

2025 AI Ecommerce Shopper Behavior Report

Unlocking Trends Through Behavioral AI

A Report by Rep AI

✦ AI Concierge

Sure! Here's our most popular pair for mountain running, and it's in stock in your size 🧦



Killer Sneaks

\$90

★★★★★

ADD TO CART



REP

Introduction

Ecommerce brands know today that staying ahead means adapting to evolving shopper expectations and leveraging new technologies to drive growth. As AI continues to advance, understanding its role in ecommerce is key to maintaining a competitive edge.

This report dives into actionable strategies that can help you harness the full potential of AI, creating more personalized, frictionless experiences for your customers while boosting your bottom line.

Whether you're just beginning to explore AI in ecommerce or looking to refine your current strategies, we hope the report will serve as a roadmap to help you drive growth in 2025 and beyond.

✦ AI Concierge

Of course! I've found some bestsellers with 5 star reviews. Let me show you 🖱️



Killer Sneaks

\$90

★★★★★

BUY NOW

SOLD

Bestsellers

★★★★★

About This Report

The Methodology

The data in this report is derived from Rep AI's interactions with 17 million shoppers and engagement with close to 1M shoppers, across diverse industries and product categories. We analyze key metrics such as conversion rates, Average Order Value (AOV), abandonment recovery rates, and shopper engagement levels to illustrate the tangible benefits of AI-driven tools.

The Audience

This report is designed for ecommerce merchants, decision-makers, and business owners looking to understand the full potential of AI in enhancing their online sales efforts. Whether you're new to AI or looking to optimize your existing AI strategy, this report offers valuable insights and practical recommendations for integrating AI into your sales and support operations.

Rep AI audience in 2024, explored for data insights

58M

Shopper visits to our customers' websites

17M

31% approached by chat

830K

3% converse with AI

117K

14% resulted in a purchase



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Kelly is about to leave



AI Concierge

Hi there.. I think I found something you'll love!



1

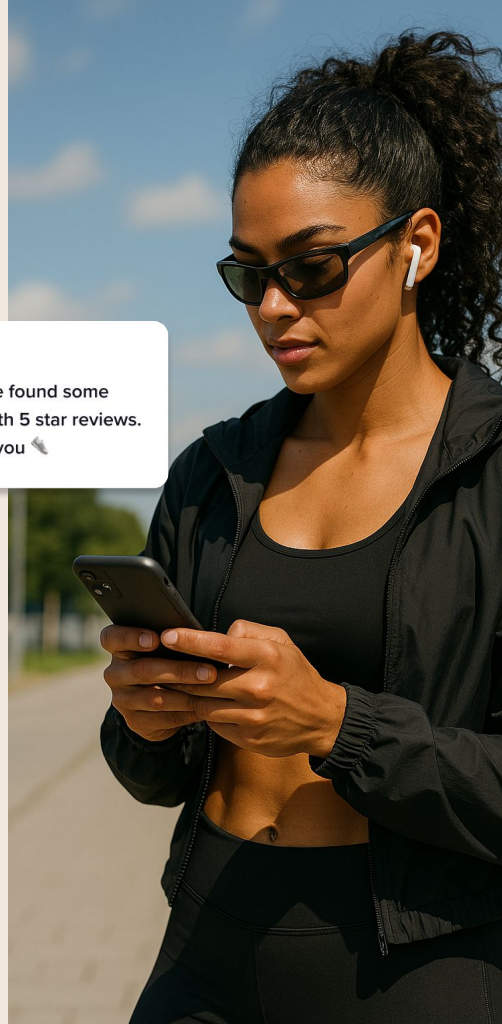
Conversion Rate Optimization

Enabling proactive, personalized interactions at exactly the right time, AI-driven conversational tools significantly increase ecommerce conversions.



AI Concierge

Of course! I've found some bestsellers with 5 star reviews. Let me show you 📱

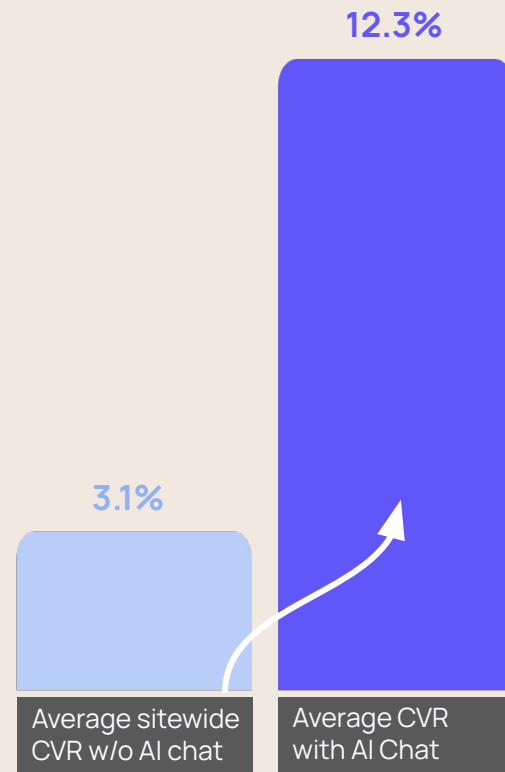




AI Conversations Drive 4x More Conversions

Merchants leveraging Rep AI's Sales & Support AI Concierge are discovering just how effective the technology is for driving sales.

On average, **12.3%** of shoppers who engage with AI chat make a purchase. That's 4 times the rate (**3.1%**) for those who don't.





Conversational AI Creates Better Customers Experiences to Grow your Bottom Line

1

PROACTIVE ENGAGEMENT HELPS SHOPPERS THROUGH THE FUNNEL

Delivering timely, relevant information at the exact moment it is needed moves shoppers along their journey. Using behavioral AI-driven chat that detects when shoppers need assistance and engages them first drives significantly greater impact than do traditional chatbots that wait for shoppers to initiate conversations.

2

INSTANT ANSWERS REDUCE DROP-OFF

Doubt makes shoppers disengage. Proactive AI chat helps clear up any uncertainties about shipping, sizing, payment options and more in real time, ensuring shoppers stay on the path to checkout.



Conversational AI Creates Better Customers Experiences to Grow your Bottom Line

3

ADDED SALES SKILLS TURN COSTS INTO PROFITS

Building on the capabilities of traditional ecommerce chat created solely as customer support tools, solutions like Rep AI enable the chat agent to serve as each shopper's personalized sales concierge. By understanding the context of inquiries and assisting shoppers like a talented in-store associate would, the AI agent is no longer a cost, instead becoming a driver of incremental sales.

4

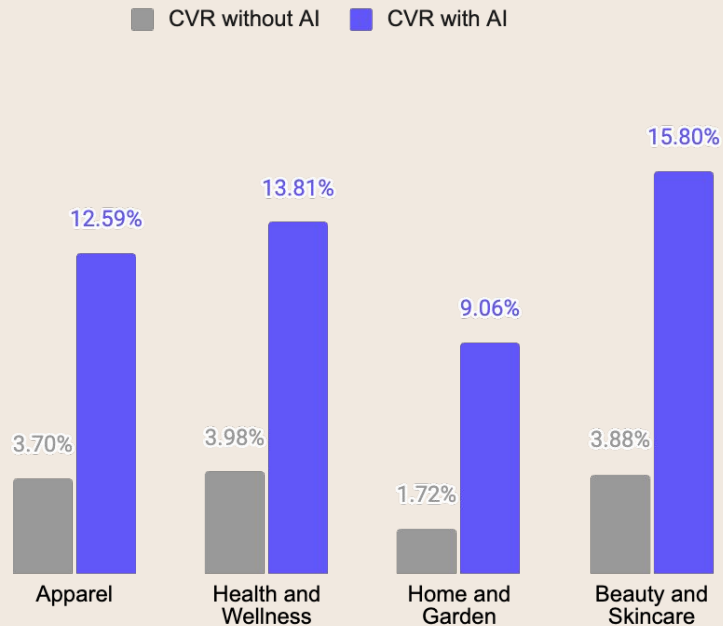
RIGHT-TIME, RIGHT-CONTEXT INTERACTIONS ACCELERATE THE JOURNEY

Chatbots that pop up automatically or randomly can interrupt the browsing experience and annoy shoppers. Chatbots built using behavioral AI, however, only appear at critical moments and offer responses based on context. The result is a better shopping experience that speeds the path to purchase.



Conversion Rate Impact by Segment

While Rep AI's merchant customers across all categories find that AI-driven conversations consistently improve conversion rates, there are several segments for which an AI sales agent typically drives outsized impact.



Conversion Rate Impact by Segment



Apparel (+240%):

AI plays a key role in addressing common issues like sizing concerns and the need for product recommendations.



Health and Wellness (+247%):

This category often requires shoppers to feel confident about product benefits and ingredients.



Home and Garden (+427%):

Shoppers tend to browse longer and consider purchases carefully including returns and assembly.



Beauty and Skincare (+307%):

AI's ability to offer personalized recommendations and answers to specific product questions, such as ingredients or suitability.

How Does Conversational AI Optimizing Your Conversion Rate?

INCREASE IN CONVERSIONS

AI-guided journeys lead to sales by managing to cover all relevant product questions or provide alternatives.



HIGHER AVERAGE ORDER VALUE (AOV)

Providing relevant product recommendations and full bundle options increases cart value.



LESS SEARCH & CART ABANDONMENT

AI conversation leaves no question unanswered. Guiding shoppers at the right moment and triggering campaigns for checkout urgency.



2

Average Order Value

How AI-powered interactions with repeat customers boost sales and increase Average Order Value (AOV) by fostering stronger relationships.

✦ AI Concierge

Sure thing! I found this one which was designed for running:

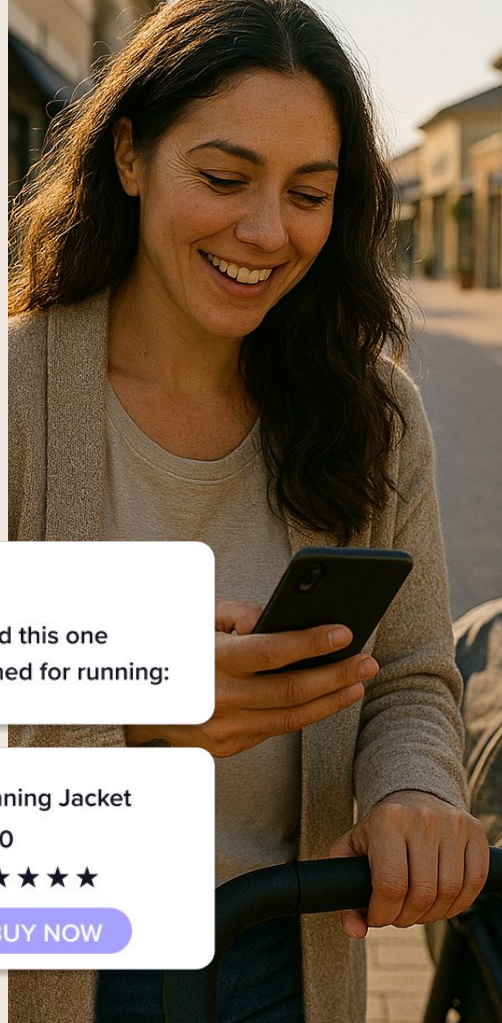


Running Jacket

\$120

★★★★★

BUY NOW



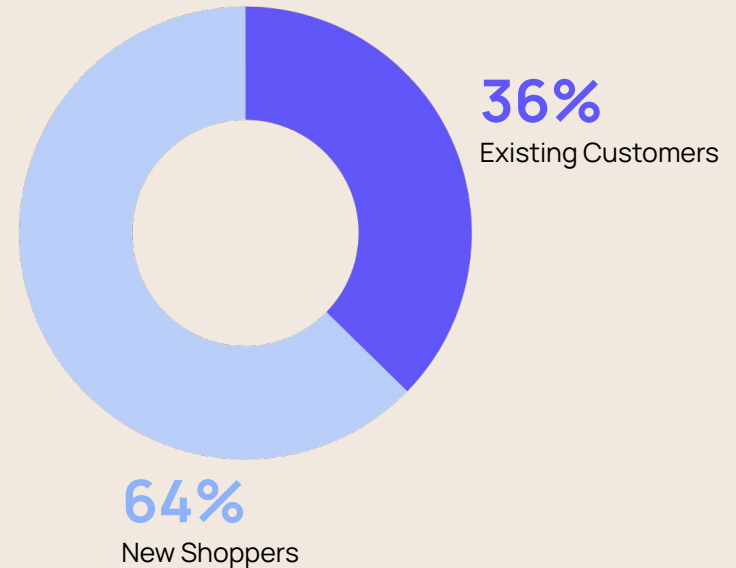


AI Conversations Drive Higher Average Order Value

Data shows that **64%** of AI-driven sales come from new shoppers. While that demonstrates outstanding adoption, it also shows potential missed opportunity, because it's returning customers who generally have the highest Average Order Value.

To maximize the opportunity, merchants should specifically look to engage repeat customers with AI-driven conversations to realize even greater boosts in sales performance and lifetime value (LTV).

AI-driven sales

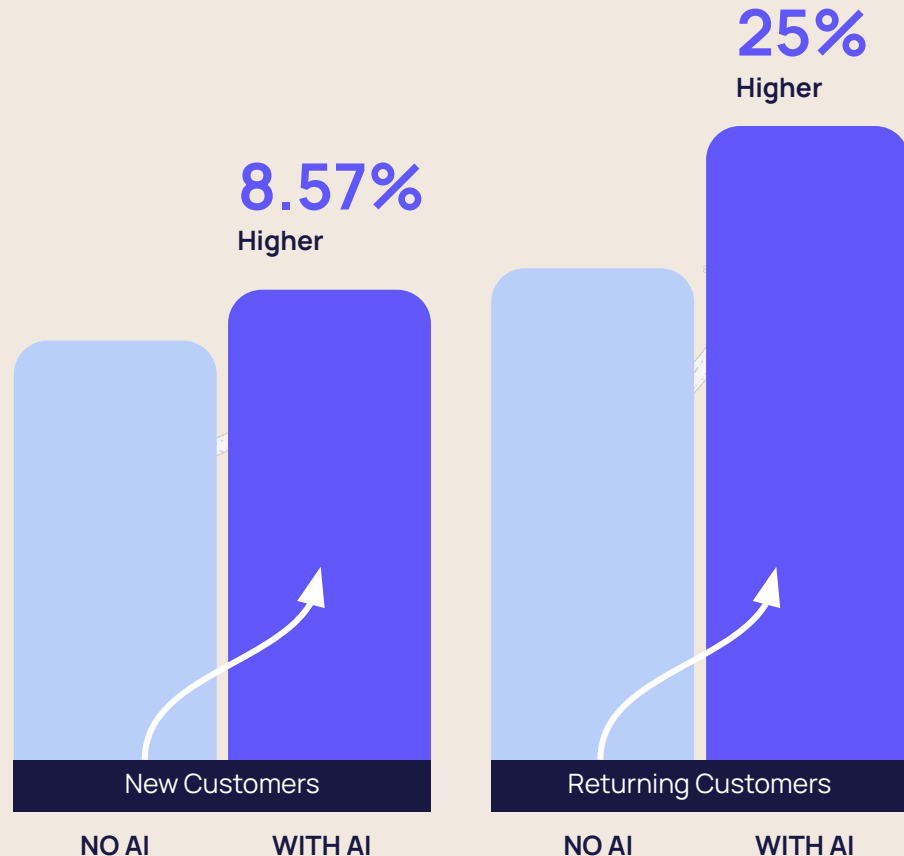




AI Conversations impacting Average Order Value

Returning customers who interact with AI-powered conversations **spend 25% more** on average than those who don't.

This increase signals that AI is more than an efficient tool—it's building trust and comfort with shoppers, leading to higher-value transactions.



How AI-boosted AOV Benefits the Bottom Line

HIGHER REVENUE PER VISITOR

AI helps convert repeat customers, yielding higher-value transactions.



INCREASED CUSTOMER LIFETIME VALUE (CLV)

AI-driven interactions foster loyalty, increasing the potential for long-term business growth.



EFFICIENT SCALING

AI-driven interactions foster loyalty, increasing the potential for long-term business growth.



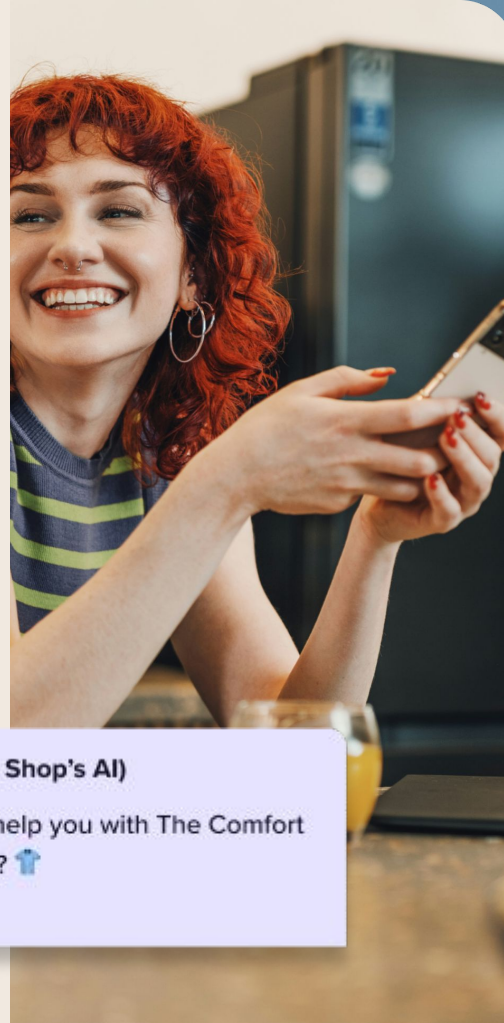
3

Shopper Engagement

Active engagement with AI resolves the majority of shopper inquiries while enhancing the customer experience.

Cameron (Shirt Shop's AI)

Hi there! Can I help you with The Comfort Shaping T-Shirt? 🧥





Shoppers Embrace AI: High Engagement and Resolution Rates

Shoppers are not only willing to engage with AI, they're actively doing so. On average, almost **45% of shoppers** interact with the AI chat when approached proactively.

Once engaged, the AI successfully resolves **93% of** inquiries, showcasing effective communication and cooperation between AI and shoppers.

This data shows not only that shoppers are comfortable engaging with AI, but that it is also able to satisfy the vast majority of customer needs, delivering a seamless support experience while fostering a positive shopping journey.

44.9%

of shoppers engaged with the AI chat's proactive approach.

93.7%

93% of inquiries are resolved in real time by AI chat.



Convenience is Bliss: How Action Chips Keep Shoppers Moving

Shoppers don't always know exactly what they're looking for. They may hesitate, browse aimlessly, or drop off before reaching a decision. Rep AI's Action Chips change that dynamic by offering clear, guided steps that eliminate friction and speed shoppers' decision making.

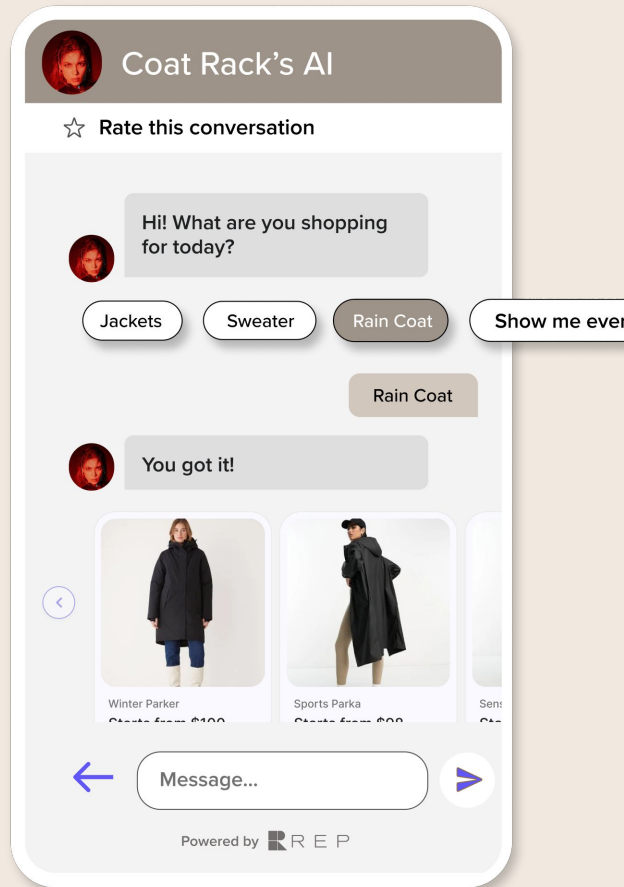
60%

of shoppers using Action Chips move to the next step, bypassing the need to search manually.

75%

of those who use Action Chips end up with a higher AOV, thanks to guided steps through the journey.

Why? Because **speed and clarity drive conversions** when given at the right time with the right context.





How Action Chips Keep Shoppers Moving

FASTER DECISIONS, FEWER ROADBLOCKS

Eliminating extensive, frustrating searches and decision fatigue, Action Chips offer personalized recommendations, next step-size guides, and other relevant information, facilitating the path to purchase.

BEHAVIOR-BASED GUIDANCE

Unlike traditional FAQs, behavioral AI can anticipate shoppers' needs, enabling Action Chips to adapt to the each individual journey and offer the most relevant next step.

THE RIGHT QUESTION = FASTER PURCHASE

With the ability to offer suggestions like “Do you want a bundle deal?” Action Chips turn hesitation into action, ultimately increasing order value.

DIRECTING TO PDP

When detecting signs of shopper uncertainty, Action Chips can showcase additional product details such as reviews and videos, building confidence and increasing the likelihood of a sale.

4

Drop-Off Recovery

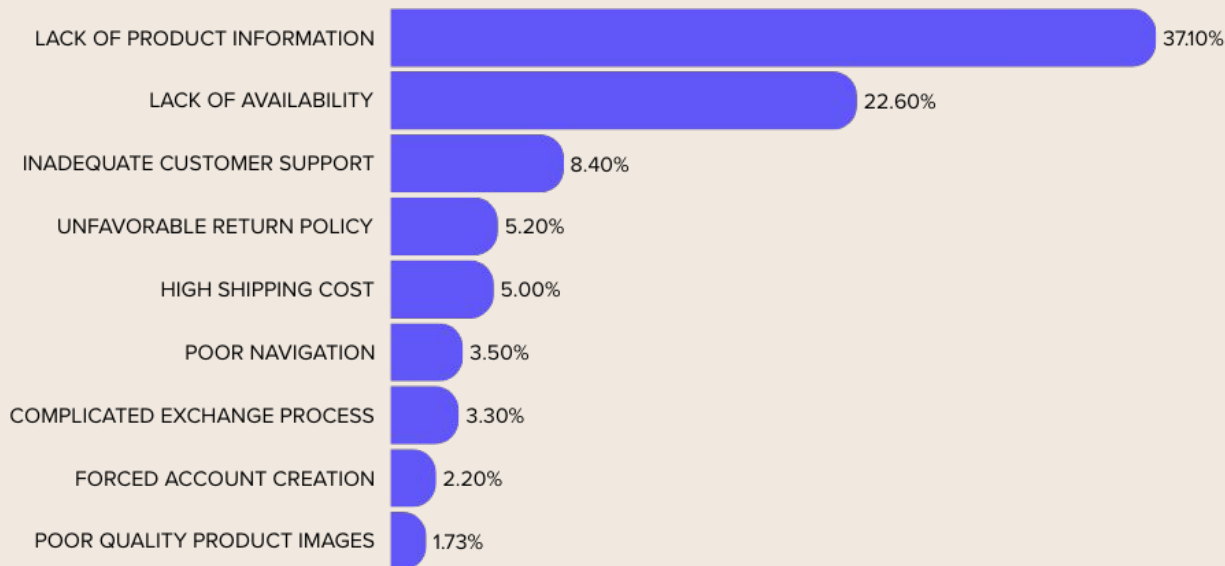
AI identifies and addresses common drop-off reasons, turning abandoned carts and hesitant shoppers into buyers.





Turning Barriers into Opportunities: Reducing Drop-Offs

Drop-off reasons, such as missing product details or high shipping costs, often cause shoppers to leave a site without purchasing. Addressing these barriers is crucial for boosting conversions and customer trust.



Most Common Shopper Drop-off Reasons, by segment

		Product information	Availability	Support	Pricing	Navigation	Shipping cost
	Apparel	20%	22%	2%	5%	1%	1.3%
	Health & wellness	35%	16%	2%	9%	2%	1.7%
	Home & garden	25%	9%	2%	5%	1%	3%
	Beauty & skincare	28%	22%	2%	10%	3%	2%



Common Drop-Offs Drivers and How to Proactively Improve Them

1

INSUFFICIENT PRODUCT INFORMATION (35% IN HEALTH AND WELLNESS)

Why?

Lack of detailed product information can cause drop-offs, especially in categories like Health and Wellness, a category in which shoppers need to feel confident in their decisions.

AI-Driven Solutions

Enhance Product Descriptions: Use AI to provide dynamic, real-time product information such as reviews, FAQs, and product videos based on the customer's preferences and browsing history.

Implement Interactive AI Chat for Instant Clarification: AI chat that can instantly answer questions about ingredients, use cases, and benefits, improves customer confidence in product efficacy and leads to more purchases.

Offer AI-Powered Recommendations: AI can suggest related products or variations (e.g., different sizes, flavors, etc.), offering customers tailored solutions that meet their needs.



Common Drop-Offs Drivers and How to Proactively Improve Them

2

INVENTORY ISSUES (22% IN APPAREL AND BEAUTY)

Why?

Inventory issues, such as out-of-stock items or delayed shipping, can cause significant drop-offs, particularly in sectors like Apparel and Beauty.

AI-Driven Solutions

Enable AI-Powered Inventory Alerts: Use AI to automatically notify customers about low stock or out-of-stock items and offer personalized solutions like pre-orders or suggestions for comparable products.

Provide Real-Time Availability Updates: Implement AI chat to inform customers in real-time about product availability, shipping options, and delivery timelines, improving transparency and reducing frustration.

Leverage AI-driven Demand Forecasting: Use AI to predict demand trends and adjust inventory in real time, ensuring the right products are always available for customers.



Common Drop-Off Drivers and How to Proactively Improve Them

3

COST SENSITIVITY (9% IN HEALTH AND WELLNESS)

Why?

In categories like Health and Wellness, shoppers often abandon their carts due to price concerns or unexpected shipping costs.

AI-Driven Solutions

Make Pricing More Reactive: Using AI, offer personalized discounts, bundle deals, or other promotions based on customer behavior, purchase history, or loyalty status, etc.

Set up AI-Triggered Shipping Incentives: Enable AI to offer free or subsidized shipping options once a customer reaches a certain cart threshold, encouraging them to proceed with the purchase.

Offer Real-Time Price Comparisons: Based on shopper behavior, AI can provide real-time comparisons between various products and suggest alternative or additional products within the customer's price range.

5

Time to Purchase

Speed up shoppers' decision-making processes to boost conversion rates.





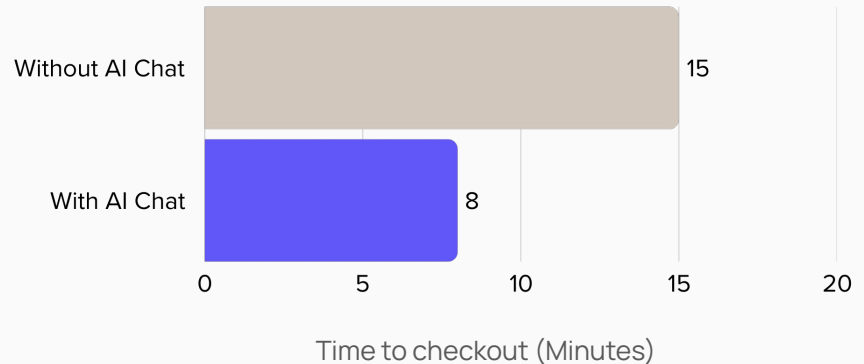
How AI Speeds Up the Path to Purchase

Shoppers expect seamless, fast, and frictionless experiences.

Shorten the time to purchase by 47%: With conversational AI, shoppers completed their purchases in just **8 minutes** (median), compared to 15 minutes without AI.

Shoppers buy faster when they have the answers they need, exactly when they need them.

Whether it's product details, return policies, or personalized recommendations, AI-powered interactions eliminate friction and guide shoppers toward a confident purchase.





Why Faster Time to Purchase Matters for eCommerce Growth

HIGHER REVENUE PER VISITOR

Quick answers reduce hesitation, making shoppers more likely to complete their purchase.



INCREASED CUSTOMER LIFETIME VALUE (CLV)

Instant support helps shoppers feel more confident, leading to higher spending with less friction.



STRONGER CUSTOMER EXPERIENCE

Shoppers feel supported, not pressured, which fosters trust and encourages repeat business.



✦ AI Concierge

Sure thing! I found this one which was designed for hiking in cold climates:



Winter Hiking jacket

\$140

★★★★★

[BUY NOW](#)

5

Abandoned Cart Recovery

How AI reduces the time it takes for shoppers to make a purchase, speeding up their decision-making process and boosting conversion rates.





Boosting Conversions with Abandon Cart Campaigns

When it comes to abandoned carts, timing is everything.

Out of nearly 1 million proactive approach conversations to returned shoppers, about abandoned carts, 5% responded, and 35% of those shoppers converted.

This highlights the power of offering targeted, timely incentives to bring hesitant shoppers back to your site and drive them toward a purchase.

✦ AI Concierge

Welcome back! Just a heads up to check your cart. We've got a sweet 15% discount just for you. Place your order today!

Yeah! I'll take my discount



✦ AI Concierge

Great! Your coupon code CART15 will be applied at checkout.

✦ AI Concierge

Need help with anything else?

Take me to checkout!



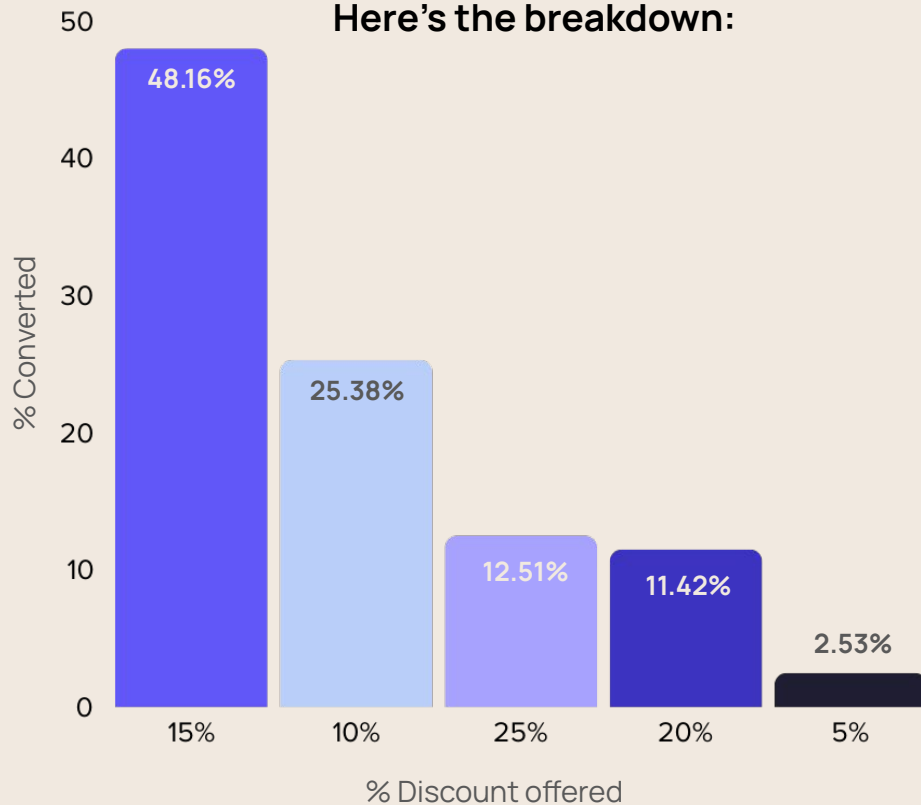


Is there a discount sweet spot?

Higher discounts don't always mean higher conversions. It's about finding the right balance and experimenting and finding the right discount for your product and target market.

Our data shows that a strategic discount at the right time works much better than just offering the largest discount possible.

Here's the breakdown:



The Way Forward

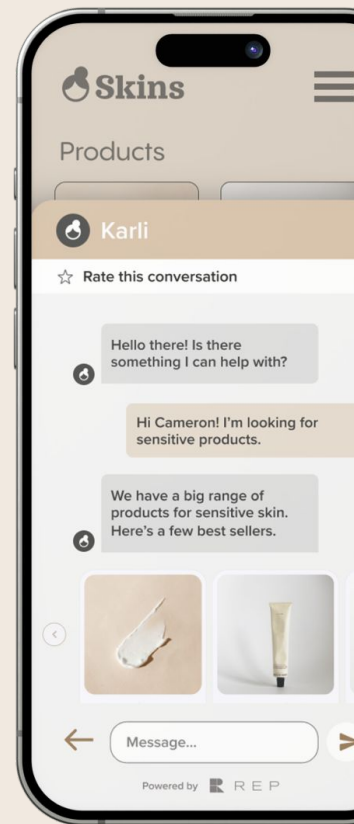


Closing: The Change of Mindset

The 2025 AI Ecommerce Shopper Behavior Report shows that AI is no longer just a nice-to-have—it's essential for staying competitive in today's fast-evolving digital landscape. The report reveals how AI-driven conversations are changing the game, helping merchants recover abandoned carts, drive repeat business, and engage shoppers in smarter, more effective ways.

DTC brands that invest in AI to overcome these challenges are positioned for significant growth. Those who wait risk falling behind, missing out on the competitive edge that AI provides.

The takeaway is clear: AI is a powerful tool for driving growth and success, but to unlock its full potential, it's about shifting from reactive customer support to proactive, AI-powered engagement. Brands that embrace this shift will not only improve the customer experience but also optimize conversions, scale efficiently, and set themselves up for long-term success in ecommerce.





Moving Forward with AI-Driven Growth

AI is reshaping how we engage with customers, turbocharging sales, and transforming ecommerce strategies. Moving forward, merchants must:

Embrace Proactive Engagement at all funnel stages.



Leverage Behavioral Insights to personalize AI interactions.



Build Trust with Repeat Customers by offering personalized experiences.



Automate Growth at scale without increasing overhead.



Recover Lost Sales through AI-powered conversations



Refine your strategies and improve conversions using data-driven AI insights



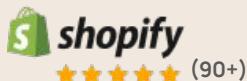


About Rep AI

Rep AI is a conversational AI platform transforming how **ecommerce** brands drive revenue and streamline operations.

Powered by proprietary behavioral AI, Rep engages disengaged visitors at the perfect moment - delivering personalized experiences that boost conversions, resolve inquiries instantly, and provide actionable insights for continuous growth at scale.

With Rep AI's concierge, brands increase website sales by up to 20% and cut support tickets by over 90%.



Start a 30-day free trial

Converts

Boost sales with personalized, real-time shopper engagement.

Supports

Fast, accurate and efficient support with AI-powered assistance.

Uncovers

Item	Count
Cart Abandoned	121
Carts Abandoned	47
Carts Rescued	23

Gain actionable insights to drive growth and conversions.



x15

Average ROI
from Rep

12%

Conversion Rate
from Chat

90%

Average Website
Inquiries Resolved

16%

Average Higher
AOV



“

Rep raised conversion rates overall by +22%, answered 92% of customer conversations. I would describe Rep AI as an extension of every part of the customer experience, from support to sales to education

Harney & Sons



“

Rep is able to answer any product-related questions and recommend products that are best suited for the customer. Not to forget, the conversion rate has increased exponentially.

Underoutfit



“

With Rep AI we've been able to have a super high conversion, literally in the 30-35 percent range for abandoned carts.

Snow Teeth Whitening