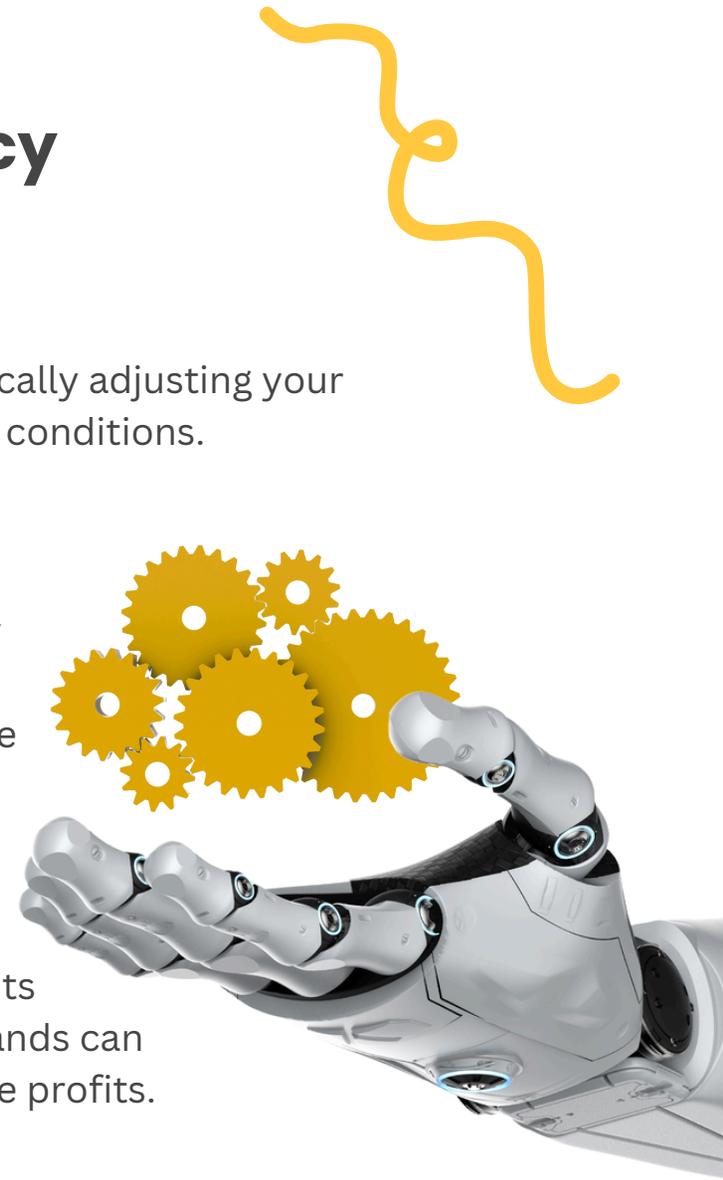
Smart inventory management

AI inventory management can predict demand patterns, identify seasonal trends, and automatically adjust ordering patterns to prevent stockouts and overstock situations.

These tools consider multiple factors, such as historical sales data, market trends, and even weather patterns, to make accurate predictions.

AI tools you need to know about

Prisync is an AI-powered price optimization platform that tracks competitors in real time and automatically adjusts your prices. You can create custom rules to stay competitive while protecting your margins.

Cin7 is a smart inventory management system that predicts demand patterns and automates reordering. It uses AI to manage stock levels across multiple locations and prevent stockouts.

How to get started

To streamline and automate your operations, follow these steps:

- Use a tool like **Prisync** to monitor **competitor prices** and identify pricing opportunities.

- Set up basic automated price rules with **minimum margin thresholds**, starting with a small category to test your strategy.

- Connect **Cin7** to your store and let it analyze a few months of **sales data** to start predicting inventory needs.

- Expand automated pricing and **inventory management** across more product categories once you're comfortable.

- Review your **metrics monthly**, focusing on **margin improvements**, **stockout reductions**, and **sales velocity**.
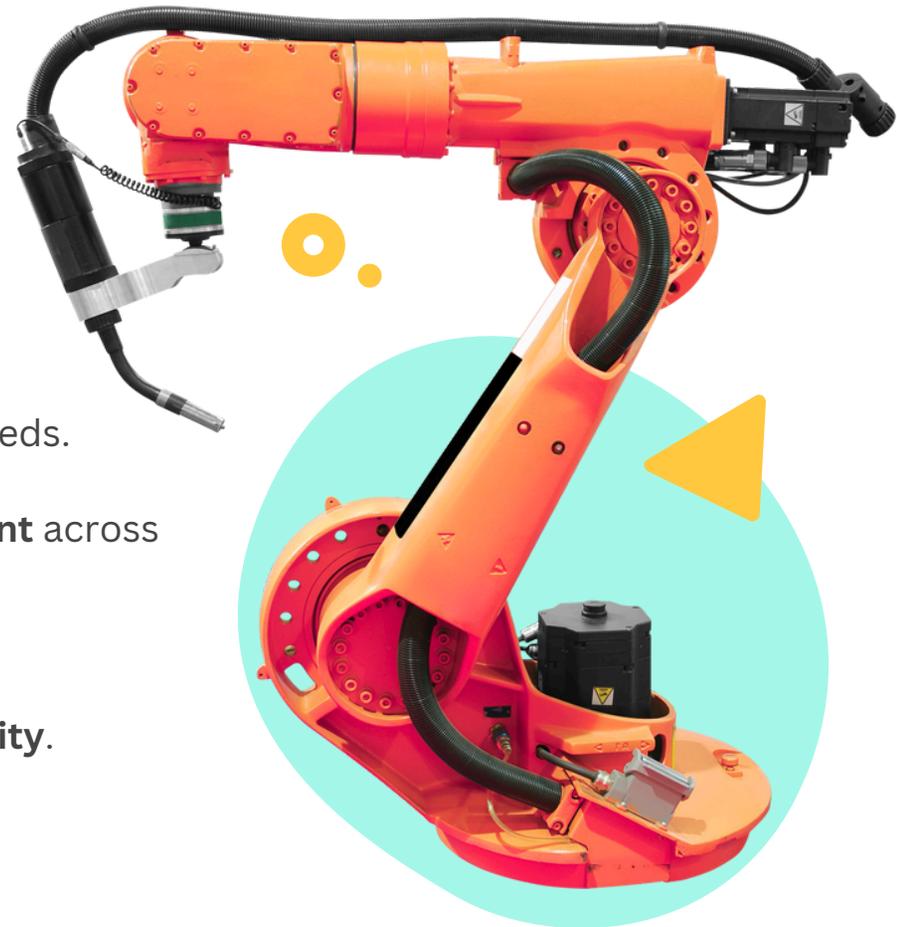
Real results:

Protein Package saved time with automated price adjustments

UK supplement retailer Protein Package was using spreadsheets to track competitor pricing changes and adjust their pricing, which was inefficient.

After implementing Prisync's AI pricing tool, they were able to automate **price monitoring across 1,000 products** and 239 competitors.

This helped them stay competitive during Black Friday, saving hours of manual work and driving **200% growth.**

SUMMARY

Work smarter

Future-proof your e-commerce business with AI

Unlocking business growth with AI

From creating professional **product images** to personalizing **customer experiences**, detecting fraud, and automating **pricing decisions**, AI can help your business work smarter and grow faster.

Building your AI strategy step by step

That said, you don't need to implement everything at once. Start with the areas that will have the biggest impact on your business (like **product imagery**), measure the results, and gradually expand your **AI toolkit** as you grow.

About remove.bg

Need high-quality product photos without the hassle? remove.bg makes background removal effortless, whether for one image or thousands, helping you create clean, professional visuals that boost e-commerce sales.

With remove.bg you can expect:

- **Exceptional automatic background removal** - no manual work needed.

- **Endless background options** - add solid colors or images.

- **Batch processing** - edit multiple images in seconds.

- **API and plugins** - automate workflows at scale.

- **High-volume solutions** - flexible pricing and dedicated support tailored to your needs.

Why not start exploring the power of AI?

Try **remove.bg** for free or **reach out** to explore high-volume options.

Contact sales team

AI tools summary table

Image enhancement	What it does
remove.bg	Automated background removal and image enhancement for product photos
ON1	AI-powered image resizing and optimization
Canva	Customizable templates for product photography

Personalization	What it does
Bloomreach	AI-driven product recommendations and content personalization
Dynamic Yield	Real-time website personalization and customer segmentation
Mailchimp	AI-powered email marketing and audience targeting

Customer support	What it does
Zendesk	AI-enhanced customer service platform with ticket routing and analytics
Intercom	Real-time chat support with AI chatbots

Fraud prevention	What it does
Signifyd	Real-time fraud detection and transaction screening
Kount	AI-powered fraud prevention and identity trust platform

Operations	What it does
Prisync	Dynamic pricing and competitor price monitoring
Cin7	AI inventory management and demand forecasting

Before you go.

We are eager to hear your thoughts on this playbook. Your feedback is essential as it helps us create more valuable and relevant AI-related content for you.

If you have a few minutes to spare, please fill out our short survey. Your insights will directly influence our future content.

Take me to the survey