AGENTIC COMMERCE

CHEAT SHEET FOR ECOM LEADERS

By Stefan Hamann – May 16th, 2025

Introduction

Agentic Commerce is emerging as the next major shift in online retail, where AI-driven agents act on behalf of customers to find and purchase products.

This cheat sheet provides a strategic overview and tactical guide for CEOs and decision-makers to quickly grasp this trend and its implications.

It's designed to be read in under 30 minutes, balancing big-picture narrative with actionable insights.

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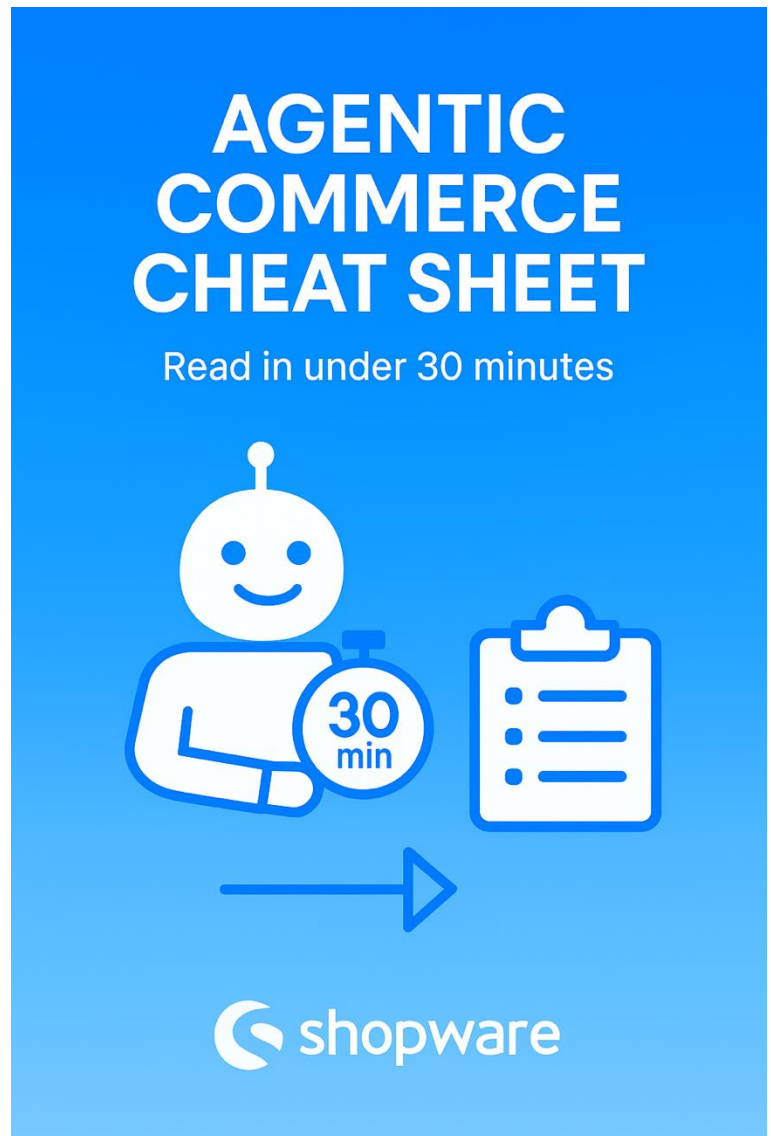
What will you learn?

Why Pay Attention? AI agents are moving beyond chat – they're now capable of completing transactions end-to-end for shoppers . Industry leaders from payments to retail are already investing here, signaling that *agentic commerce* could redefine how customers shop.

What's Inside: You'll learn *what agentic commerce is, why it matters now,* and *how it differs* from previous eCommerce shifts. We highlight key performance metrics (both current and emerging), outline a phased implementation roadmap, identify new revenue opportunities it unlocks, and share early data points from the field – all with a neutral, fact-based tone.

Shopware's Perspective: Throughout, the guide aligns with an open, API-ready, and merchant-first approach. Adopting flexible technology and a customer-centric mindset will be crucial for merchants to ride this wave.

WHY PAY ATTENTION?
Agents close sales

WHAT'S INSIDE
Metrics & roadmap

SHOPWARE VIEW
Open API ready

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Agentic Commerce 1x1
– What It Is & How It's Different

Definition: *Agentic Commerce* refers to online shopping tasks performed by AI agents on behalf of users – from product discovery all the way to checkout . In this model, a customer can simply tell an AI assistant what they want (e.g. "find me a laptop under $1000 and buy it"), set any preferences or limits, and the agent handles the rest: searching options, making recommendations, and **completing the purchase** autonomously .

How It Differs from Past eCommerce Shifts: This isn't just another iteration of online shopping or a new marketplace – it's a fundamental change in **who** performs key actions:

Traditional Online Shopping

Agentic Shopping

An Aigent handles steps hat do

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Agentic Commerce 1x1 – What It Is & How It's Different

Traditional eCommerce: The **customer** navigated websites or apps, compared options, and manually made the purchase (even as we moved from desktop web to mobile apps to voice assistants). Decisions and checkout were user-driven.

Agentic Commerce: Now an **AI agent** can execute those steps. Once the user sets the goal (what to buy and constraints), the agent takes over the heavy lifting . It's a leap similar to the shift from physical to online shopping, or from online to mobile, but now from **manual to autonomous**. As Visa's product chief noted, this is "a new standard for a new era of commerce" – akin to how prior eras moved to online and then to mobile .

Agentic Shopping

PayPal Agent

API

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Agentic Commerce 1x1 – What It Is & How It's Different

Why It Matters: With AI agents able to act 24/7 and handle complex comparisons instantly, this trend promises unprecedented convenience. Shoppers could soon have personalized "auto-buy" experiences (imagine never running out of household essentials because your AI reorders for you). For merchants, it means sales can happen through conversations and intelligent intermediaries, not just through traditional web storefronts. It also raises the bar for **data quality and system agility** – because if your product data isn't AI-ready or your updates are slow, these new agents might bypass your offers. In short, agentic commerce has the potential to streamline the customer experience even further, but it requires rethinking how we present and syndicate product information, and how we build trust in AI-driven decisions.

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Why Now?

Recent Developments & Industry Momentum

Agentic commerce isn't some far-off idea – it's unfolding *right now*, driven by breakthroughs in AI and a push from major players in tech, payments, and retail. **Key developments in the last months underline the urgency:**

Perplexity × PayPal (May 2025): Perplexity AI (a chat-based answer engine) partnered with PayPal to enable **direct purchases inside a chat**. Consumers can now ask Perplexity to find a product or book a service and check out instantly with PayPal or Venmo – never leaving the conversation . The entire flow, from payment through invoicing, happens behind the scenes via PayPal's APIs, making it nearly frictionless . This move extends Perplexity's shopping assist capabilities to PayPal's 430 million+ active accounts , showing how AI platforms and payment networks are converging.

Visa's "Intelligent Commerce" Rollout (Apr 2025): Visa unveiled an API platform to let **AI assistants transact on users' behalf** . Visa is working with OpenAI, Microsoft, Perplexity and others to embed payments directly into AI agents . The idea: soon people will have AI agents "browse, select, purchase, and manage on their behalf" (as Visa's Chief Product Officer put it) . To support this, Visa introduced *AI-ready payment credentials* (tokenized cards that an authorized agent can use securely) and tools for setting spending limits and rules . In short, one of the world's largest payment networks is preparing for a future where your AI assistant might be swiping your card (securely) for you.

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Why Now?

Recent Developments & Industry Momentum

Surging Interest & Investment: The numbers speak volumes about momentum:

Enterprise Pilots: 65% of organizations said they were piloting AI agents in Q1 2025 – up from 37% just one quarter earlier . This explosion in trials indicates that companies feel pressure to experiment with agent-driven commerce now, or risk falling behind.
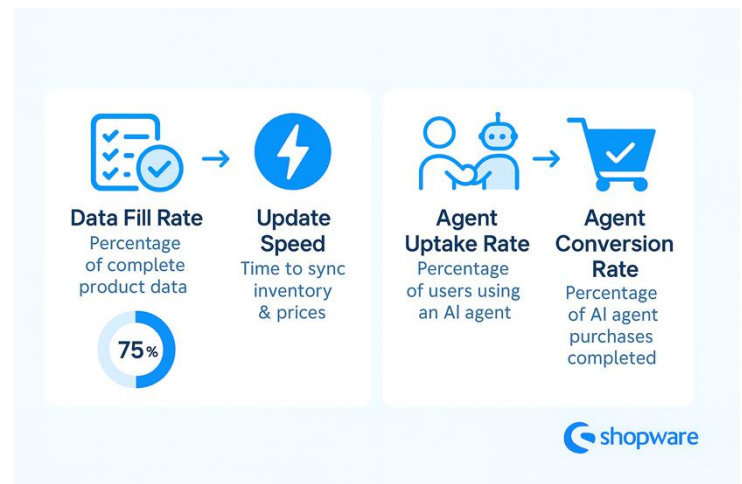
Consumer Curiosity: Shoppers are increasingly open to the concept. Two-thirds of consumers expressed interest in using AI agents to secure limited-stock items (getting that hot product before it sells out) and to auto-buy products once they hit a target price . In fact, by late 2024 about **24% of consumers said they'd be comfortable letting an AI agent shop for them** outright – a figure likely to grow as successful use cases build trust.

Market Entry of Tech Giants: OpenAI's ChatGPT, Microsoft (via Bing Chat and plugins), Google, and others are all enabling transactions in their AI platforms, either through plugins or partnerships. This broad tech ecosystem support means agentic commerce isn't confined to a single app – it's becoming a capability that could exist wherever AI assistants interact with users.

Bottom line: Advances in generative AI (which can understand intent and converse naturally) combined with new payment infrastructures (from PayPal, Visa, Mastercard, etc.) have created a perfect storm for agentic commerce to take off. Both supply (technology capabilities) and demand (consumer expectations) are aligning in 2024–2025, making now the time for eCommerce leaders to pay close attention.

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Key Performance Indicators – Measuring Agentic Commerce Readiness

As you embrace agentic commerce, traditional eCommerce KPIs (like conversion rate, AOV, etc.) remain important, but new **metrics of readiness and performance** come to the forefront. Here are four essential KPIs to monitor, explained in plain terms:

Data Fill Rate
Percentage of complete product data

75%

Update Speed
Time to sync inventory & prices

Agent Uptake Rate
Percentage of users using an AI agent

Agent Conversion Rate
Percentage of AI agent purchases completed

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Let´s have a look on those Indicators:

Data Fill Rate: *Are your product data and content fully populated for AI consumption?* This KPI measures the completeness of your product information that an AI agent would use (descriptions, specs, pricing, inventory availability, images, metadata, etc.). A high data fill rate means your catalogue is richly described and up-to-date, so an AI can confidently understand and compare your products. In practice, if your data fill rate is 95%+, an agent is less likely to skip your item due to missing info. If it's low, you risk the AI overlooking or misrepresenting your offerings.

Real-world context: Think of an AI shopping assistant trying to find "a red running shoe, size 11, under $100" – if your product listing lacks color or size info, it won't get picked. Aim for near-100% fill on all key attributes.

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Key Performance Indicators – Measuring Agentic Commerce Readiness

Update Speed: *How fast can your systems update information across channels?* In an agent-driven world, data freshness is critical. This KPI tracks the latency between a change in your backend (price, stock level, etc.) and that update reaching all consumer touchpoints (web, apps, and any AI agent interfaces). For example, if an item sells out, how quickly will an AI agent "know"? If you can push real-time updates (or within minutes) to wherever agents fetch data, you prevent scenarios where the AI tries to buy something that's no longer available or misprices an offer.

Real-world context: An AI agent might scan dozens of sites for the best deal. If your price dropped an hour ago but your feed to the agent platform hasn't updated, you might be passed over or the agent might present an outdated price – costing you the sale or causing customer frustration. *Update Speed* is typically improved by robust, well-documented APIs and event-driven integrations (hint: ensure your platform is API-ready and supports webhooks or real-time feeds).

Agent Uptake Rate: *What share of your customers (or orders) are leveraging AI agent assistance?* This is a new twist on adoption rate – it gauges how many users opt into or actively use agentic commerce features. For instance, if you offer a "personal shopping bot" on your site or integration with external agents (like Alexa or Google assistant shopping), what percentage of total transactions or customers go through these agents? A rising agent uptake rate indicates growing trust and reliance on AI-driven shopping among your customer base.

Real-world context: Perhaps you launch a feature where customers can reorder via a chat assistant or your mobile app's AI. If 15% of monthly orders start coming through that assistant, that's your agent uptake. Compare it over time or against benchmarks – it reflects customer willingness to delegate tasks. Low uptake might mean you need to educate users or improve the agent experience (ease of use, trust signals, etc.).

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# Key Performance Indicators – Measuring Agentic Commerce Readiness

Agent Conversion Rate: *How effectively does the AI agent turn opportunities into actual sales?* This measures the success rate of agent-driven interactions. For example, if an AI agent recommends 10 products to users or initiates 10 purchase processes and 4 result in completed orders, that's a 40% agent conversion rate. It's analogous to traditional conversion rate but focused on scenarios where an agent is involved in the shopping journey. This KPI helps you understand how "persuasive" or efficient the agent is in meeting customer needs.

Real-world context: Imagine your AI chatbot suggests a product during a conversation or proactively puts an item in the cart for subscription renewal – do customers go along with it and complete checkout? A high agent conversion means the agent's choices align well with customer intent and trust. If it's low, you may need to refine the agent's recommendations (better personalization, more accurate suggestions) or troubleshoot where in the process users drop off (maybe the agent-added item wasn't truly wanted, or users got cold feet letting the bot finalize the purchase).

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Emerging Metrics – Looking Ahead to New Success Measures

Beyond the core KPIs above, forward-looking teams are beginning to consider new metrics that capture the unique challenges of agent-led commerce. These metrics may not yet be standard, but they could soon inform strategy as agentic commerce matures:
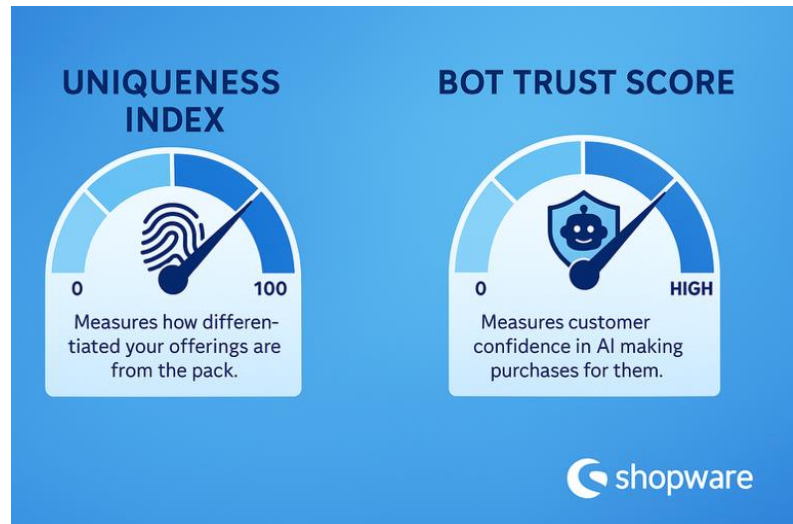
Uniqueness Index: *How distinct is your catalog and content in an AI-driven marketplace?* This metric reflects the originality or exclusivity of what you offer – essentially, how "replaceable" are your products or information when an AI agent is hunting for solutions. A high uniqueness index means your products (or their descriptions) stand out and aren't simply commodities among dozens of similar options.

Why it matters: AI agents excel at comparison shopping. If you and your competitors all provide similar items with similar descriptions, an agent might default to the cheapest or the one it can get fastest. But if your product has unique attributes or your content highlights a niche value (and thus the agent recognizes it as a distinct option), you escape the commodity trap. *Real*-specs, the other offers an exclusive bundle or custom support plan. An AI agent with a user who values that bundle will flag the second retailer's offer as unique. Measuring your Uniqueness Index could involve tracking the percentage of products that have at least one *differentiating feature or content* versus the market, or an SEO-like score indicating how unique your descriptions are compared to others. Over time, boosting this index (through exclusive products, richer content, or unique services) can make your offerings more attractive to automated agents filtering through options.

Emerging Metrics – Looking Ahead to New Success Measures

Bot Trust Score: *How much do your customers trust AI agents to act on their behalf through your services?* This is an emerging gauge of consumer confidence in letting bots handle shopping. It can be measured via surveys (e.g. asking customers "How comfortable are you letting our AI assistant make a purchase for you?" on a scale) or behavior (e.g. the ratio of fully automated orders vs. those that required human approval). A higher Bot Trust Score means users are confident the agent will get it right – choosing suitable products, getting the details correct, and not making mistakes.

Why it matters: Trust is the currency of agentic commerce. If users don't trust the bot, they'll double-check everything or simply opt out of using it, negating any convenience gains. *Real-world context:* Suppose your store's app has an "auto-buy for me" feature for repeat purchases. If only 5% of users enable it, or many still click "Review before purchase," your Bot Trust Score is low. But if, after a few successful orders, 50% of those users are now letting the AI auto-purchase without intervention, trust is growing. Factors that can improve this score include transparency (showing the user what the agent is doing and why), reliability (few errors or surprises), and clear safeguards (easy refunds or cancellations if something goes wrong). Merchants should monitor this sentiment metric closely – it's a barometer of how ready customers are to embrace fully automated commerce.

Implementation Roadmap – Adopting Agentic Commerce Step by Step
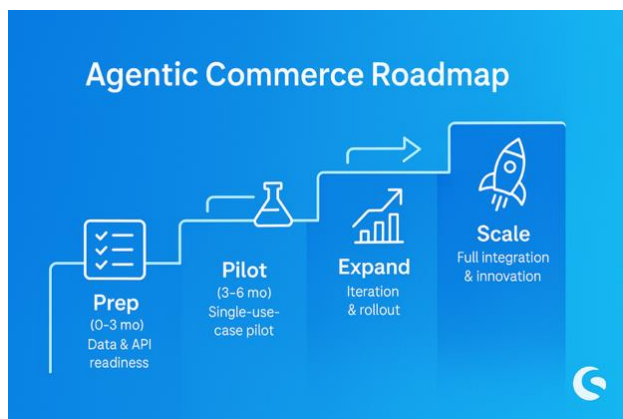
How can your commerce team practically implement agentic commerce? A phased, time-based roadmap can help turn this big idea into actionable steps. Here's a *high-level timeline* for rolling out agentic commerce capabilities in a controlled, strategic way:

Next 0–3 Months: Preparation and Assessment *– Get your house in order.*

- o **Audit Data & Platforms:** Evaluate your product data quality (fill rate) and integration capabilities. Identify gaps in descriptions, inventory accuracy, or API endpoints that an AI agent would use. Start initiatives to clean and enrich data (e.g. ensure every product has complete attributes, up-to-date stock info, and SEO-friendly content that an AI can parse). Ensure your eCommerce platform is **open and API-ready** – you'll likely need to expose real-time inventory, pricing, and ordering functions to external AI services. If your current systems are not flexible (e.g., if they can't easily share data or accept orders via API), plan upgrades or use middleware.

- o **Internal Alignment:** Bring your team up to speed. Host an "AI Commerce 101" session for key departments (merchandising, IT, customer service, marketing) to explain what agentic commerce is and why you're exploring it. Encourage brainstorming of potential use cases relevant to your business (for example, could an AI handle part of customer support, or assist in reorders for your product line?). Establish a small cross-functional task force or working group to lead the pilot efforts.

- o **Quick Wins (if any):** If you have simple chatbot or automation tools already, experiment with enabling purchasing in a limited way (for instance, adding a "reorder last purchase" via chat on your site as a mini agent experience). This helps test the waters internally and with customers, and surfaces any immediate technical hurdles on a small scale.

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Implementation Roadmap – Adopting Agentic Commerce Step by Step

3–6 Months: Pilot an Agentic Experience – *Build and launch a pilot project.*

o **Choose a Use Case:** Select one practical scenario to automate with an AI agent. This could be **smart reordering** for subscription items, a **personal shopping assistant** on your website/app for a specific category, or integration with an existing AI platform (e.g. creating a plugin for ChatGPT or integrating with Alexa's shopping list). Focus on a use case with clear customer value but limited risk. For example, allow an AI to handle a portion of customer service inquiries like "Where is my order?" or to assemble a personalized bundle for holiday gift shopping that the user can approve.

o **Develop & Integrate:** Work with developers to implement the necessary connections. If it's an internal chatbot agent, integrate it with your backend so it can fetch product info, place orders, and apply any business rules (like not selling below cost, respecting inventory limits). If it's an external agent (like a voice assistant skill or partnering with Perplexity's commerce program), leverage their APIs/SDKs to list your products and enable transactions. This is where an **API-first architecture** pays off – it will significantly speed up integration if your platform (such as Shopware or similar) is built for modular connectivity.

o **Test & Train:** Before public launch, test the agent thoroughly. Have team members simulate user requests to see how the AI performs – does it pick suitable products? Does it follow rules (e.g., only ship within areas you serve)? Are there failure modes (like it can't find an item and responds poorly)? Refine based on these tests. Also, prepare customer-facing messaging: make it clear what the agent can do and set expectations. Provide an easy way for users to give feedback or get human help if needed (this safety net will build trust). Soft-launch the pilot to a small segment or during a quiet period to monitor performance closely.

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Implementation Roadmap – Adopting Agentic Commerce Step by Step

6–12 Months: Expand and Iterate – *Learn from the pilot, iterate, and broaden scope.*

- ○ **Measure & Optimize:** Once the pilot is live, track the KPIs discussed (data fill, agent conversion, etc.) along with traditional metrics. How many people are using it? Are transactions completing smoothly? Gather qualitative feedback too – do customers feel it's helpful? Use these insights to fine-tune the agent's logic or the user experience. For instance, if you see a lot of agent-initiated carts not checking out, investigate why (maybe the agent's suggestions need improvement or users need more transparency to trust the process).

- ○ **Gradual Rollout:** If the pilot shows promise, consider expanding the agentic features to more users, product categories, or additional tasks. For example, if you started with reorders in one category, extend it to more products; or if the AI was only answering questions, let it start placing orders for those who opt in. Ensure your infrastructure scales – more usage means your APIs and systems will handle higher load in real-time. Continue training your AI models or rules with new data coming from actual usage (many agent systems improve with feedback loops).

- ○ **Training & Change Management:** As AI agents take on more tasks, re-train your staff on new workflows. Customer support should know how to handle issues from AI-placed orders; merchandisers might need to learn how to feed the AI new promotions or content; IT will need to monitor integrations for uptime. Maintain a *merchant-first approach*: use the tech to assist your team, not just as a black box. For instance, your salespeople might get alerts from the agent about what customers are asking for – enabling them to act proactively. This human-AI collaboration can be a competitive advantage if managed well.

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Implementation Roadmap – Adopting Agentic Commerce Step by Step

Beyond 12 Months: Scale & Innovate – *Integrate agentic commerce into core strategy.*

- **Scale Successful Use Cases:** By now, you'll know which agentic commerce applications are delivering value. Scale those across your entire customer base or across channels. For example, if your AI personal shopper is boosting conversion for online store users, consider bringing the same capability in-store via mobile app or kiosk, creating a unified experience. Negotiate partnerships with major AI platforms if relevant (perhaps your own "agent" can plug into popular assistant ecosystems to reach more customers).

- **Stay Adaptive:** The AI field is evolving rapidly. Plan for continuous updates – both in technology (new AI model improvements, security measures, etc.) and in **business strategy**. Regularly revisit your KPIs and customer feedback. Be ready to adjust rules – for instance, if customers start trusting the agent massively, you might allow it more autonomy (higher spending limits maybe); if a new risk emerges (fraud pattern or error), implement stricter controls or additional validation steps. Keeping an *open, adaptable architecture* is crucial here: it will let you swap in new AI services or integrate new data sources with minimal friction as the landscape changes.

Throughout all phases, **keep a customer-centric and merchant-controlled mindset**. Use agents to *enhance* convenience, not to remove the human touch entirely. The implementation should be incremental – building trust at each step with both your team and your customers. By moving methodically, you reduce risks and ensure that when agentic commerce reaches mainstream adoption, your business is not only prepared to support it technically but has earned a reputation as *trusted and innovative* in this new era.

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New Revenue Levers – Unlocked by Agentic Commerce

Agentic commerce isn't just about automation for its own sake – it opens up tangible opportunities to boost revenue and customer lifetime value. By allowing AI to handle certain tasks, businesses can capture sales that might otherwise be lost or not even attempted.

Here are **practical revenue levers** that agentic commerce can pull, along with examples of how they work:

Smart Reorders
Automatic reordering

Bundles/Upsells
Promote additional items

B2B AI Quotes
AI-powered quoting

24/7 Personal Shopper
AI-assisted shopping

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New Revenue Levers – Unlocked by Agentic Commerce

Smart Reordering & Subscription Autofill: AI agents can track when customers are likely to need a repurchase and **automatically reorder** on their behalf. This reduces friction for the customer (no more forgetting to buy) and increases retention for the merchant.

Example: A customer normally buys pet food every 4 weeks. An agent can monitor usage and order a new bag right before the old one runs out, billing through a saved method. This "never run out" service not only secures repeat revenue but can be a loyalty differentiator. Many subscription businesses already use simple reminders; an AI takes it further by placing the order for the customer (with an option to cancel if needed). Smart reordering ensures **you** capture the refill sales instead of a competitor or not at all, and can even smooth demand planning on the back end.

Bot-Built Bundles & Upsells: AI agents excel at analyzing customer preferences and basket patterns to suggest **bundles** or add-on products that a user might not have thought of – and even assembling them into one convenient purchase.

Example: A shopper tells an AI, "I'm looking to start a home gym." The agent picks a set of products – a yoga mat, dumbbells, resistance bands – and offers it as a bundle with a slight discount. The customer, with one click, buys the whole package. Similarly, during a regular purchase, an AI agent might automatically include a complementary item ("You're buying a DSLR camera, shall I add a memory card and case? Here's the bundle price."). This increases Average Order Value (AOV) and can move more inventory. Importantly, because it's personalized and timely, it feels helpful rather than pushy – a well-trained agent will only suggest relevant combinations. Retailers are already seeing early signs of this; for instance, internal data from pilot programs indicate higher basket sizes when AI curates the cart contents versus customers shopping solo.

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New Revenue Levers – Unlocked by Agentic Commerce

B2B AI Negotiation & Quick Quotes: In B2B commerce, where purchases often involve quotes and negotiations, agentic systems can streamline deal-making and lock in sales faster.

Example: A procurement AI for a business buyer communicates with your sales agent AI to request a quote for 100 units of a product. Your AI, following rules you set (pricing floors, volume discounts), instantly provides a tailored quote and even negotiates within allowed parameters – all in seconds, not days of back-and-forth emails. Once terms are agreeable, the agent executes the order. This speed can win business; being the first with a quote (especially if an AI can respond 24/7) might secure the deal. It also frees your human sales team from handling small or routine negotiations, letting them focus on complex, high-value relationships. Early signals: companies using AI in sales processes have reported faster close rates and higher quote conversion, because the AI can respond nearly instantly to inquiries while interest is hot.

24/7 Personal Shopping Concierge: Perhaps the most far-reaching lever is creating an **always-on AI personal shopper** that proactively engages customers. Instead of waiting for the customer to come to you, an AI agent can continually work in the background to find opportunities to delight them – which translates into new purchases.

Example: A customer has been browsing camping gear but hasn't purchased yet. Your AI agent notices a price drop on a high-rated tent that fits their need and *pings* the customer: "The tent you liked is now 20% off, shall I grab it for you?" Or it notices that with their hiking boots purchase, they might need compatible trekking poles, and it suggests those (perhaps even auto-ships a recommendation with easy return if not wanted, for a truly frictionless try-and-buy). By being proactive and context-aware (using browsing history, wishlists, past purchases, seasonal trends), the agent can unlock revenue that might have been missed – it's like having a sales associate who never sleeps and knows each customer intimately. Retailers leveraging AI for personalized outreach have seen significant upticks in engagement and conversion, as the agent can catch the *right moment* to make an offer.

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New Revenue Levers – Unlocked by Agentic Commerce

Each of these levers is enabled by giving more agency to the technology in service of the customer. **Crucially**, they should all be implemented with clear customer permission and the ability to opt out – making sure these conveniences are viewed as value-add, not intrusion. When done right, **agentic commerce** features not only boost revenue but also increase customer satisfaction (because the shopping **experience** becomes easier and smarter). They embody a merchant-first ethos by using tech to serve genuine customer needs in real time, while keeping the merchant in control of the strategy (you decide the rules the AI follows, the bundles it offers, the limits on auto-discounts, etc.).

Agentic Commerce:
Revenue & CLV Boosters

Boosts revenue and customer lifetime value

AGENTIC COMMERCE

Smart Reordering & Subscription Autofilll
AI agents can automatically reorder products at the right time.

Bot-Built Bundles & Upsells
Suggests personalized product bundles and add-ons

B2B AI Negotiation & Quick Quotes
Instantly provides quotes and negotiates within your rules

24/7 Personal Shopping Concierge
Engages customers with proactive offers

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Early Outcomes & Benchmarks – Proof Points and Takeaways

Agentic commerce is still in its early days, but we're already seeing compelling **benchmarks and signals** that indicate its potential impact. Here are some data points and early **examples** to benchmark against and inspire your strategy:

Agentic Commerce: Early Signals

69% Revenue Uplifts	**40%** Efficiency & Conversions	**24%** Consumer Readiness	**20%** Projected Scale

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- **Revenue Uptick for Early Adopters: 69% of retailers leveraging AI agents report significant revenue growth** driven by more personalized shopping experiences . In fact, companies that have begun weaving agentic AI into sales report an average **6–10% increase in revenue** as a direct result . This suggests that even modest implementations (like better recommendations or automated reorders) can lift the top line. It's a strong early validation that investing in these capabilities pays off.

- **Efficiency and Conversion Boosts:** Businesses are noting efficiency gains that translate to sales. For example, Verizon saw nearly a **40% increase in sales productivity** after deploying an AI assistant to help its human reps with customer interactions . While that case is about AI assisting staff, not customers, it underlines how quickly AI can influence conversion rates by providing timely, smart support. We can expect similar or greater uplift when AIs directly assist customers in making purchases (imagine that level of responsiveness applied to every online shopper in real time).

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Early Outcomes & Benchmarks – Proof Points and Takeaways

- **Consumer Readiness is Rising:** Consumer trust in AI for commerce is no longer a major barrier for a sizeable segment of the market. Surveys show about **1 in 4 consumers (24%) are already comfortable letting an AI agent shop for them** , and this comfort level will grow as positive experiences accumulate. Moreover, consumers specifically appreciate use-cases like deal-finding and convenience: **66% want AI agents to snag high-demand items or auto-purchase at a target price** on their behalf . These early signals indicate a pent-up appetite for agentic services – if they prove reliable. Monitoring your own customer base for willingness (e.g., uptake rates, feedback) will be key; you might be surprised how many are ready to try an AI-powered option, especially younger digital-native shoppers.

- **Projected Scale of Impact:** Experts forecast that AI agents could handle **up to 20% of all eCommerce tasks by 2025** – including browsing for products, answering questions, personalizing offers, and even completing checkouts. If that comes to pass, it means a significant portion of the customer journey might be influenced or managed by AI. Early movers in agentic commerce will have an edge in shaping how those agents perceive and prefer their products. Benchmark yourself against industry predictions: for example, if by next year 10% of your orders are agent-initiated, you're on track with (or ahead of) the broader trend; if it's 0%, it's time to accelerate experiments or risk playing catch-up later.

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Early Outcomes & Benchmarks – Proof Points and Takeaways

Key Takeaway: Agentic commerce is quickly moving from concept to reality, with measurable benefits in conversion, revenue, and customer engagement. The competitive benchmarks are being set now – retailers who successfully harness AI agents are seeing more sales and stronger loyalty. To ride this wave, focus on *being prepared and adaptable*: ensure your systems are **open and API-driven** for easy integration, keep your data quality high, and maintain a **merchant-first mindset** so that as you adopt automation, you continue to control your brand experience and customer relationship. Those who combine the power of AI with the agility of a modern commerce platform will be best positioned to thrive in this new era where *machines as buyers* (and buying assistants) become part of the commerce landscape.

AGENTIC COMMERCE
Tech with Permission

Revenue Uplift
69% of retailers leveraging AI agents report significant revenue growth

↓

Conversion Efficiency
Nearly 40% increase in sales productivity observed

↓

Consumer Readiness
24% comfortable letting an AI agent shop on their behalf

↓

Scale by 2025
Agents predicted to handle 20% of eCommercce tasks

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