

Press Release

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# ECOMMERCE CLINIC REPORT

Artificial intelligence has moved beyond experimentation and is rapidly becoming a foundational capability for online retailers, according to insights shared during a live industry Q&A hosted by eCommerce Expo featuring Global AI Keynote Speaker and Author, Karl Lillrud.



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# PURPOSE OF THE DOCUMENT

The eCommerce Clinic Q&A session brought together ecommerce leaders, marketers, strategists, and retail operators for a 48-hour open discussion on LinkedIn exploring how businesses can apply AI to real commercial challenges, from operational efficiency to customer experience and future purchasing behaviour.

This report brings together the topics, challenges and solutions discussed.



**Karl Lillrud**

*Global AI Keynote Speaker*

# AI DELIVERING IMMEDIATE COMMERCIAL VALUE

A central theme emerging from the discussion was that AI's most measurable impact today lies in operational performance rather than hype-driven innovation.

Lillrud highlighted that retailers are already benefiting from smarter pricing models, improved inventory accuracy that frees working capital, automated customer service operations, and personalised shopping experiences that increase conversion rates.

*"The organisations winning with AI are those removing friction and inefficiency," he explained during the session. "AI is becoming an operational advantage rather than a future experiment."*

# RETAIL DISCOVERY ENTERS THE AI ERA

Participants also explored how AI-powered discovery is reshaping eCommerce strategy. As large language models increasingly influence product research and recommendations, retailers must rethink traditional SEO approaches. Lillrud advised brands to prioritise authentic, high-value content and strengthen visibility across trusted information sources rather than relying on outdated optimisation tactics.

Success, he noted, will depend on a retailer's likelihood of being recommended by AI systems, marking a significant shift in digital merchandising and content strategy.

# ORGANISATIONAL CHANGE: AI AS A SHARED RESPONSIBILITY

Discussion quickly expanded beyond technology to organisational readiness. Rather than appointing a single “AI Director,” Lillrud described successful companies as building collaborative AI teams combining project leadership, product management, and strategic vision.

Embedding AI thinking across departments, from marketing to operations, allows businesses to treat AI as an integrated business capability rather than a standalone initiative.

# HUMANS REMAIN CENTRAL TO TRUST AND AUTHENTICITY

Despite increasing automation, human expertise remains essential. According to Lillrud, people play the most critical role at the beginning and end of AI workflows, defining context, product truth, and intent, then validating outputs to ensure accuracy and brand integrity.

“AI accelerates execution,” he explained, “but human judgement anchors authenticity and trust.”

# PRACTICAL ADOPTION OVER LARGE TRANSFORMATION PROJECTS

For organisations unsure where to begin, the clinic reinforced a pragmatic approach: **start small.** Retailers were encouraged to focus on clearly defined problems and repetitive operational tasks before attempting large-scale transformation programmes. Incremental adoption enables teams to build capability, confidence, and measurable results over time.

# THE NEXT PHASE OF COMMERCE: FRICTIONLESS TRANSACTIONS

Looking ahead, the discussion examined the rise of in-platform purchasing and conversational commerce. Drawing comparisons to the evolution of China's WeChat ecosystem, Lillrud suggested Western markets are moving toward experiences where discovery, decision-making, and checkout increasingly happen within AI environments.

This convergence, he said, represents a natural evolution toward frictionless commerce that consumers are likely to embrace.

# CONTINUOUS LEARNING BECOMES COMPETITIVE ADVANTAGE

One of the strongest takeaways from the clinic was cultural rather than technical. Lillrud encouraged organisations to develop daily AI learning habits, enabling teams to continuously experiment and evolve their skills.

Companies adopting AI successfully are not waiting for perfect strategies - they are learning and adapting in real time.

# INDUSTRY AT AN INFLECTION POINT

The eCommerce Clinic Live session underscored a wider industry shift: AI is no longer a future trend but a present-day business requirement.

Retailers that integrate AI into everyday workflows, empower employees to experiment, and maintain strong human oversight are positioning themselves for the next era of digital commerce, one defined by intelligent discovery, personalised journeys, and seamless transactions.

# **ABOUT ECOMMERCE EXPO**

## **WWW.ECOMMERCEEXPO.CO.UK**

**23 - 24 SEPTEMBER 2026**

eCommerce Expo is the UK's leading event for ecommerce and digital marketing professionals, bringing together retailers, brands, technology providers, and industry experts to explore innovation, strategy, and growth in modern commerce.



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**MEDIA CONTACT: PHOEBE DUNSMORE**  
p.dunsmore@closerstillmedia.com