

IA aplicada al marketing digital: Transforma el procés de venda online

Jornada de sensibilització Kit Digital

20 de novembre del 2025

Joan Cornet



Qui som

🔥 Experts en eCommerce i IA

Portem més d'una dècada en eCommerce i creixement a Amazon, ajudant marques a escalar les seves vendes de manera rendible.

Hem generat més de 20 milions d'euros en facturació per als nostres clients.



Algunes de les marques que hem ajudat a créixer:

BULLETS
PLAYING CARDS

Sadaf

ESPINALER
— DISCOTECA —

Magicgel

ALOR

jelt

STÆRK

BONKS

WoodWatch

JEGO

upwork
5.0 ★★★★★

ESCRIURE AL XAT

Categoria de producte? Ja teniu eCommerce?



1. Programa

1. AIDA – Optimitza el funnel de vendes del teu ecommerce amb IA
2. ATRACCIÓ – Augmenta la visibilitat i atrau trànsit nou
3. INTERÈS – Fes que els usuaris vulguin saber més
4. DESIG – Crea confiança i ganes de comprar
5. ACCIÓ – Convenç i fidelitza

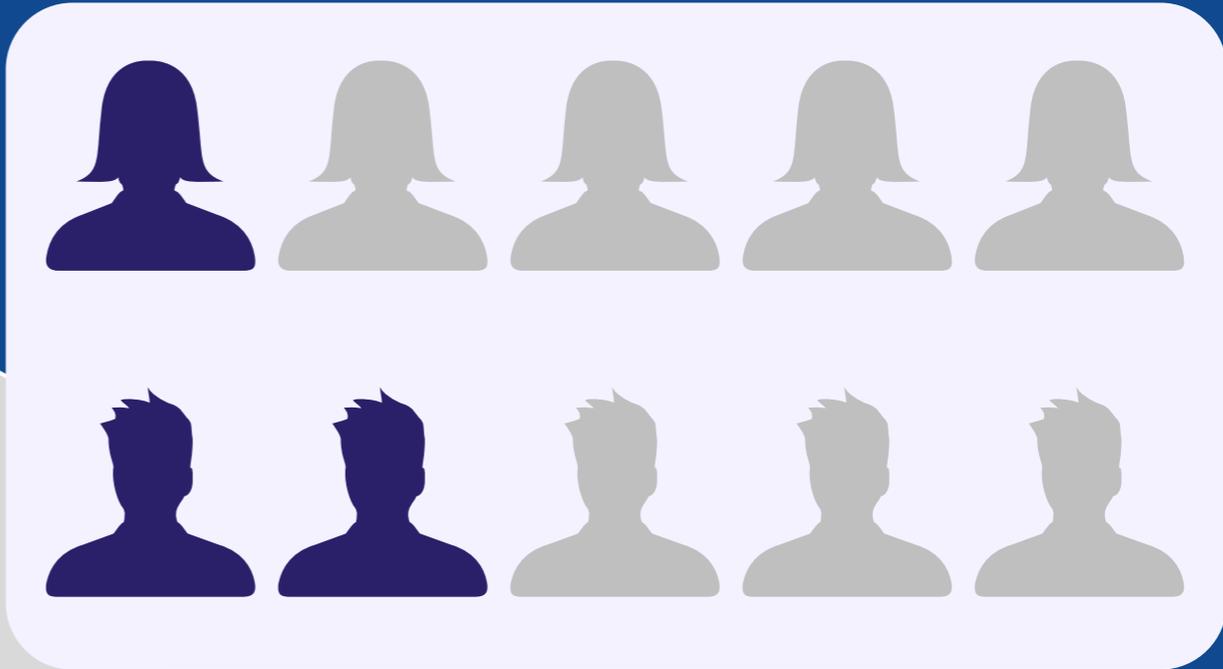
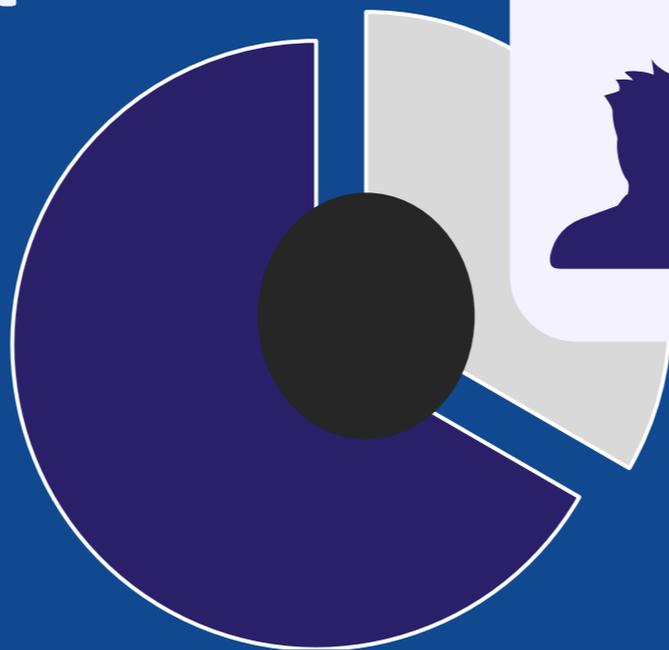
2. Torn de preguntes

CAPÍTOL 1/5

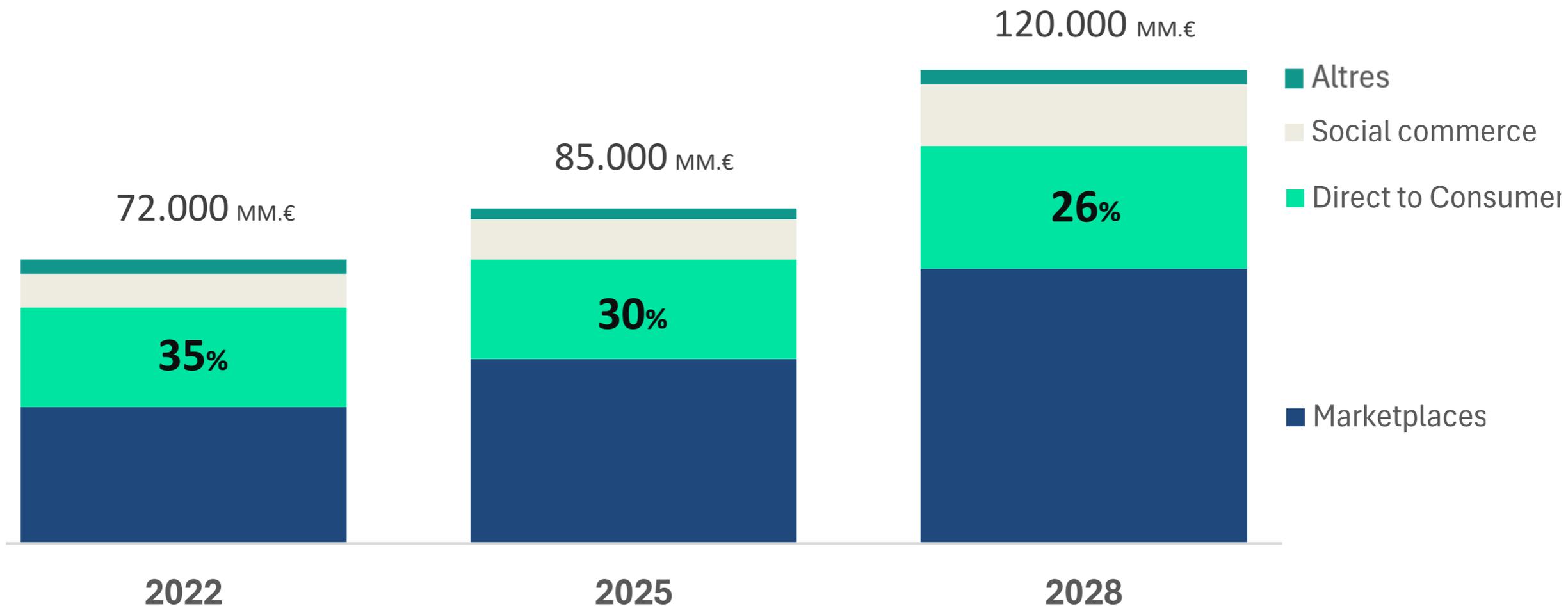
AIDA – Optimitza el funnel de vendes del teu ecommerce amb IA



1 de cada 3 vendas
online són en
eCommerce



Evolució de les vendes digitals per canal a Espanya



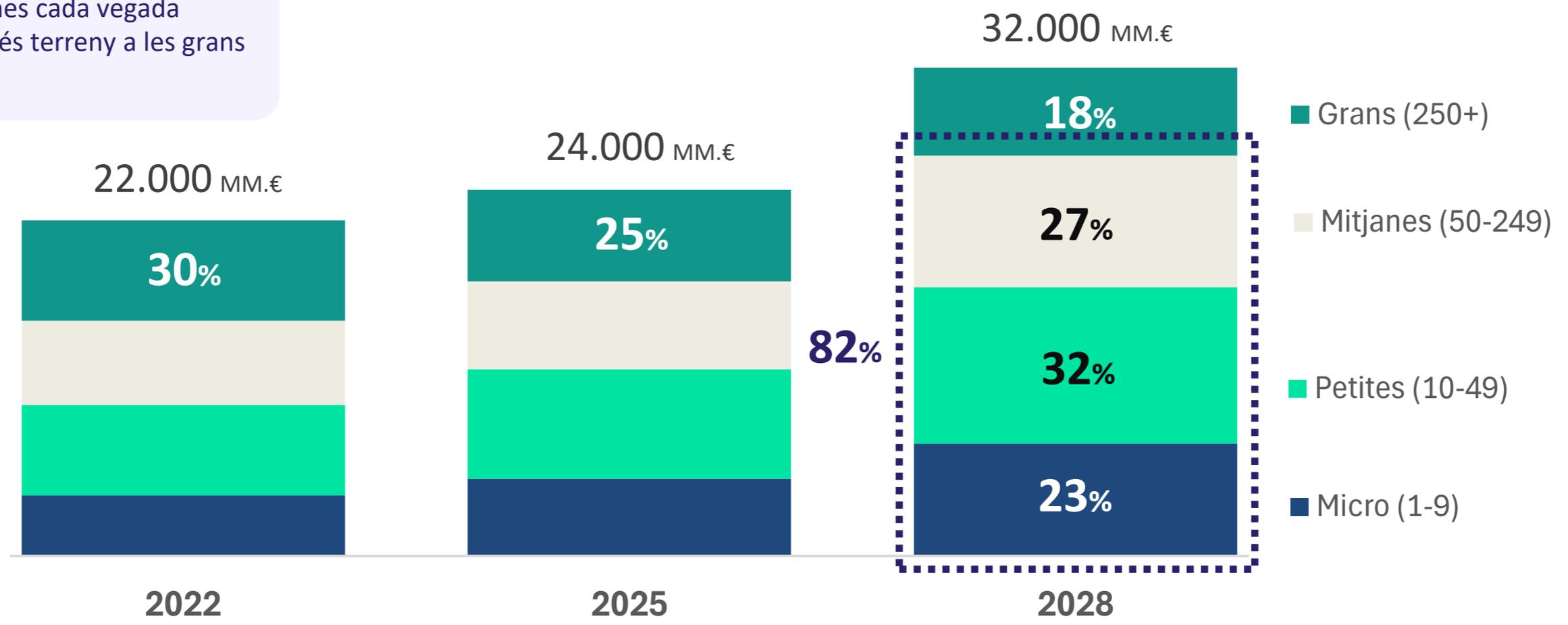
Fonts: eMarketer, Statista, OC&C, Deloitte, Forrester, McKinsey, Accenture



El **75%** de les vendes
d'ecommerce son de **Pimes**

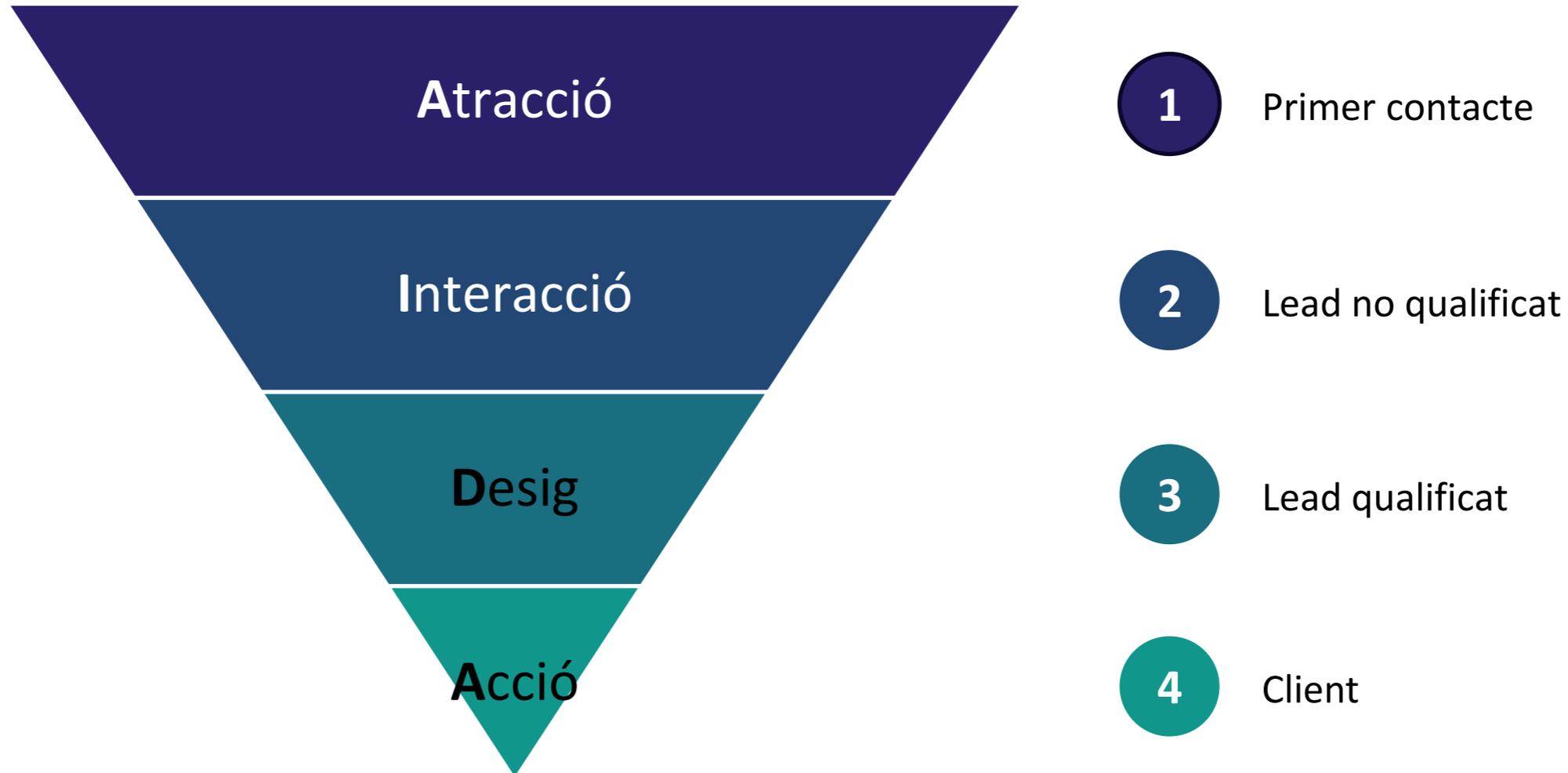
Vendes d'eCommerce per mida d'empresa a Espanya

💡 Les Pymes cada vegada guanyen més terreny a les grans empreses



Fonts: CNMC, Statista i EcommerceDB

Coneixent l'embut de vendes: model AIDA



6 tecnologies IA que impulsen els ecommerce

GEN AI PER CONTINGUTS

Genera textos, imatges i creativitats adaptades a cada client per impulsar trànsit i vendes.



IA PERSONALITZADA

Ofereix recomanacions i experiències úniques en temps real segons dades, gustos i hàbits.



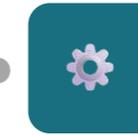
OPTIMITZACIÓ D'ADS

Ajusta campanyes automàticament, millora ROAS i optimitza pressupostos amb dades contínues.



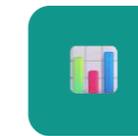
CHATBOTS INTEL·LIGENTS

Atenen consultes 24/7, resolen dubtes, guien la compra i augmenten la conversió final.



AUTOMATITZACIÓ IA

Connecta processos i eines del teu ecommerce per reduir errors, estalviar temps i escalar millor..

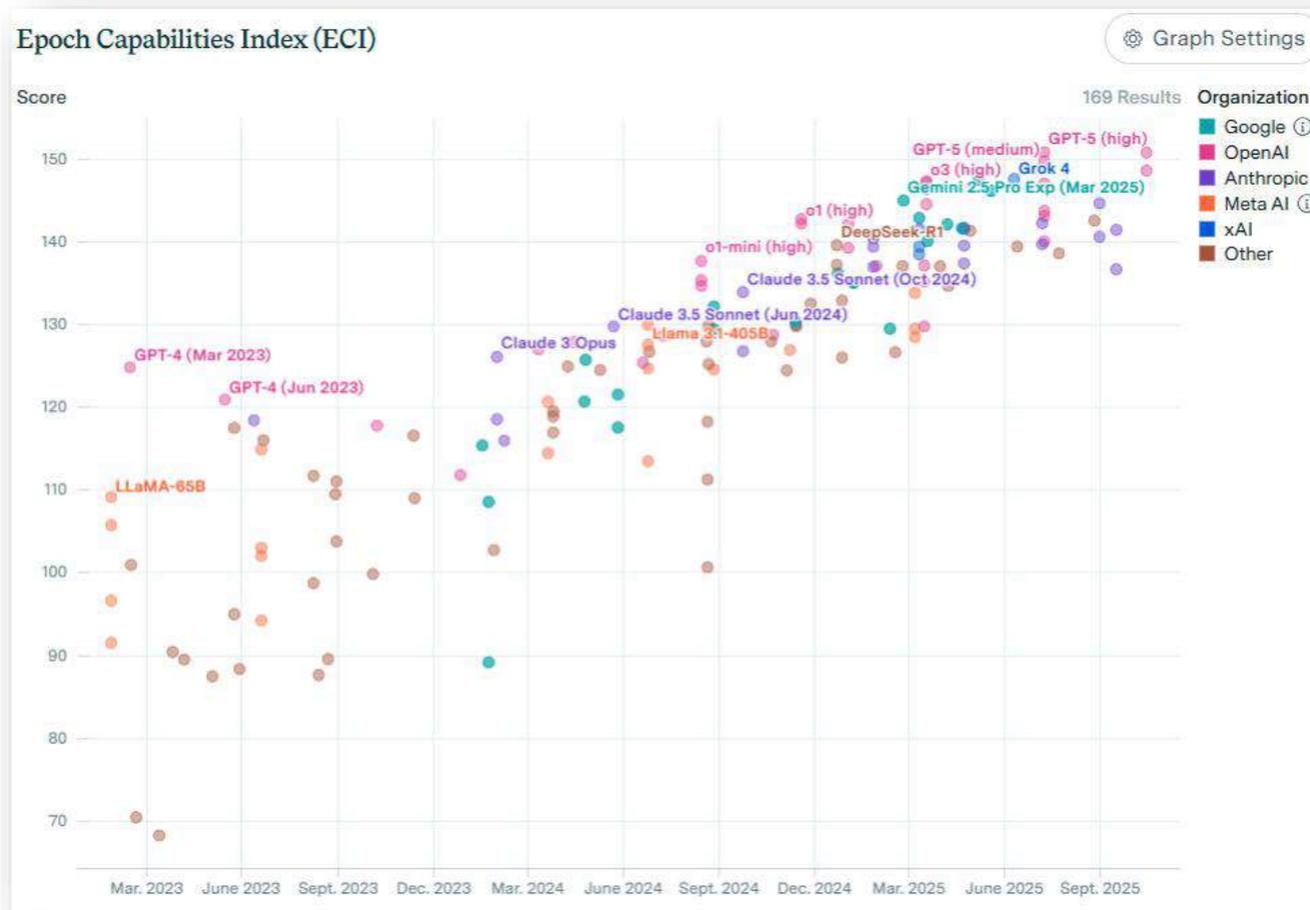


ANALÍTICA PREDICTIVA

Detecta patrons de compra, anticipa la demanda i ajuda a prendre decisions més precises.



Benchmarks models IA

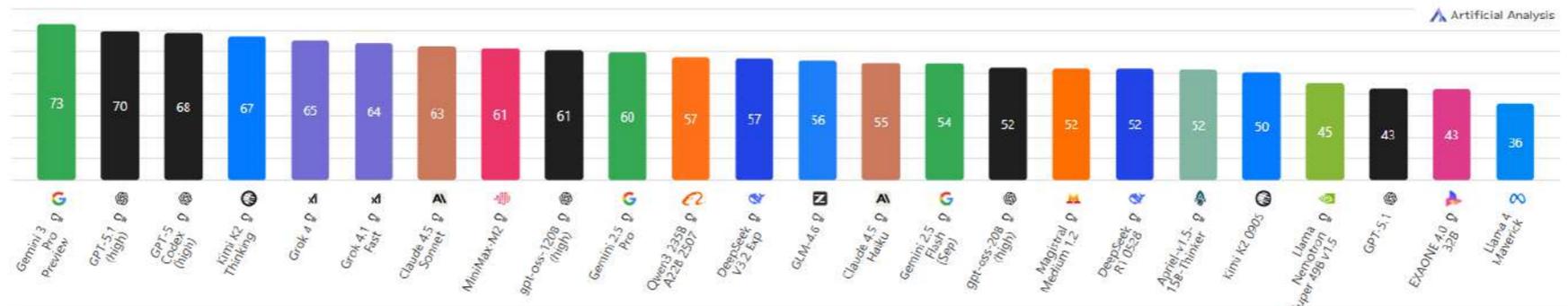


Artificial Analysis Intelligence Index

Artificial Analysis Intelligence Index v3.0 incorporates 10 evaluations: MMLU-Pro, GPQA Diamond, Humanity's Last Exam, LiveCodeBench, SciCode, AIME 2025, IFBench, AA-LCR, Terminal-Bench Hard, r²-Bench Telecom

24 of 337 models ×

+ Add model from specific provider



CAPÍTOL 2/5

ATRACCIÓ – Augmenta la visibilitat i atrau trànsit nou



Embut de vendes IA: **Atracció**

UGC generat amb IA

Crea vídeos tipus “reviews” o “unboxings” amb avatars realistes per TikTok o Reels.

Optimització de SEO

Aumenta visibilitat a Google i ChatGPT, obtén idees d'articles i redacta'ls em segons.

Predicció de continguts virals

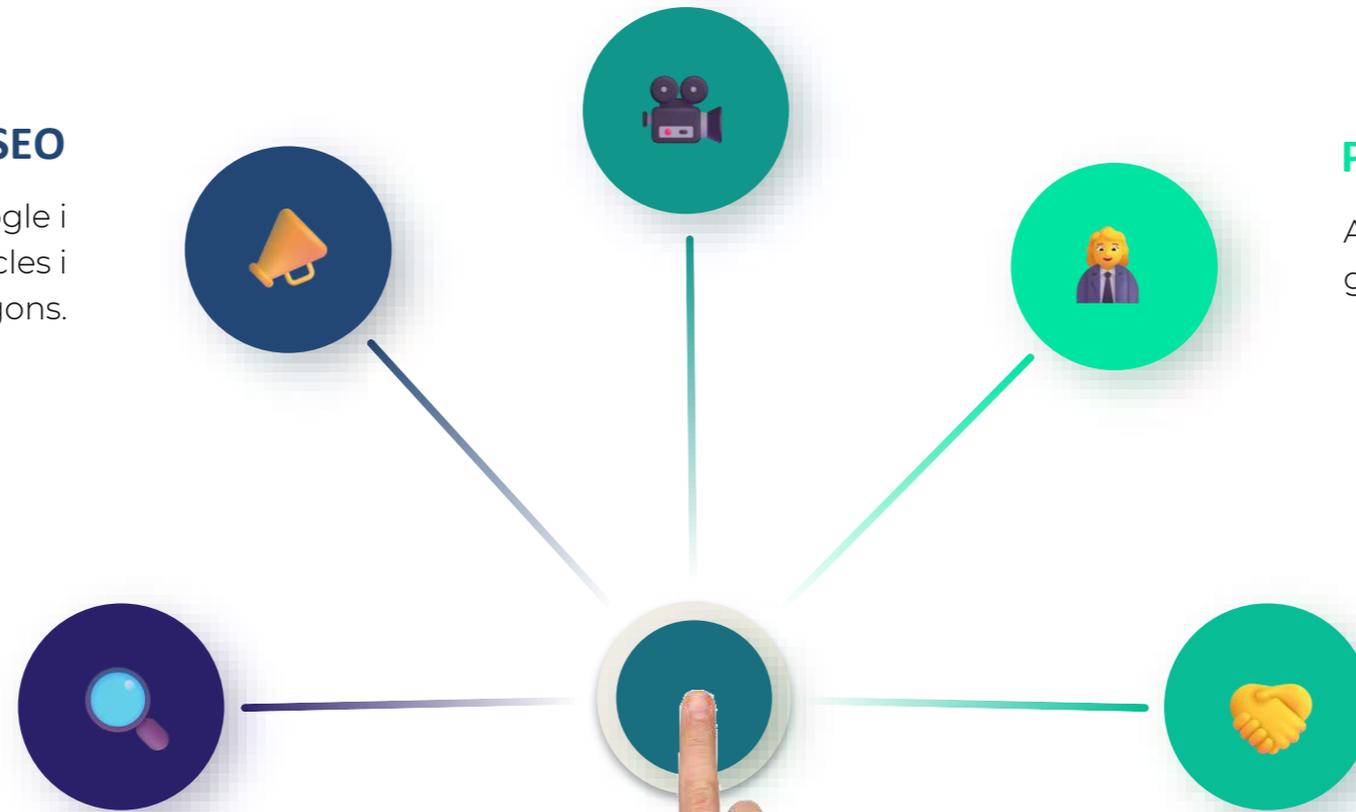
Analitza què funciona al teu sector i genera idees basades en tendències.

Anuncis generats per IA

Crea anuncis automàtics amb múltiples versions optimitzats per CTR, segment i rendiment..

Optimització de ROI publicitari

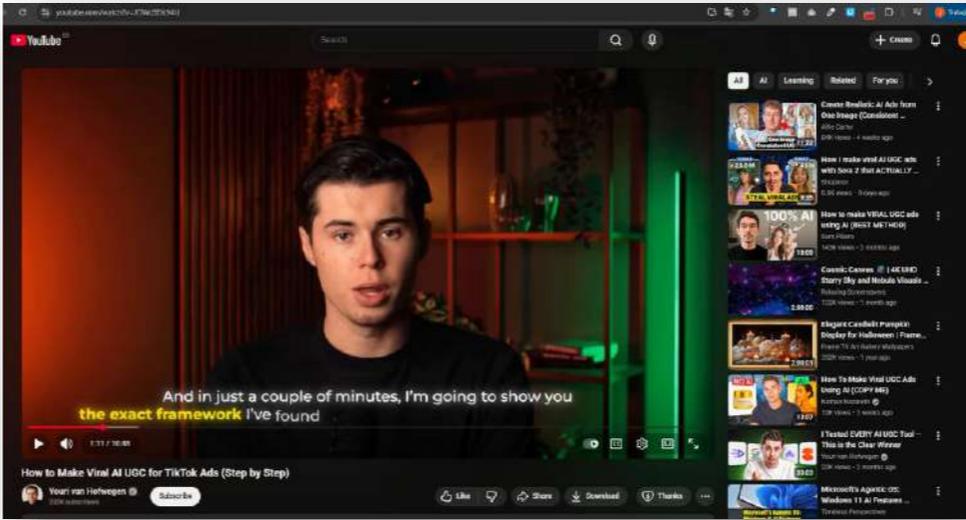
Redistribueix el pressupost automàticament cap a anuncis i segments amb millor retorn.



UGC - Avatars



UGC Ads (Meta, TikTok)



Vídeos llargs (YouTube)

Generació d'anuncis amb IA (imatges, vídeos, UGC)

Michael In Paris, France ✕
just signed up for a free trial
1 minute ago | Verified

AdCreative.ai
an Appier group company

Features Solutions Enterprise ROI Calculator Pricing Login Try For Free Now Start Free with G

#1 most used AI tool for advertising

Generate ad banners, texts, photoshoots, and videos that outperform those of your competitors.

- Instant AI-Powered Ad Creation**
Generate high-performing image, video, and text creatives in seconds.
- Effortless Brand Consistency**
Upload your logo, fonts, and brand colors once — every ad you create stays 100% on-brand.
- Real-Time Competitor Insights**
See what's working in your industry with access to top-performing ads from your competitors.

Our BEST EVER Deal

3 Days | 16 Hours | 28 Minutes | 00 Seconds

Get ready for Black Friday with **50% off** for life

PLUS - lifetime access to all pro features, including...

- ✓ All pro Product visuals & videos
- ✓ Storytelling ads
- ✓ Ad videos
- ✓ Social creatives

97 Normal

Creative Insight Score
45% Normal

Traffic Channels

Visit Count
26K ↑13.56

Bounce Rate
56% ↑22.65

Pages / Visit
46K ↑29.24

Unique Visitors
46K ↑29.24

Ad Fatigue Analysis
Your ads typically start experiencing ad fatigue after about 14 days.

Traffic Share

Gender
42% 58%

34.4%

Vídeos UGC amb avatars



Features ▾

AI Tools ▾

Solution ▾

Resources ▾

Pricing ▾

Login

Sign Up

Watch Your Products Come to Life with AI-Powered Avatar Storytelling.
Professional Studio Grade UGC Videos – No Camera, No Crew, Just AI!

Get Product Avatar →

*No credit card required



Creació d'articles / parafrassejar / traductor

The screenshot shows the QuillBot website's AI Blog Post Generator page. The browser address bar displays "quillbot.com/ai-writing-tools/ai-blog-post-generator". The navigation menu includes "Tools", "Professional", "Academic", "Creators", "Personal", "Extensions & apps", and a highlighted "Ask AI" button. A sidebar on the left lists various tools: Paraphraser, Grammar Checker, AI Detector, Plagiarism Checker, AI Humanizer (highlighted), AI Chat, AI Image Generator, Translate, Summarizer, and Citation Generator. Below these are links for "QuillBot Premium", "QuillBot for Chrome", and "QuillBot for Word". The main content area features the heading "Free AI Blog Post Generator" and the subtext "Your AI-powered writing partner for blog posts that inform, inspire, and convert." A text input field contains the prompt "Write a blog post about summer skincare tips." Below the input field are two buttons: "See how it works" and "Generate a blog post". At the bottom, three columns of text highlight user benefits: "Join millions of users" (Enhance your writing process), "Get trusted results" (Rated 4.8 ★ on Trustpilot), and "Boost your productivity" (Save time on tasks).

quillbot.com/ai-writing-tools/ai-blog-post-generator

QuillBot Tools Professional Academic Creators Personal Extensions & apps Ask AI

Paraphraser
Grammar Checker
AI Detector
Plagiarism Checker
AI Humanizer
AI Chat
AI Image Generator
Translate
Summarizer
Citation Generator

QuillBot Premium

QuillBot for Chrome
QuillBot for Word

Free AI Blog Post Generator

Your AI-powered writing partner for blog posts that inform, inspire, and convert.

Write a blog post about summer skincare tips.

See how it works Generate a blog post

Join millions of users
Enhance your writing process

Get trusted results
Rated 4.8 ★ on Trustpilot

Boost your productivity
Save time on tasks

SEO

SURFER Platform Solutions Resources Pricing Contact Sales Sign in Sign up

Boost visibility in Google, ChatGPT, and beyond.

Search has changed. People turn to Google, ChatGPT, and other AI chats to find answers. Surfer gives you one workflow to make sure your content is visible in all of them.

Get started now →

★★★★★ 4.8 500+ REVIEWS 150,000+ Content Creators, SEOs, Agencies, and Teams rank with Surfer every day

Who are the top cybersecurity providers in the US?

Here are some of the top cybersecurity providers in the U.S., based on market presence, product breadth, innovation, and industry recognition. If you tell me what specific use-case (e.g. endpoint protection, cloud

Analitzador de contingut viral per xarxes

e/ enrichlabs.ai Get Started

AI Viral Content Predictor

Analyze trending patterns to predict which content is most likely to go viral on each platform

X in f <

Analyze trending patterns to predict which content is most likely to go viral on each platform

To predict viral potential, provide your content idea or a draft. Include the topic, the target platform (e.g., TikTok, Twitter, LinkedIn), and your target audience. The more context you give about the angle or hook, the better the prediction.

defendemos ua vida sostenible con respeto al medio ambiente, especialmente a los oceanos

Generate

Demo 1

Avatar que parla

HeyGen, ElevenLabs

CAPÍTOL 3/5

INTERÈS – Fes que els usuaris vulguin saber més



Embut de vendes IA: Interacció

Chatbots explicatius 24/7

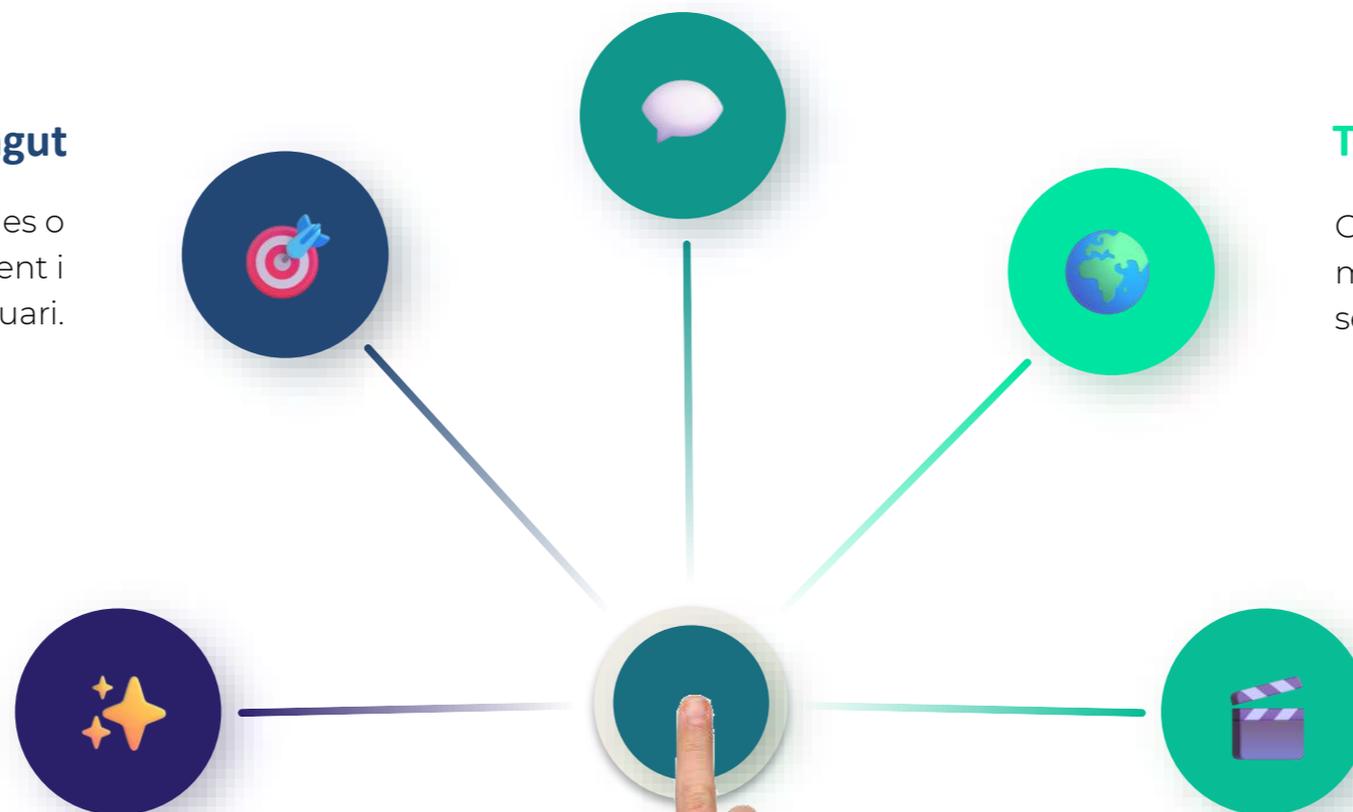
Responen preguntes, expliquen diferències i guien l'usuari cap al producte adequat.

Recomanacions de contingut

La IA suggereix pàgines, articles o vídeos segons el comportament i interessos de l'usuari.

Traduccions automàtiques

Converteix qualsevol pàgina en multidioma i adapta el missatge segons la cultura del client.



Textos i landings generades amb IA

Millora títols, descripcions i pàgines informatives per explicar millor el producte i captar interès.

Lead magnets amb IA

Crea documents, vídeos o formularis interactius que captin l'atenció de l'usuari i convidin a donar l'email.

Chatbot IA

The screenshot displays the CM Conversational AI Cloud website. At the top, there is a navigation menu with links for Products, Solutions, Pricing, About Us, and Support. A 'Log In' link is located in the top right corner. Below the navigation, the main heading reads 'Automate Conversations and Ease Service Pressure', followed by the subtext 'Design and deploy AI-powered chatbots across all channels efficiently with a single application - no coding needed.' A 'Watch Demo Video' button is positioned below the text. On the right side of the page, a chatbot interface is shown with a conversation history: a user asks for help with order #123456789, the chatbot responds that the order is on its way, the user asks when it will arrive, the chatbot provides a delivery date of February 15th and a tracking link XYZ123456789, and the user thanks the chatbot.

Chat automatitzat a Insta/TikTok/Whatsapp

Manychat

Es ▾

INSTAGRAM

TIKTOK

WHATSAPP

CREATORS

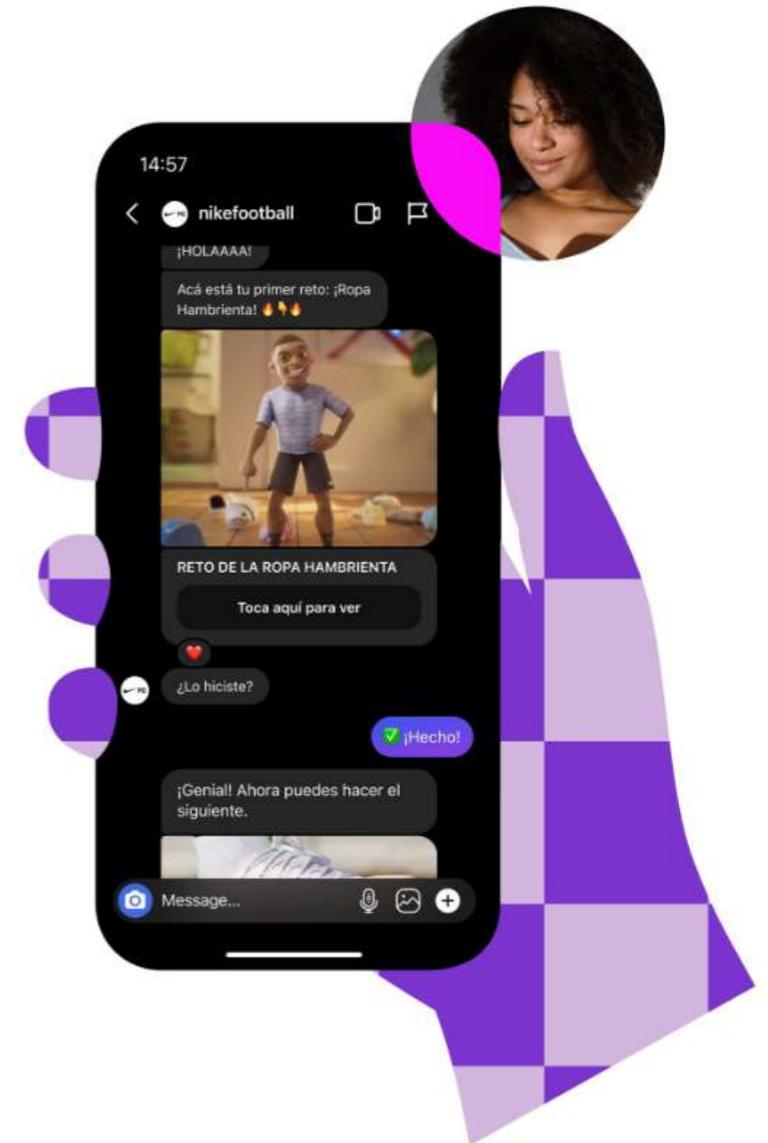
WEBINARS

¡REGÍSTRATE YA!

Explora el poder de los DM de Instagram

Atrae leads de calidad, aumenta las ventas y responde a conversaciones las 24 horas del día con el Marketing de Mensajes Directos de Instagram

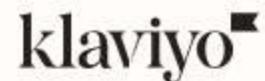
¡REGÍSTRATE YA!



Meta Business Partners

4.5/5
STARS RATING

Campanyes d'email amb IA



Plataforma ▾ Aplicaciones e Integraciones ▾ Recursos ▾ Cómo funciona Precios

Registrarse

Obtener una demo

Email

Visión general

Funciones ▾

Casos de uso ▾

Recursos ▾

MARKETING POR CORREO ELECTRÓNICO DE KLAVIYO

Descubre el poder de la IA para email marketing

Crea y optimiza correos electrónicos de alto rendimiento con detalles clave basados en inteligencia artificial.

Empezar a enviar correos

Solicitar una demo

Generació i optimització de landings

The screenshot shows the Optimizely website interface. At the top, there is a navigation bar with the Optimizely logo and links for Products, Resources, Plans, Partners, and Developers. On the right, there are links for Login and a 'Watch a demo' button. The main content area features the heading 'WEB EXPERIMENTATION' and a large text block: 'Learn from every update, change and redesign. A/B test your way to the ultimate website'. Below this is a testimonial: 'Other testing tools? Cute. But if you want experiments that drive real business outcomes, Optimizely is the only name that matters.' and another 'Watch a demo' button. The bottom part of the screenshot shows a preview of a landing page for 'mosey' with an 'Element Change' overlay. The overlay allows users to make changes to a component, with fields for Selector, Name, and HTML. The landing page preview shows a hero image of a cyclist and a 'SHOP NOW' button.

Personalització de productes (cross-sells, cercador)

Nosto launches new agentic features for personalization, powered by Huginn

Login Get a demo EN

AI-powered ecommerce personalization

Drive sales, foster loyalty, and make every shopping experience memorable with our integrated suite of AI-powered ecommerce personalization, search, and merchandising solutions.

Book a demo Explore the platform

1:1 Personalized Recommendations
Activate

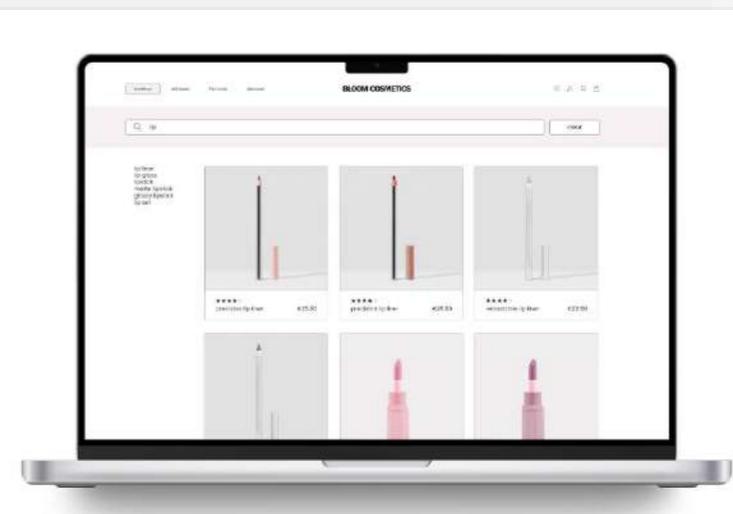
Cotton yellow hoodie

The Grand Hoodie is made of super soft back brushed fleece and features 1 have a great across the chest. It is stap is now available in pastel colors for the bright summer days.

Select size
XS S M L XL XXL

ADD TO CART

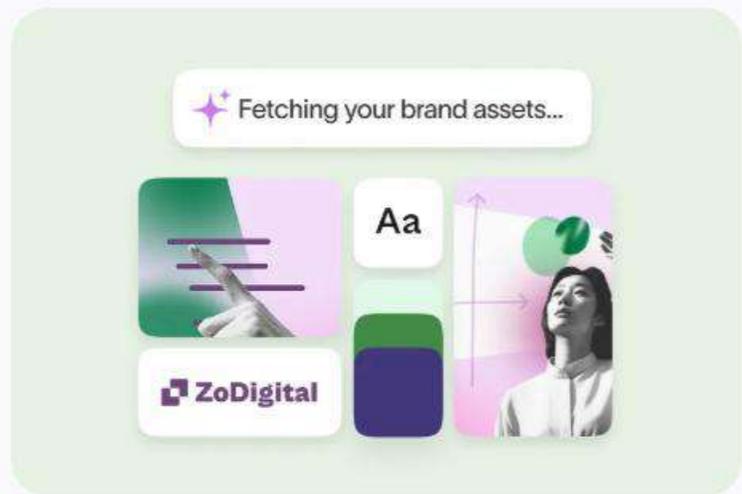
Picked for you



Creació de Lead Magnets amb IA



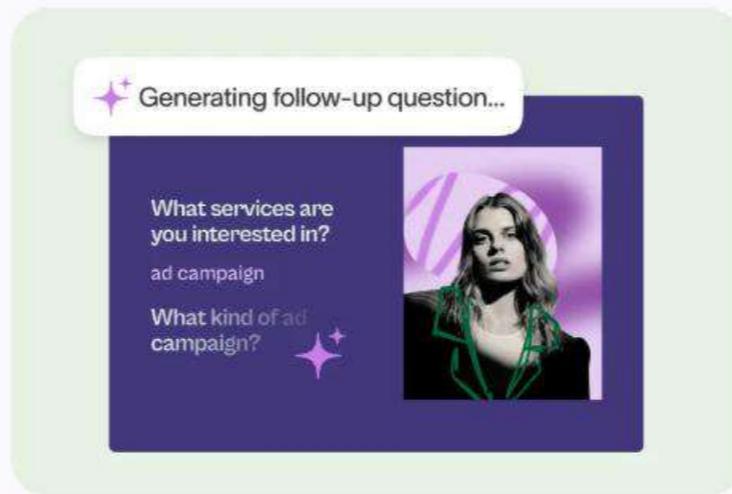
By your side to help with:



CREATOR AI

Building forms

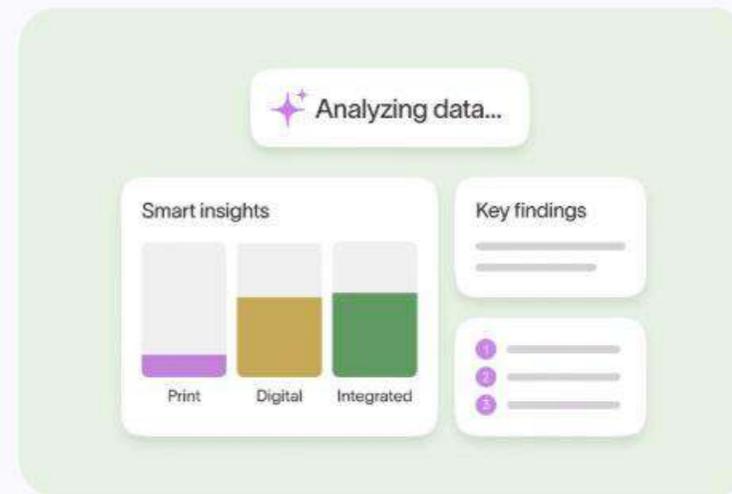
Describe the form you need, then watch Creator AI build and brand it. You can edit anything, too.



INTERACTION AI

Adapting questions

No two form takers are the same. Interaction AI asks relevant follow-up questions, so they share more.



INSIGHTS AI

Analyzing data

Understand what the data is telling you faster by chatting with Insights AI about it.

CAPÍTOL 4/5

DESIG – Crea confiança i ganes de comprar



Ressenyes sintetitzades amb IA

La IA resumeix centenars de reviews en "PROS i CONTRES" entenedors.

Vídeos demostratius generats amb IA

Microvídeos que mostren usos, beneficis i resultats reals sense gravar res.

Imatges de producte millorades amb IA

Millora qualitat, elimina fons, afegeix llums, i fa el producte més atractiu.

Generació d'arguments de venda

Textos curts que destaquen beneficis clau segons perfil d'usuari.

Recomanacions personalitzades

Ex: "Per què triar-nos?" o taules comparatives contra marques conegudes.



Shopify Magic



Por qué Shopify ▾

Productos ▾

Precios

Enterprise

Iniciar sesión

Comenzar gratis

Shopify Magic hace más fácil comenzar, ejecutar y hacer crecer tu negocio

La IA está integrada en toda la plataforma. El cielo es el límite: ✨ siente la magia.



Elimina el fondo

Transforma las imágenes de productos en un abrir y cerrar de ojos

Mejora la fotografía de productos con la edición con IA de nivel profesional. Tanto si necesitas crear fondos nuevos, igualar los que ya tienes o crear una apariencia minimalista y simple, nuestras herramientas inteligentes ofrecen resultados impactantes en cuestión de segundos.

Más información

Product shots i imatges lifestyle (Producte intacte)

The screenshot shows the Photoroom website homepage. At the top, there is a navigation bar with links for Product, Solutions, Resources, Enterprise, and Pricing, along with a 'Start creating' button. The main headline reads 'Create pro visuals that sell', followed by the subtext 'Transform ordinary product shots into scroll-stopping visuals that drive clicks, trust, and conversions.' A prominent blue button says 'Start creating for free'. On the left, a smartphone displays a product image with the text 'NEW DROP' and a 'Done' button. Below the phone, there are style selection buttons for 'Rough', 'Merida', 'LUP', 'Pop', 'Wrinkle', and 'Story'. On the right, a laptop shows a grid of product images. At the bottom, there are several award logos, including 'Editors' Choice' and '300+ million downloads'.

The screenshot shows the CLAUD.AI website homepage. The top navigation bar includes 'Tools', 'Business', 'Resources', 'Affiliate', 'Pricing', and a 'Dashboard' button. The main headline is 'Pro-quality product photos in seconds', with the subtext 'Generate, enhance, and edit with AI. Perfect for your catalogs, ads, and socials.' A blue button says 'Start creating free'. On the left, a small inset image shows a product being processed with a 'CLAUD.AI' overlay. On the right, another inset shows a product being edited with a 'CLAUD.AI' overlay. At the bottom, there is a testimonial: 'Join over 10,000 businesses creating together with Claid'. The footer features logos for partner companies: zepto, Printify, Rappi, vistaprint, Caranty, MIXTILES, and a chat icon.

Product shots, Imatges lifestyle PRO i vídeos de producte

The screenshot shows the Flair.ai website homepage. At the top, there is a navigation bar with links for Product, Pricing, Careers, Enterprise, Log in, and Sign up. The main headline reads "On-brand visuals. Made by AI." Below this, a sub-headline states "Create, customize, and manage all your brand visuals in one place. Turn hours of work into seconds of flow." Two buttons, "Get started" and "Book an intro", are prominently displayed. Below the buttons are three tabs: "Studio", "Asset Library", and "Moodboards". The "Studio" tab is active, showing a grid of "My studios" with thumbnails for "Arctic", "Golden", "Rose", and "Desert Cliff". A large central image shows a perfume bottle labeled "SOLAR ESSAY". To the right, a "Generations" section displays a grid of various product images. A chat icon is visible in the bottom right corner.

This screenshot provides a detailed view of the Flair.ai website. The navigation bar includes the Flair.ai logo, Features, Pricing, Enterprise, Community Gallery, Resources, and a "Try Flair AI for free" button. The main headline is "The AI design tool for product content", with "product content" highlighted in green. Below the headline, the text reads "Build stunning AI product content with your team in real-time." Two buttons, "Get Started - It's Free" and "Book a Demo", are positioned below the text. At the bottom, a large image shows a tablet displaying the Flair.ai interface, which includes a "Generate Productshot" section with a "Generate" button, a "Preview" section, and a "Pick your product shot" section.

Demo 2

Generació d'imatges de producte

Claid.ai

CAPÍTOL 5/5

ACCIÓ – Convenç i fidelitza



Gestió conversacional del carret

Permet els usuaris gestionar els productes afegits al carret de la compra a través de la veu.

Videoconferència amb agent IA

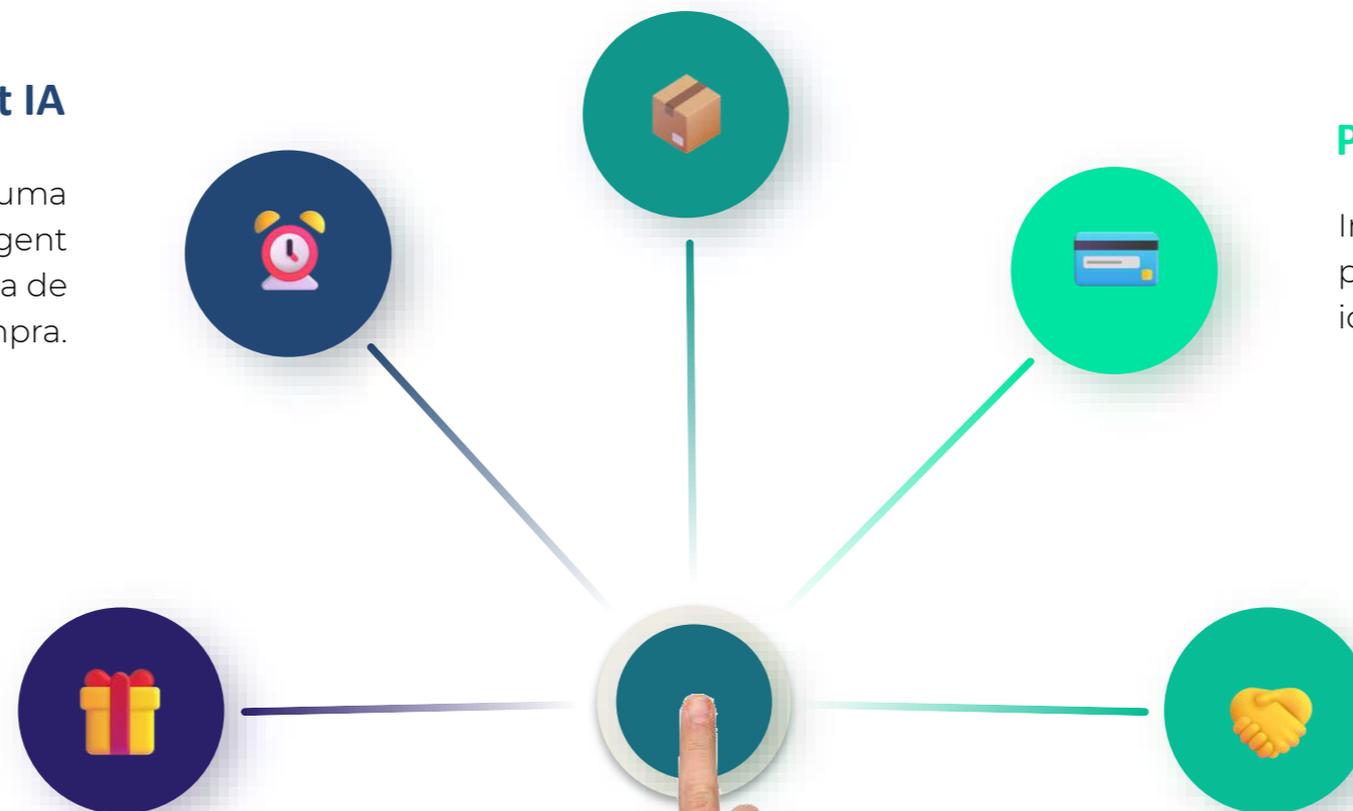
Convida als usuaris a unir-se a una trucada de vídeo amb un agent que l'acompanyarà en la presa de decisió de compra.

Pasarela de pagament IA

Integra tecnologia IA en el pagament de la comanda i identificació de frau.

Preses de decisions amb IA

Obtén insights i resol preguntes complexes sobre les teves dades (vendes, clients, estoc, atribució...)



Recuperar carret abandonat

Converteix carrets abandonats en vendes amb AI voicebot

Videoconferència amb agent IA

bambuser

Products

Solution

Resources

Community

Pricing

Log in

Contact sales

Try it now

The image displays a composite of three digital interfaces. The background is a large blue rectangle. Overlaid on this are three white and grey UI elements:

- Top Left:** A screenshot of a car store website. The header includes 'VEHICLES CHARGING SHOP' and 'CAR STORE'. The main content features a large image of a white car with the text 'Meet the new EV family' and an 'Explore' button.
- Bottom Left:** A calendar for the month of March. The date '15' is highlighted in black. The calendar shows days of the week (MON to SUN) and dates from 28 to 4.
- Right Side:** A vertical video consultation interface. At the top, it says 'Video Consultation' and 'Friday, 8 November - 9:45 - 10:00'. The main area shows a large video feed of a smiling man. A smaller video feed of the same man is visible in the bottom right corner. At the bottom, there is a white card with a car icon, the text 'Electric Car Brand', and the price '\$79 999'. Below the card are icons for microphone, video, and call.

Recuperació de carret abandonat

APIFONICA  EN 

Products 

Industries 

Pricing

For developers 

Company 

Login

Sign up



Voicebot :: Voicebot overview

Solutions for:

Recruitment Voicebot

Lead Qualification Voicebot

Customer service Voicebot

Payment Reminder Voicebot

Call center voicebot

More 



Convert abandoned cart into sales with AI voicebot

Ask for an offer

Book a free consultation

Challenge

-  70% of online shopping carts are being abandoned
-  It's difficult to engage user afterwards: open rates of emails are 10-20%, SMS is 4-5 times higher but still low

How Voicebot solves it

-  Calls customer with personalized offer based on their choices
-  Voice calls have the highest engagement rates
-  After the call Voicebot sends SMS with details and updates CRM

 Integration with any CRM

 Support during & after implementation

Preses de decisions amb IA

MOBY AI

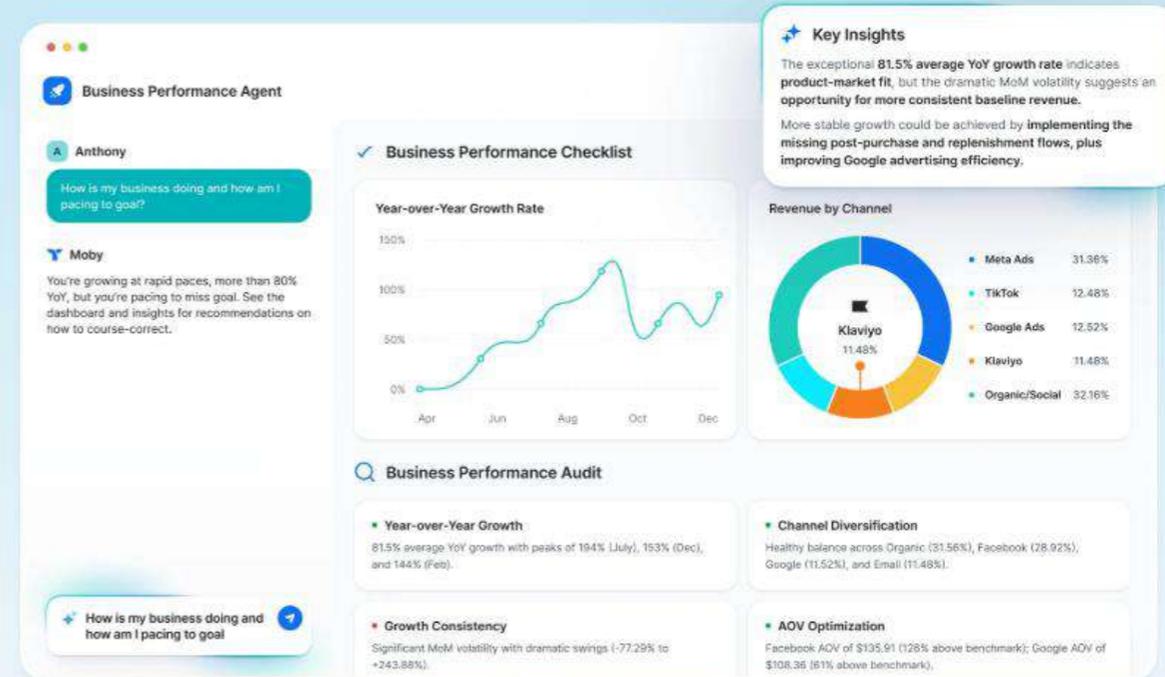
The smartest AI for ecommerce

Moby AI powers every aspect of Triple Whale, delivering the smartest insights and solving your toughest data questions with ease.

Enter your email

Book a Demo

For more information on how we process your personal information and what rights you have in this respect, please see our [Privacy Policy](#).



GRÀCIES

Torn de preguntes





Moltes gràcies