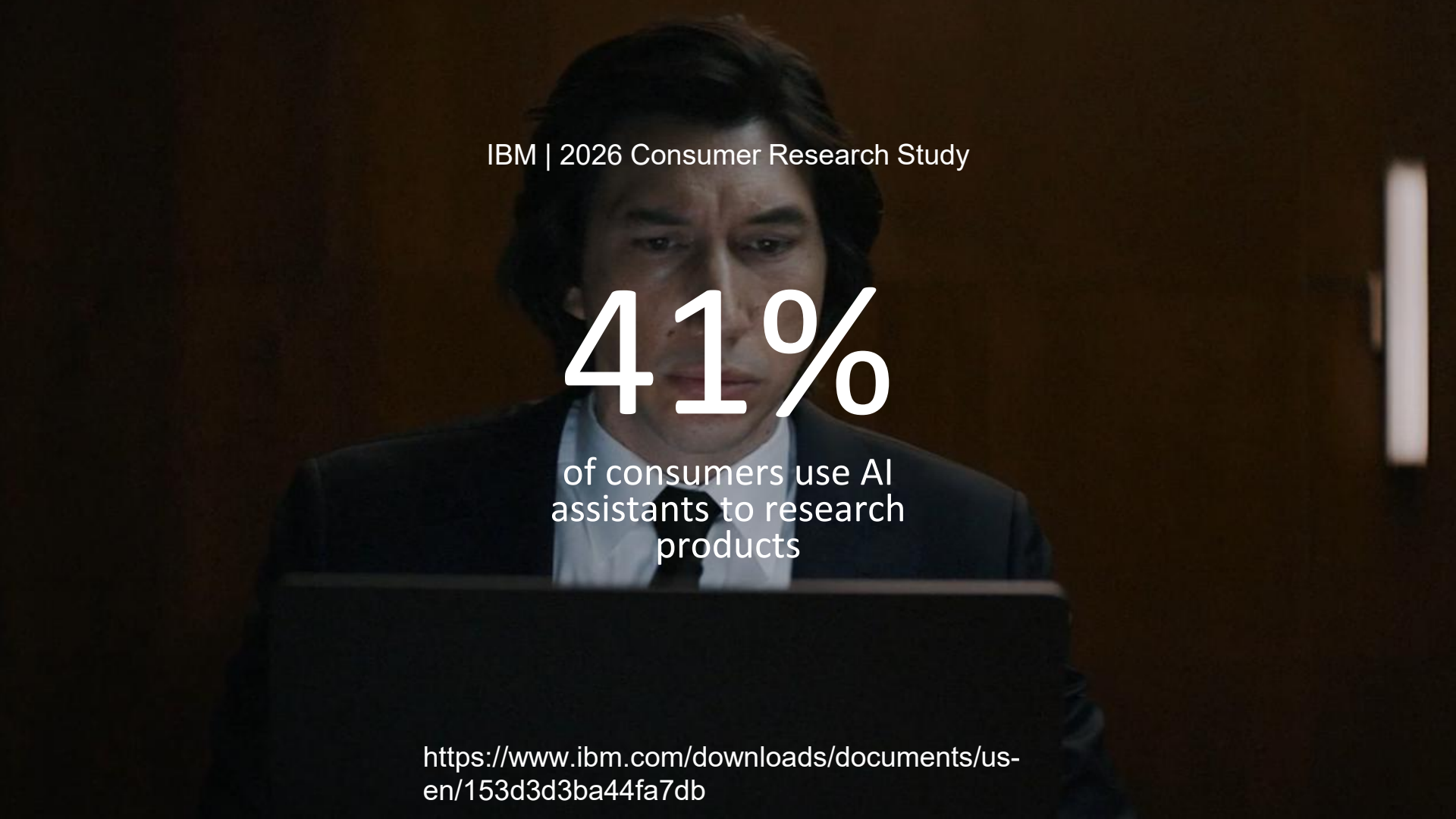


LIGANOVA

A woman with dark hair and pink hair clips is looking through a magnifying glass. The image is part of a billboard advertisement. The background of the billboard is a close-up of her face, and the text is overlaid on this image.

KISS, MARRY, KILL. AI, TRUST, OPTIMISM.

ROBERT ANDERSEN ABOUT THE AI-CHANGED CUSTOMER JOURNEY.



IBM | 2026 Consumer Research Study

41%

of consumers use AI
assistants to research
products

<https://www.ibm.com/downloads/documents/us-en/153d3d3ba44fa7db>

Imagine, it's
your partner's birthday
and you ask:

„Find something fun, under
200 Euro, that she hasn't
gotten already.“

Find something fun, under 200 Euro, that she hasn't gotten already.

Who is the gift for?

< 1 of 3 > ✕

1 Partner / Spouse →

2 Child

3 Friend

4 Colleague / Other

 Something else

Skip

What's her vibe?

< 2 of 3 > ✕

Creative / Artistic

Tech-curious

Outdoorsy / Active

Homebody / Cozy

Something else

0 selected

Skip



ENO - DoubleNest - Hammock ★★★★★ 5,0 (2)



NO LONGER AVAILABLE

♡ SAVE

→← COMPARE

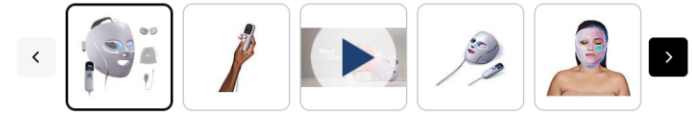
- ✓ Free delivery from € 69 (DE)
- ✓ 100 days returns policy
- ✓ > 4,000,000 satisfied customers
- ✓ All items in stock
- ✓ Trusted Shops Buyer Protection

Claude

SHARK CryoGlow LED Maske Weiß/Lilac Chill

★★★★☆ 4.5 (37) ⓘ Art.-Nr. 2996011 | SHARK 🔥 **Bestseller** ⓘ

Shark



-21% UVP 379,99€ ⓘ

299,99 €

inkl. MwSt. versandkostenfrei



Finanzierung
12 mtl. Raten
Gesamtbetrag: 317,04 €

eff. Zins p.a. 10.90%**
26,42 € monatlich

> ****Zum Ratenrechner & rechtl. Hinweise**



myMediaMarkt-Punkte ⓘ

+1.500 ⓘ

Bitte wähle ein Angebot aus



Neues Produkt

299,99 €

inkl. MwSt. versandkostenfrei



Dieser Artikel wird oft angesehen ⓘ



Uber Sofort-Lieferung ⓘ

+ 5,99 €

In unter 90 Minuten. Verfügbarkeit im Warenkorb prüfen.



Lieferung nach Hause

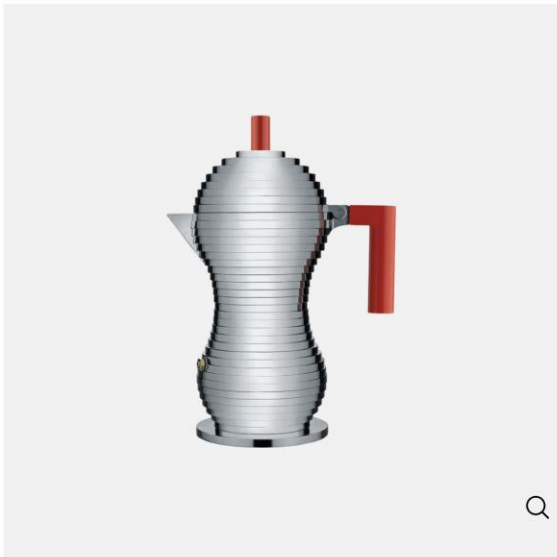
Lieferung ab 18.03.2026

+ 0,- €



Abholung

Gemini



ALESSI ❤️
**italienischer Kaffeebereiter
Pulcina metall plastikmaterial /
fasst 6 Tassen**

Designer : [Michele de Lucchi](#)

● Verfügbar

87,99 € ~~100 €~~ -12%

Rot - Aluminium ± 1 Ausführung

1 > **IN DEN WARENKORB**

PayPal
Bezahlen Sie nach 30 Tagen. Nur mit dt. P.
[Mehr erfahren](#)

★★★★★
4,54
Hervorragend

Versand

KISS. MARRY. KILL.

10%

*Discovery-evoked,
category-based
consumption.*

Source: <https://claude.ai/public/artifacts/f1322a59-83ad-415c-9e87-8aacdf01e4b1>

VOICE

L2

AmazonChoice Price Incentive?



"Alexa, buy Gain laundry detergent"



AmazonChoice

Gain Flings Original Laundry Detergent Flings, 87 Count

by 2016

115

Customer Reviews

More product images

\$18.97

FREE Delivery

***** 1.4K

\$18.97

FREE Delivery

FREE Delivery

FREE Delivery

FREE Delivery

FREE Delivery

Alexa: \$18.48

L2



L2

AI, TRUST, OPTIMISM





Bounty

Cottonelle

Kraft

macaroni & cheese

Gillette

Tide

GLAD



63%

*Rebuys. Habitual,
need-based
consumption.*



Fengyi Technology





CREATIVE

创业创新

始终保持创业心态 不断保持创新

SELFDRIVE

自驱进步

持续学习 不设边界 一起成长

SIMPLE


简单热爱

简单温暖的工作氛围 心怀热爱 追求卓越

HONESTY

AI, TRUST, OPTIMISM





17%

*Commodity.
Category- & price-based*



2.099 Angebote für deine Suche

Sortieren: Beste Ergebnisse ▾

[Suche speichern](#)

Meine Suche (8)

[Alle Filter entfernen](#) Deutschland bis 50.000 € Sehr guter Preis von 120 kW ABS Apple CarPlay Klimaautomatik 4-Zonen-Klimaautomatik

Basisdaten & Standort

 Inzahlungnahme ⓘ Onlinekauf & Lieferung ⓘ

- Geprüfte Qualität
- Lieferung deutschlandweit
- 14 Tage Widerrufsrecht

Marke

Alle ▾

Modell

Alle ▾

Weitere Merkmale

BMW 340 xDrive Auto LED/VIRTUAL/KAMERA/TOP

DAB-Radio, Sportfahrwerk, Soundsystem, 4-Zonen-Klimaautomatik, Sportpaket, Navigation...



1 / 31

€ 42.999 Sehr guter Preisab € 420,- mtl. [Finanzierung berechnen](#)ab € 16,48 mtl. [Kfz-Versicherung vergleichen](#) **CHECK24**

/// 22.765 km Automatik 10/2020 Benzin
⌚ 275 kW (374 PS) ⌚ - (l/100 km) ⌚ 172 g/km (komb.)
☰ CO₂-Klasse B (komb.)



AI-Quakenbrücker-Automobile GmbH ★★★★★ (32)

A Issa · DE-49610 Quakenbrueck

[+ Weitere Fahrzeuge anzeigen](#)**Volvo XC90** T6 AWD R-DESIGN CARBON 7SITZ+PANO+B&W+LUFT+

Standheizung, Luftfederung, Panoramadach, Anhängerkupplung, Elektrische Sitze, 4-Zone...



1 / 42

Neu

€ 45.800¹ Sehr guter PreisBvK QUALITÄTS
HÄNDLERab € 462,- mtl. [Finanzierung berechnen](#)ab € 20,96 mtl. [Kfz-Versicherung vergleichen](#) **CHECK24**

/// 57.525 km Automatik 03/2020 Benzin
⌚ 228 kW (310 PS) ⌚ 8,3 l/100 km (komb.)
⌚ 192 g/km (komb.)



Autohaus Winterfell ★★★★★ (158)

Marcus Partecke · DE-12351 Berlin

[+ Weitere Fahrzeuge anzeigen](#)

KI-Web-Scraper

1 Datenquelle auswählen

Aktuelle Seite | URLs | Dateien & Bild

 Gebrauchtwagen kaufen bei... Keine Paginierung ▾ +

2 Scraper-Vorlage auswählen

[+ Neue Scraper-Vorlage](#) Gebrauchtwagen Listin...[+ Von KI verbesserte Felder](#)A₁ Fahrzeugname ×

F Fahrzeug URL ×

Preis (EUR) ×

Kilometerstand (km) ×

E Erstzulassung ×

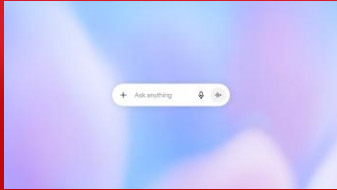
K Kraftstoffart ×

Leistung (kW) ×

A₂ Händlername ×[+ Feld hinzufügen](#)[Unterseiten abrufen](#)

 OpenAI

Instant CheckOut



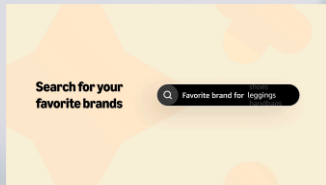
1 Mio Merchants

*Near-Zero
Conversion.*

Dead.



Buy for me ✨



400k Merchants

*Sell from Amazon
Without Listing on
Amazon*

Scaling.

 perplexity

Buy with Pro

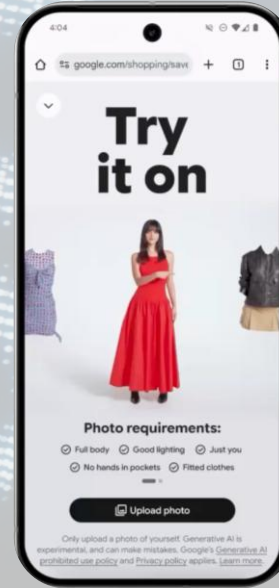


*Expanding; sued
by Amazon but
not stopped*

Active.



UCP



Early Access.

 shopify

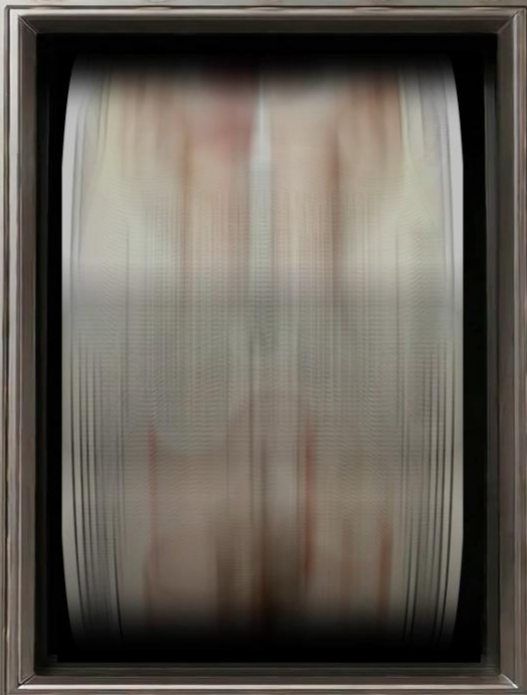
Agentic Storefronts



*API to sell in
within chatbots
(e.g. ChatGPT)*

Working.

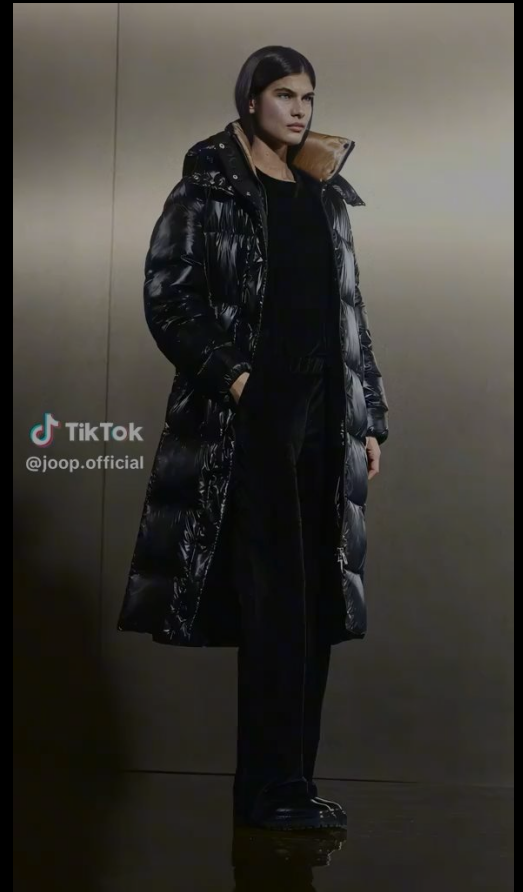
AI, TRUST, OPTIMISM





10%

*High-interest.
brand-driven.*






GUCCI

gucci  · Follow

GUCCI

gucci  3w
PRIMAVERA
February 27
2 p.m. CET

#GucciPrimavera



fent10s 3w
Ai slop or GTA collab

Like Reply



36.1K




1.2K



February 23

Log in to like or comment.



 **blake_r** 28 Wo.
Very ironic to use AI slop to promote
a shoe called "Authentic"
Gefällt mir Antworten





↓ 36%

Consumer acceptance of AI
dropped from 55% to 36% YoY

+ 39%

consumers would trust a brand less
upon discovering undisclosed AI imagery

-25%

say they're less likely to purchase

+ 5%

increase in return rates (\$12 billion U.S.)

59.7%

zero-click-searches
(ending without clicks)

+ 80.92%

chat bots traffic YoY

-34.5%

CTR for Google Pos.1

- 0.51%

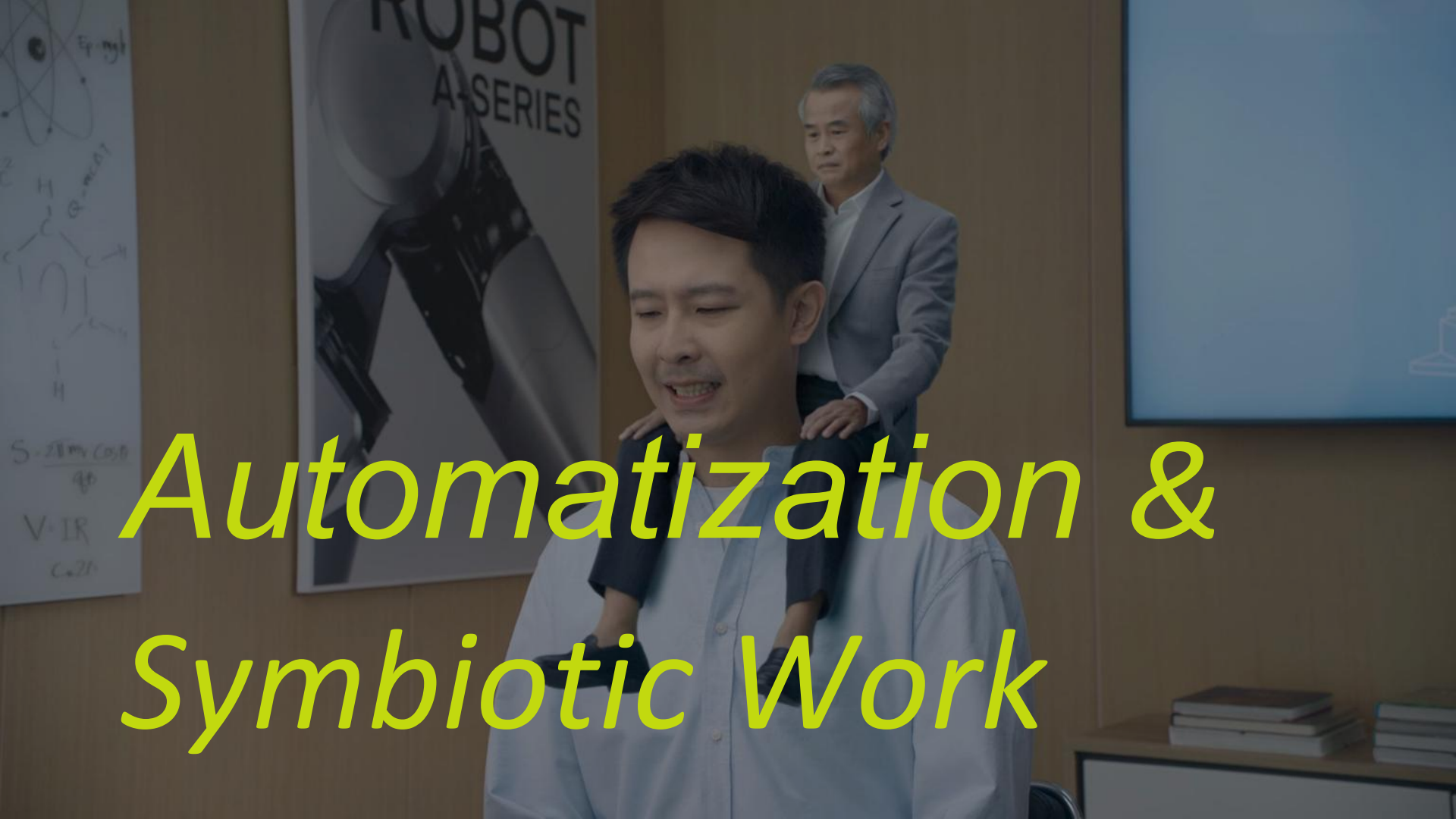
search engine traffic YoY

IN PLAINTEXT:

THE AI REDUCES
OPPORTUNITIES FOR BRANDS
TO **INFLUENCE** CONSUMERS,
DIFFERENTIATE THEMSELVES,
OR **EVEN APPEAR** DURING THE
BUYING JOURNEY.

AI, TRUST, OPTIMISM





Automatization & Symbiotic Work

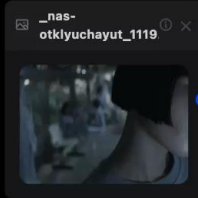
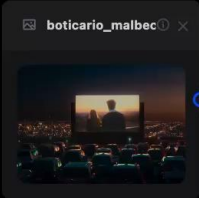


Image Iterator

+ Add Input

Nano Banana 2 (New)

Prompt
create an establishing shot

Reference Images

Batch 1/2

Aspect Ratio
16:9

Resolution
1K 2K 4K

Use Google Search

Thinking Level
minimal high

▶ Generate (2)

Result

Ready for image input



Industry



Luxury

Focus (What to look for)



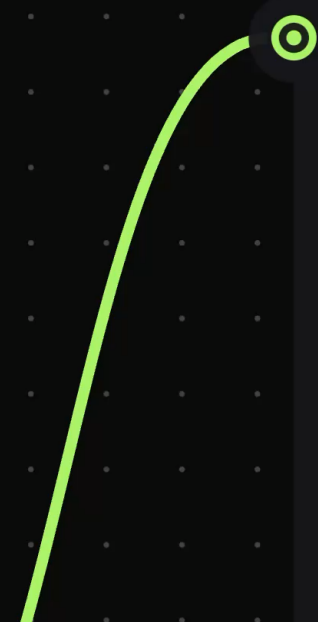
Consumer Loyalty

Brand (To check against)



Jaquemus

Market



Di. 17. März

09:45

 EW 2029

 6min

HAM

08:50

STR

09:52

ANKUNFTSTERMINAL

ANKUNFTSGATE

GEPÄCKAUSGABE

3

--

-

Live-Aktivitäten von Wallet erlauben?

Nicht erlauben

Erlauben



Claude research is complete

Vor 31 Min.

Your Claude research has completed: Quantifying the Five Purchase Journeys: A Meta-Estimate of Consumer Spending by Decision Type



DRINGLICH

Flug nach Stuttgart

Vor 1 Std.

08:55–10:05

Hamburg (EW2029)

 08:55–10:05

Flight to Stuttgart (E...
Hamburg HAM

Wetter nicht
verfügbar


A man with a short haircut, wearing a light-colored tank top, is driving a car. He is looking out the window with a serious expression. The car's interior, including the steering wheel and rearview mirror, is visible. The background shows a city street with buildings.

Chauffeur
Knowledge
Dilemma.

AI, TRUST, OPTIMISM



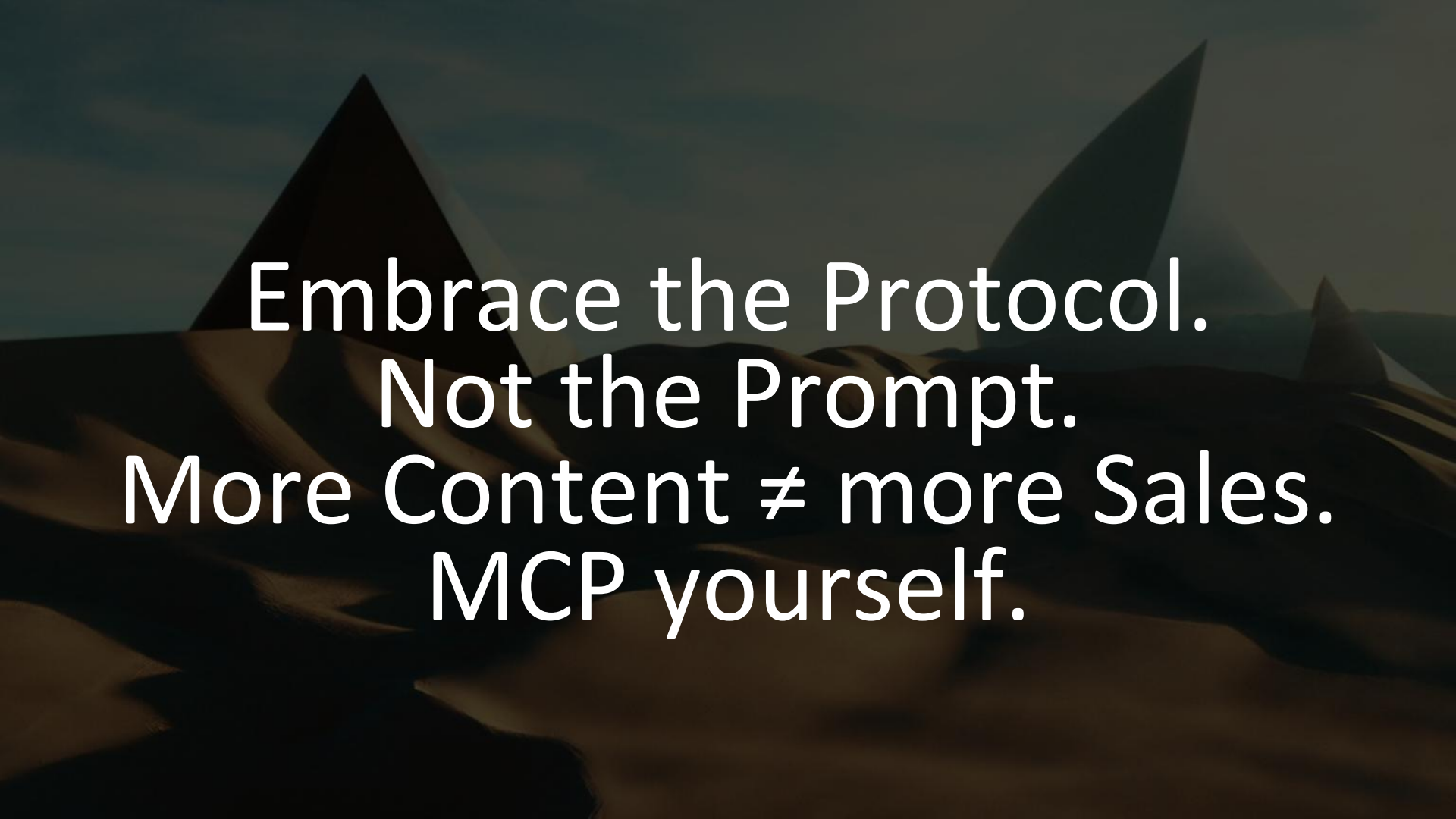
LEARNINGS.



Customer acquisition ROI
moves from reach x
frequency to touchpoint x
trust.

A dark, triangular tunnel with a group of people running away from the viewer at the end. The text is overlaid in white, bold, sans-serif font.

KILL ATL.
KISS COMMUNITY.
MERRY LOYALIZATION.



Embrace the Protocol.
Not the Prompt.
More Content \neq more Sales.
MCP yourself.

A photograph of two men sitting on a train couch. The man with blonde hair is hugging the man with dark hair from behind. The man with dark hair is holding a yellow can. The background shows a window with a view of a city at night and a framed abstract painting on the wall.

KISS
TASTE

INVEST IN
CREATIVE
DIRECTION.

A person with curly hair is sleeping on a light-colored sofa, wearing a dark blue hoodie and dark pants. A dog is curled up next to them, also sleeping. The scene is dimly lit, suggesting a relaxed, nighttime environment. A plant is visible in the background.

MERRY DISCOVERY.

DON'T SLOP.

INVEST IN FIRST PARTY TOUCHPOINTS.

(E.G. PHYSICAL TAKEOVERS, STUNTS, EXPERIENTIALS, SNAIL MAIL-CRM, POPUPS, SCRATCH CARDS.).

*MAKE
MEMORIES*
in real-life,
in real-time.

