

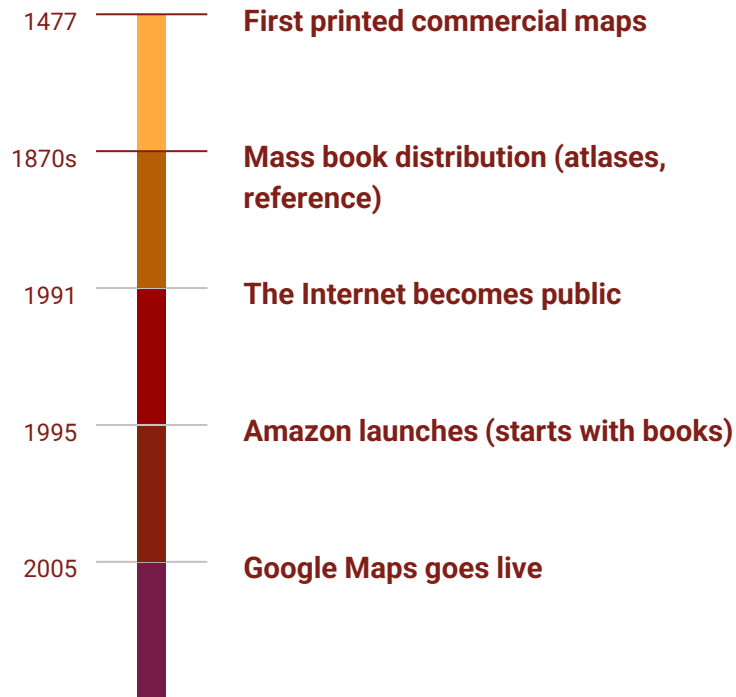
# AI and eCommerce

## Practical Tools for Map Sellers

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# From eCommerce Hesitation to AI Opportunity



**If 2006 was about trusting the internet,  
2025 is about trusting AI**

# Driving the Right Traffic: Why Channels Aren't Enough

- **Organic SEO**  
Time-intensive to scale for every region/topic; hard to consistently generate optimized long-tail content
- **Paid Ads**  
ROAS volatility; ad fatigue; hard to tailor campaigns per niche or region
- **Marketplaces (Amazon, Etsy, etc.)**  
High visibility but low margins; limited brand control; tough to differentiate map SKUs
- **Newsletters**  
Static campaigns underperform; no segmentation for region, role (retailer vs explorer), or past behavior
- **Social**  
Low organic reach; engagement doesn't always translate into conversions



# Let AI Do the Heavy Lifting



## Search & Product Discovery

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## Analytics & Insights

Highlights what's working,  
 what's not —and suggests  
 fixes

# Fixing Search to Unlock Conversions



# Right Map, Right Buyer, Right Moment

- Suggests relevant maps based on browsing and purchase behavior (e.g. views, carts, past orders)
- Automatically shows related products — no manual tagging needed (AI learns what gets viewed and bought together)
- Personalises home page displays by user location or interest (e.g. trail maps for Scotland, decorative world maps, curriculum packs)
- Sends smarter follow-up emails (cart nudges, reorder prompts, new arrivals — tailored to interest & timing)



## Solutions Worth Exploring

### Clerk.io

All-in-one: product suggestions + behavior-driven email with consent controls

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Easy to integrate; dynamic product blocks within compliant campaigns

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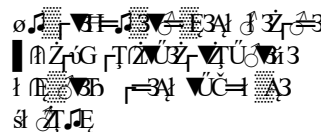
# From Data to Decisions — with Intelligence

- Connects traffic, product views & sales automatically
- Spots patterns and drop-offs you'd miss manually
- Sends smart alerts when something breaks or spikes
- Recommends what to do next



## Solutions Worth Exploring

### Narrative BI



### Glew

Connects product, traffic & sales with built-in eCommerce intelligence

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# What You Can Do This Quarter — and See Real Impact

## Improve Product Discovery

### Action

Audit and upgrade your **site search** to help customers find the right maps — faster and smarter.

### Tools to Try

- Doofinder
- Searchanise
- Algolia

## AI Recommendations

### Action

Automatically show **related maps** and suggestions — no tagging required.

### Tools to Try

- Clerk.io
- Klaviyo

## Personalise Emails

### Action

Start **sending emails** that reflect user interest, location, or buying history.

### Tools to Try

- Mailchimp Smart Content
- Klaviyo

## Insights Into Action

### Action

Use **AI analytics** to fix drop-offs, spot opportunities, and prioritize changes.

### Tools to Try

- Narrative BI
- Glew

Request a free site review — we'll send you a personalized shortlist of AI tools



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# Thank You