



E-commerce & Retail.

AI-driven conversion, dynamic pricing
and predictive inventory management.

E-commerce becomes hyper-personalized

The European e-commerce market reaches **€38 billion by 2026**, but margins are under pressure. Retailers leveraging AI for conversion optimization, dynamic pricing and inventory prediction achieve **23% higher margins**. The difference lies in real-time personalization, intelligent pricing strategies and predictive inventory management that eliminates waste.

€38B

EU E-commerce Market

Expected European market size 2026

23%

Higher Margins

E-commerce with AI-driven pricing and personalization

3.4x

Conversion Uplift

Through AI-personalized product recommendations

31%

Less Overstock

Predictive inventory management vs. manual ordering

“The future of e-commerce is not more traffic — it’s more value per visitor through intelligent personalization.”

The E-commerce AI Suite

Five AI components for maximum e-commerce performance — from visitor to repeat purchase.



- **Conversion Optimization**

AI-driven personalization that adapts product recommendations, search results and CTAs in real time per visitor profile.

- **Dynamic Pricing Engine**

Machine learning that optimizes prices based on demand, competition, inventory and customer value.

- **Inventory Prediction**

Predictive inventory management that forecasts demand per SKU 90 days ahead and automatically reorders.

- **Customer Journey AI**

Intelligent customer journey optimization from first visit to repeat purchase with AI-driven retention campaigns.

- **E-commerce Analytics**

Real-time insight into conversion, AOV, CLV, return rates and channel performance in a single dashboard.

Cross-cutting: Conversion Intelligence and Supply Chain AI are integrated into all components for maximum e-commerce growth.

Every visitor, a unique shopping experience

How AI doubles your conversion rate through hyper-personalization in real time.

1 AI Product Recommendations

Deep learning that analyzes purchasing behavior from millions of sessions and shows the most relevant products per visitor. Not 'customers also bought' but truly predictive recommendations that maximize purchase intent. Result: 34% higher conversion.

2 Search & Discovery AI

Intelligent search that semantically understands what customers mean. From typo tolerance to visual search and natural language queries — customers always find what they're looking for.

3 Dynamic Pricing Strategy

AI-driven price optimization that accounts for competitor pricing, inventory levels, demand forecasting and individual price sensitivity. Maximize margin without losing conversion.

Predictive inventory and customer retention

How AI optimizes your supply chain and keeps customers coming back.

1 Demand Forecasting

AI predicts demand per product, category and season based on historical data, external factors and trending signals. Result: 31% less overstock and 18% fewer out-of-stock situations.

2 Return Prediction

Machine learning identifies orders with high return risk before shipping. Proactive measures — better product information, fit advice, alternative suggestions — reduce return rates by 24%.

3 Lifecycle Marketing AI

AI-driven retention campaigns that determine the optimal moment, channel and offer per customer for repeat purchases. From post-purchase flows to win-back campaigns — maximize customer lifetime value.

From manual management to autonomous e-commerce growth

Traditional e-commerce management is time-intensive. **Agentic Commerce Systems** automate routine decisions. W69 designs systems where AI agents autonomously optimize prices, reorder inventory and adjust campaigns — 24/7.

1 Demand Sensing

AI agents monitor real-time demand, competition and external factors to continuously adjust demand forecasts.

2 Price Optimization

Automatic price adjustments based on demand, inventory and competition within pre-defined margin guidelines.

3 Inventory Orchestration

Agents optimize inventory levels, reorders and distribution across fulfillment centers based on demand forecasting.

4 Conversion Learning

Every customer interaction refines personalization models. Your webshop gets smarter every day at converting visitors.

Your E-commerce AI Readiness Score

Where does your webshop stand on the spectrum from manual to AI-driven? The Growth Navigator™ assessment provides the answer in 5 minutes.

Explorer

10 – 20

Product recommendations are rule-based. Pricing is manual. Inventory management is reactive. Data is not structurally leveraged.

Builder

20 – 35

First personalization is running. Analytics are integrated. A/B testing has started. Ready for AI acceleration.

Leader

35 – 50

AI drives pricing, personalization and inventory management. Every visitor gets a unique experience. E-commerce is an intelligent machine.

Start your Growth Navigator™

Discover the AI maturity of your e-commerce operation in 5 minutes.

w69.nl/en.html#navigator

W69 PROOF™



✓ Enterprise-Grade

✓ GDPR Compliant

✓ NDA-Protected

Every system W69 delivers carries the W69 Proof™ seal — your guarantee for architecture, scalability and measurable results.

What you receive:

Strategic Assessment · Architecture Roadmap · Implementation Plan

■ We respond within 24 hours

“We don’t build for today’s conversion, but for the scalable e-commerce growth of tomorrow.”

NEXT STEPS

Ready to get started?



Scan for Navigator™

- 1 Scan the QR code**
Or go to w69.nl/en.html#navigator
- 2 Complete the Navigator™**
5 minutes, no registration required
- 3 Receive your AI Readiness Report**
Including personalized recommendations
- 4 Strategic conversation**
We discuss your results and opportunities
- 5 Implementation roadmap**
Concrete steps toward AI-driven growth



W69 AI Growth

AI-Powered Growth, Marketing & Sales
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