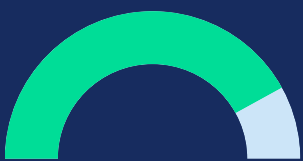




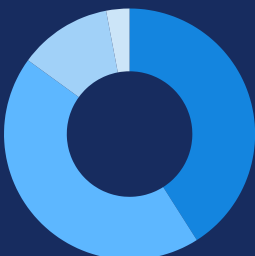
How Ecommerce Brands Are Using AI to Scale Globally

Insights from 200 US, UK, and Canadian ecommerce leaders on how they're applying AI to drive efficiency & fuel global growth.

AI Adoption Across the Ecommerce Industry



84% of brands are already using AI in some capacity



AI Utilization

- Extensive use 41%
- Selective use 43%
- Planning to use 12%
- No plans to use 4%

Where AI is Making an Impact



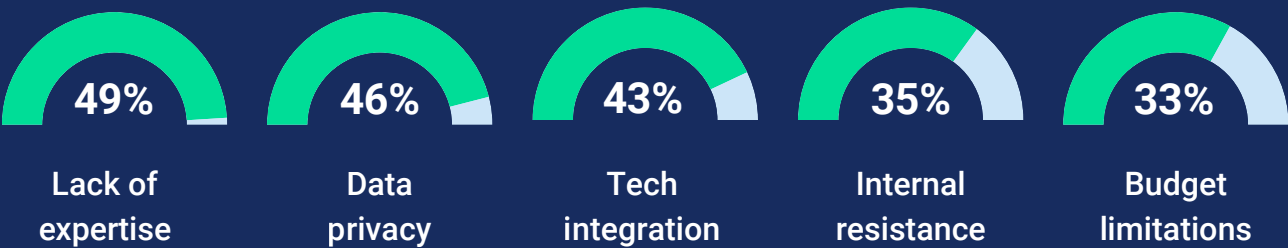
Importance of AI



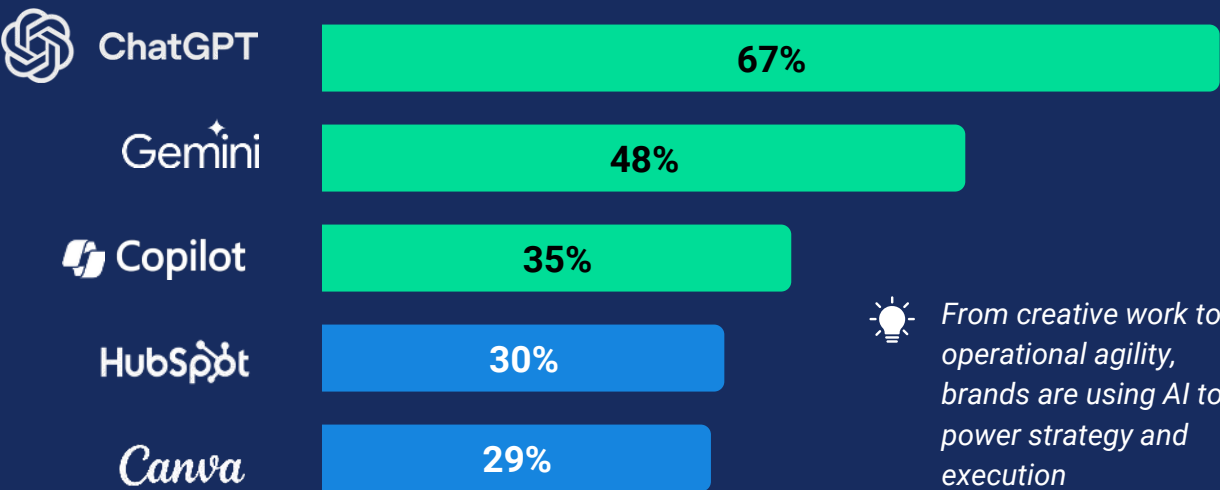
9/10 ecommerce leaders rated AI as very or *critically* important to scaling their business

- 52% rated 4 out of 5
- 41% rated 5 out of 5

The Biggest AI Implementation Challenges



Most Popular AI Tools Among Brands



From creative work to operational agility, brands are using AI to power strategy and execution

Powering Smarter Global Growth

Today's top brands are using AI to work smarter—and grow faster.

At Passport, we combine AI and advanced technology with real human expertise to help ecommerce brands scale confidently in 190+ markets. From reducing checkout drop-off rates to simplifying compliance reviews and flagging label failures with suggested address corrections, our AI-supported, end-to-end solutions make global growth simple.

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