

kntrl AI ADOPTION + SPEND TRACKING

Contribution-Margin ROI Tracker

THE SITUATION

The quarter closes up and everyone takes the win. Six weeks later finance runs it properly and the growth came with discount depth, returns and shipping costs nobody was watching — so the quarter you celebrated turns out to have bought revenue at a price no one agreed to.

THE SOLUTION

KNTRL ties AI-driven campaigns, recommendations, and pricing moves to contribution margin — in live dashboards your finance team trusts. You can see what defends margin and double down.

01 HOW KNTRL WORKS

01

Instrument every AI initiative and data source

02

Monitor impact against revenue and risk in real time

03

Govern with transparent, auditable controls

02 WHY IT MATTERS

- ✓ AI moves tied to contribution margin
- ✓ Live dashboards finance trusts
- ✓ See what defends margin, double down
- ✓ Spend accountability across commerce

KNTRL ties AI-driven commerce spend to contribution-margin outcomes.

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.					
ROI guarantee Who carries the risk if it underperforms.					
On-the-ground integration Whether it fits your stack, data and workflow.					
Gets smarter with use Whether run 50 beats run 1.					
Tells you where to start Scored opportunities, not a debate.					
Change management Roles, trust and adoption designed in.					
You own it outright Code, prompts and data in your accounts.					

04 RETAIL / E-COMMERCE — THE OPPORTUNITY IN NUMBERS

20–30%¹ 100%

first-party data activated

3x²

target ROI within 90 days

lower inventory with AI demand forecasting

1. McKinsey, 2024 — AI in distribution operations; fill rates improved 5–8%
2. AWSMLABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for Retail / E-commerce.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.

awsmlabs.ai/industries/retail-ecommerce

awsmlabs.