

8 THINGS I FOUND OUT at E-commerce Conference, Athens



1 AI Personalisation for loyalty works

Martin Villanueva

Using AI to personalise loyalty programmes pays off. Some numbers:

1. +25% revenue for loyalty programmes
2. 63% of companies who use it get gains on their loyalty programmes
3. +45% in engagement
4. 80% of customers more likely to purchase
5. 79% of companies reduce costs



2

All about B.R.A.I.N.S Rose Keen

Cognitive bias are everywhere and influence us in ways we have no control over (usually!)

1. Bandwagon effect: everyone's doing it, so it must be right
2. Reciprocity: you did something for me, so I should do something for you
3. Anchoring: relying heavily on the first piece of information
4. Incentives & rewards: liking things benefit us, and adjust our thinking to align with the rewards we expect.
5. Now picture it: If you can picture it, you feel it—and you're more likely to act on it
6. Scarcity: If something is rare, it must be more valuable or desirable



3

Social Commerce is HOT

Sophie Frères



Remember the heyday of QVC? Well Social Commerce is the next generation of selling online:

1. Using customers and product experts to sell online can reap massive benefits
2. Authentic, unscripted video content to promote human connection is the key to social selling
3. Seamless ability to purchase “in the moment” can capitalise your revenue
4. Crafting shoppable stories, videos and live shopping experiences helps to build loyalty

4

Friction can burn your profits

András Kobza

Every bit of friction your users encounter can lead to a catastrophic inferno of failure (mostly)

1. Friction can be poor usability, site performance, bugs - anything that confuses, frustrates, distracts, discourages or annoys customers
2. Friction can also be interactive, cognitive or emotional
3. Identify all of your friction and snuff out the burn points
4. A good place to start is to by deep dives with your customers



5

Sustainability is good

Theo van der Zee



Not all emissions are equal

1. Scope 1: direct emissions from business ops
2. Scope 2: emissions due to purchased energy
3. Scope 3: indirect emissions as a result of the supply chain
4. Companies love to report on 1 & 2 but skirt around scope 3 - tut tut.
5. We need to shift from promoting excessive consumption to encouraging quality over quantity (same for A/B tests if you ask me)
6. We can do that by simplifying choices, being transparent and using sustainable defaults for eco friendly behaviour

6

AI isn't the problem, you are

Eden Bidani

Harsh but true, but just because you have access to AI it doesn't mean you're a master of it.

1. You have to be willing to improve your skills using AI to get the most out of it
2. Example: Just because you have a bread maker, doesn't mean you can bake good bread. There are many variables that influence the perfect loaf, a bread maker simple cooks what you put in.
3. AI is much the same. It will only do what you ask it to do. It takes knowledge and skills of the overall process to get the best results



7

I got to rick-roll the entire audience

Nope. I don't regret it.



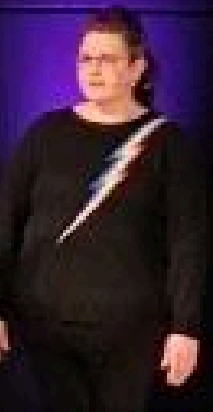
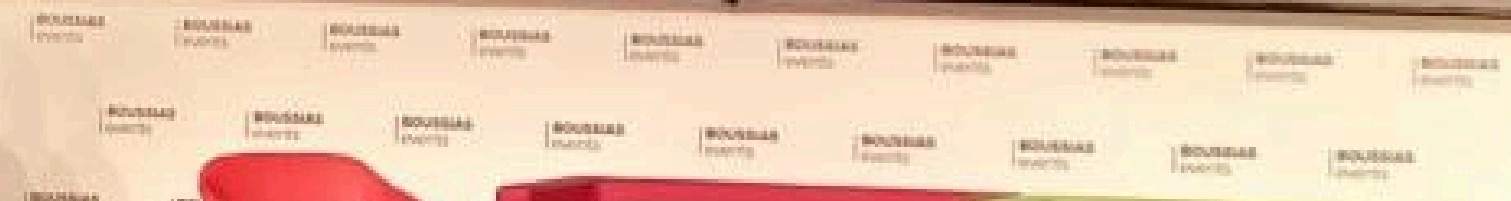
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Totally gonna give you up
Obviously gonna to let you down
Definitely gonna run around and ghost you
Absolutely gonna make you cry
No shade but gonna say goodbye
Probably gonna tell a lie and crush you

Abi Hough: Been in this industry for too long

2025

”



8

The Acropolis
is a bit of a
hike

And the sun was very bright!



Learned something?



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