



The Agentic Commerce Playbook

How AI Is Reshaping eCommerce—and Why Your Product Data Strategy Needs to Catch Up

Agility 



Part 1: The Dawn of Agentic Commerce

A fundamental shift is underway in eCommerce. The familiar sequence of product research—starting on Amazon, confirming specs on the manufacturer’s site, searching for better prices, then navigating a shopping cart—is rapidly being replaced by something far more intuitive: a conversation with AI.

The numbers tell the story clearly. According to a recent Adobe report, traffic to US retail sites from generative AI sources rose by 1,300% during the 2025 holiday season compared to 2024—and by nearly 1,950% on Cyber Monday alone. AI-driven shopping moved from niche to mainstream practically overnight.

Search behavior is changing just as fast. By late 2025, nearly 60% of searches in the US and EU ended without a click—a dramatic rise in so-called zero-click results. Consumers are reading AI Overviews instead of scrolling through results. Many are skipping traditional search engines altogether. Today, 26% of US consumers use AI tools in place of search engines (13% in the UK as of Dec. 2024). ChatGPT reached 400 million weekly users by February 2025 and 800 million by March 2025. The ratio of Google users to AI search users halved in just 12 months.

Traditional SEO isn’t disappearing—most major AI assistants are moving toward hybrid models that combine the reasoning capabilities of large language models with real-time web search. But the rules of visibility are being rewritten.

Traffic to US Retail Sites From Generative AI Sources Rose by:

2025 Cyber Monday

1,950%

2025 Holiday Season

1,300%



What Is Agentic Commerce?

Agentic Commerce is the next evolution of the shopping experience. Instead of conducting multiple searches, watching review videos, and comparing options across sites, a consumer simply describes what they need—‘a power drill suitable for concrete’ or ‘the right oil filter for a 2003 John Deere tractor’—and an AI agent handles the rest. It researches, compares, selects, and adds the product to a cart, all within a single conversation. No website visit required.

Shopify, Etsy, and Walmart are already implementing AI agent capabilities. For brands and manufacturers, this creates an urgent question: how do you ensure your products are part of that AI conversation?

In the next section, we'll outline two critical strategies—Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO)—and explain how Agility PIM from insightsoftware is uniquely positioned to help you put them into practice.





Generative Engine
Optimization (GEO)



Answer Engine
Optimization (AEO).

Part 2:

Playing the Agentic Commerce Game

Knowing that Agentic Commerce is here is one thing. Knowing how to prepare for it is another. The good news: the path forward is straightforward, even if the execution requires real work.

Two emerging strategies form the foundation of any agentic content approach: Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO).



GEO: Generative Engine Optimization

Traditional SEO aimed to place your site in the top 10 search results. GEO shifts the goal entirely: the objective is to get your content included in the AI's answer itself—and ideally cited as a source. This means creating authoritative, well-structured content that AI systems are likely to reference when answering customer questions.

GEO prioritizes influence over clicks. It positions your brand as part of the AI's frame of reference, not just a link in a list.

The field is still emerging, and the exact factors that make content citation-worthy to AI systems are still being discovered. But one principle is clear: AI models prioritize information that appears consistently across authoritative, varied sources. They look for consensus. Your goal is to build a web of corroboration—forums, blogs, and listicles that collectively validate your brand's expertise and relevance.

For example, adding authoritative specificity to your content improves AI visibility considerably. Changing 'Switzerland consumes a lot of chocolate' to a statement that includes per-capita consumption figures (11 to 12 kg annually) gives AI systems something concrete to reference.

GEO Operates Across Multiple Source Types



Owned sources such as G2, Capterra, and Yelp, where your marketing team can establish a strong, managed presence with moderate effort.



Affiliate and partner content—blog reviews, listicles, and roundups such as 'Top 5 Percussion Drills for Construction'—where outreach and collaboration can meaningfully extend your reach. AI even scours the Reddit Forums for this kind of information.



Editorial coverage in trade publications and media, where your influence is more limited but the citation value is highest.

GEO is a long game. But the time to start is now—your brand may already be appearing in AI responses based on third-party content you don't even know about.

yelp



AEO: Answer Engine Optimization

Where GEO is about being cited, AEO is about being the answer. It focuses on structuring content to provide direct, concise responses to specific customer queries—the kind of content that voice assistants, featured snippets, and AI Overviews can surface instantly, without requiring a site visit.

A generic product title like ‘Cordless Percussion Drill’ does little for AEO. An optimized description like ‘This cordless percussion drill drills into wood, concrete, and steel with a battery life of eight hours’ directly answers ‘What can this drill do?’ and ‘How long does the battery last?’

Aeo-Ready Content Takes Several Forms

Problem/Solution Statements

Problem:

Insufficient power for tough materials like steel and hardwood.

Solution:

POWERSTATE brushless motor delivers 158 Nm of torque, providing the power needed for demanding drilling and driving applications.

FAQ Pairs

Q: Is the Milwaukee FPD3 a hammer drill?

A: Yes, the Milwaukee M18 FPD3-502X is a percussion/hammer drill with impact rates up to 33,000 BPM, allowing it to drill into brick, block, concrete, and masonry materials in addition to standard drilling and driving applications.





OpenAI's Product Feed Specification

OpenAI's Product Feed Specification is the foundational data layer for Agentic Commerce. It enables AI agents to autonomously search for, reason about, and recommend products based on user intent—not just retrieve a list of links.

Unlike traditional shopping feeds, this specification introduces native agentic controls, allowing merchants to specify whether products are discoverable or purchasable directly within the ChatGPT interface. It also includes conversational fields for FAQs and customer reviews, enabling nuanced sentiment analysis by the AI.

Etsy, Shopify, and Walmart are already live or in implementation. Google followed on Jan. 11, 2026 with its own Universal Commerce Protocol (UCP), leveraging Google Merchant Center infrastructure already used by millions of merchants.

Agility PIM from insightsoftware can serve as the single source of truth for content submitted via both specifications, ensuring product data is unified, consistent, and trusted across all AI-driven channels.

A Simple Way to Think About It

If the internet is a vast library:

AEO is writing a summary on the back of your book so the librarian can instantly answer a specific question.

GEO is ensuring your book is cited in the librarian's own research paper, so they mention you as an authority when explaining a topic.

Agentic Commerce is sending a personal assistant to the library to read the books, decide which is best, and check it out for you while you stay home.

In the next section, we'll look at how Agility PIM makes all three of these achievable at scale.

Part 3:

How Agility PIM Powers Your Agentic Strategy

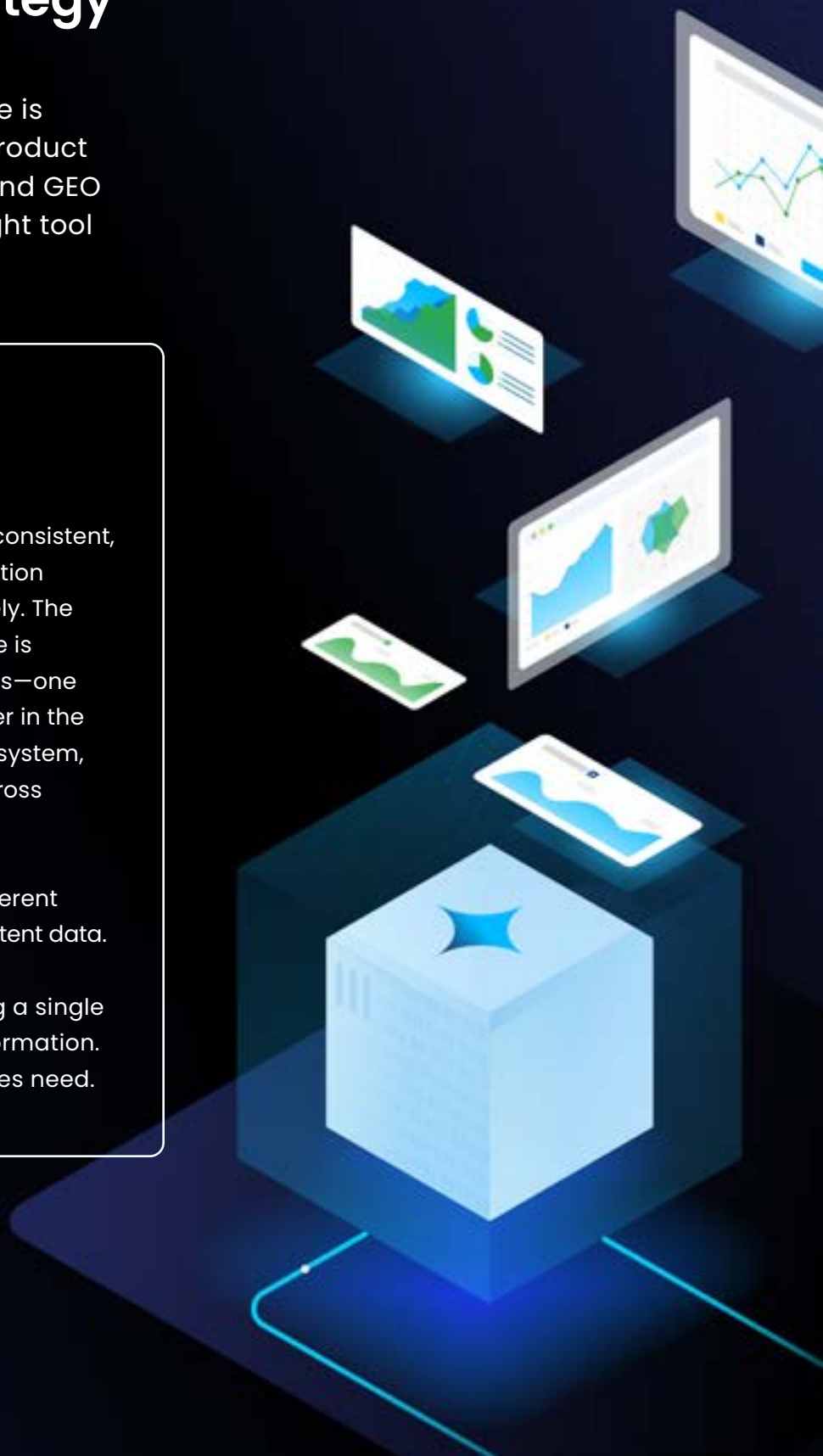
Agility PIM from insightsoftware is purpose-built for the kind of product data management that AEO and GEO demand. Here's why it's the right tool for this moment.

○ The Core Problem: ○○ Fragmented Data

Answer engines need structured, consistent, semantically rich product information to recommend products accurately. The challenge most organizations face is that their product data lives in silos—one description on the website, another in the feed, specifications in a separate system, and marketing copy scattered across channels.

AI systems struggle to extract coherent answers from fragmented, inconsistent data.

Agility PIM solves this by providing a single source of truth for all product information. That's exactly what answer engines need.





Rich, Scalable Content at Every Level

Agility PIM lets you maintain comprehensive product information in one place and create answer-optimized content at scale. Instead of a basic product title, you can store multiple content variations per product:

- › A concise 40-to-60-word answer-style description for AI extraction
- › A detailed 500-word narrative with use cases and context
- › Technical specifications structured as Q&A pairs
- › Compatibility, materials, and application information

Agility PIM's hierarchical catalog structure—Catalog, Category, Section, Family—creates the conceptual relationships that help AI understand how products relate to each other. When ChatGPT needs to distinguish between a cordless drill and a cordless percussion drill, a well-structured hierarchy makes those distinctions clear.

You can also add custom fields specifically for answer engines: common questions, use-case scenarios, problem/solution pairs, comparison points, and compatibility information. These become the context that AI systems cite when answering queries.



Data Quality Builds AI Trust

One of the biggest factors in whether answer engines cite your content is trustworthiness. AI systems are designed to avoid sources with inconsistent, contradictory, or low-quality data.

Agility PIM enforces data completeness through required fields, ensuring every product has the minimum information needed for AI to understand and recommend it. When the same product appears across your website, OpenAI Product Feed, and other channels with consistent prices, availability, and specifications, that consistency builds trust. And as you update product information, Agility PIM maintains a single authoritative version—preventing the scenario where AI finds conflicting data and either avoids citing you or, worse, cites something incorrect.



AI Content Generation at Scale

Creating 5,000-character conversational product descriptions manually for thousands of products is not realistic. Agility PIM's built-in AI content generation capability takes that load off your team.

You can create AI prompt templates that structure information in AEO-friendly formats automatically—for example, a template that generates Q&A pairs from attribute data or formats specifications into conversational sentences rather than bullet points. Products within a family can inherit common information while maintaining unique details, and bulk operations let you enrich entire categories at once.

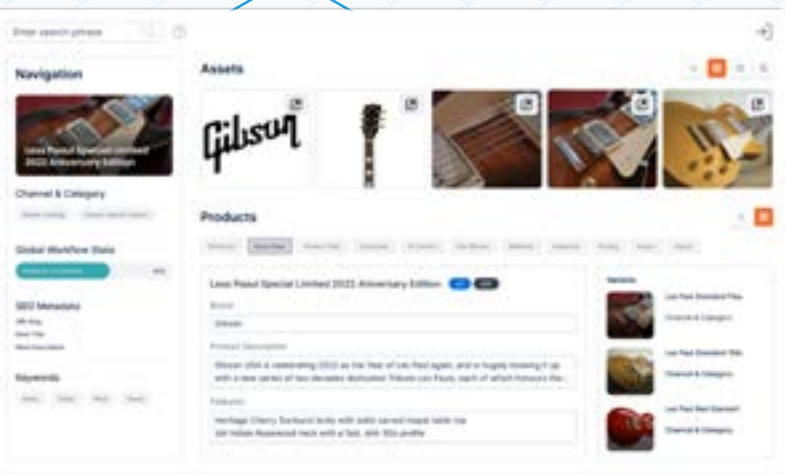


Multi-Channel Publishing and Feed Management

AI systems don't just read your website. They may encounter your products through OpenAI Product Feeds, Google Shopping (which feeds Gemini), third-party marketplaces, and review or Q&A sites. Agility PIM's multi-channel publishing capabilities let you optimize content per channel from a single product record.

When you update a product specification, that change propagates to all channels instantly—maintaining the consistency that builds AI trust. Possibly A/B test different content strategies? OpenAI feed vs traditional channels to see what drives better AI citations and conversions.

OpenAI accepts feed updates every 15 minutes. Google's algorithms favor fresh content. Agility PIM enables you to stay current without manual updates across multiple systems.





The FLIP Framework

AI systems decide when to search the web versus rely on pre-trained knowledge based on four criteria, sometimes called the FLIP Framework:

- › **Freshness** — content requiring up-to-date information such as prices and availability
- › **Local intent** — queries about location-specific information
- › **In-depth context** — questions requiring detailed, specific knowledge
- › **Personalization** — requests tailored to individual circumstances

Creating content that meets these criteria increases the likelihood that AI systems will search for and reference your product pages rather than rely on older training data. Agility PIM makes this practical at scale.



Variant and Relationship Management

Answer engines need to understand product variants and relationships to make accurate recommendations. Agility PIM excels at managing variant relationships—differentiating SKUs by color, size, and other specifications under a parent product. When ChatGPT recommends ‘the blue running shoe in size 10,’ it needs to understand those are variants of the same product.

Agility PIM’s product relation attributes also store cross-sell, up-sell, and accessory data, helping AI answer questions like ‘What battery works with this percussion drill?’ or ‘What drill bits do I need?’ Your catalog taxonomy becomes navigation for AI—well-organized hierarchies help answer engines understand categories and make appropriate comparisons.

Part 4: Building Your Agentic Commerce Strategy in Agility PIM

Understanding the theory is one thing. Here's a practical framework for putting it into action.



Phase 1

Audit and Enrich Core Content

Start with your highest-opportunity products—those with the most search queries or the highest margins. Add custom attributes for:

- › Answer-optimized descriptions (40 to 60 words)
- › Extended conversational descriptions (500 to 5,000 words)
- › Common questions structured as Q&A pairs
- › Use-case scenarios
- › Comparison points versus competitors or alternatives
- › Problem/solution statements

Define what AEO-ready means for your catalog: required fields, minimum description length, mandatory attributes, and quality criteria. Use Agility PIM's AI content generation tool to populate these at scale.





Phase 2

Structure for AI Understanding

Review your published catalog hierarchy. Are categories labeled the way customers ask questions? 'Cordless Percussion Drills for Steel, Wood and Concrete' is more AEO-friendly than an internal product code.

Use Agility PIM's relationship features to connect related products, alternatives, upgrades, and accessories in ways that give AI the context it needs. Use Agility PIM's attribute completeness tools to add structured attributes—materials, dimensions with units, compatibility, certifications, usage contexts—giving AI more to work with for every recommendation.



Phase 3

Generate AEO-Optimized Feeds

Map Agility PIM attributes to OpenAI's Product Feed specification fields in a scheduled export. Your rich PIM data becomes the comprehensive feed that ChatGPT uses. Use PIM data to generate structured schema markup—Product schema and FAQ schema—for your website product pages. Schedule automatic feed generation to keep AI systems current with inventory, pricing, and content changes.



Phase 4

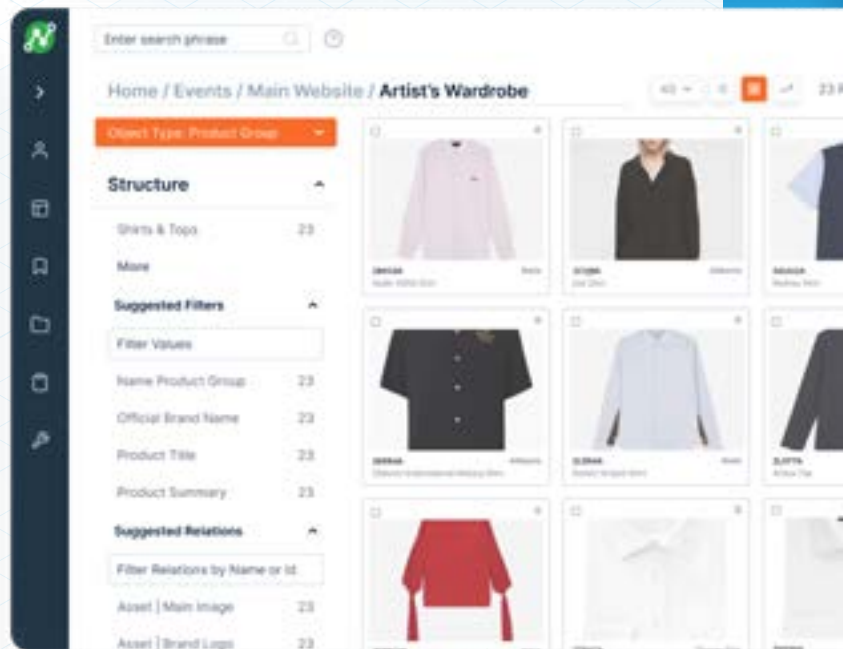
Measure and Optimize

Use tools such as AIClicks and Profound to track AEO performance. Monitor which products appear in AI citations, which content gets extracted most often, and which language patterns work best. Use these insights to refine content templates, adjust attribute structures, and improve descriptions across similar product ranges. Once you identify effective AEO patterns, Agility PIM's bulk operations let you apply them across your entire catalog.

The Structural Advantage

With 67% of B2B eCommerce firms already using AI to drive growth in some form, the competitive gap between organizations with mature PIM practices and those without is widening fast. Without a centralized product data platform, the path to AEO and Agentic Commerce is an uphill climb—manual updates mean stale data, inconsistencies across channels confuse answer engines, and optimizing thousands of products by hand simply isn't scalable.

The shift required isn't technical—it's conceptual. Start thinking about your PIM content not just as web or print catalog data, but as training material for AI systems. The brands that make that shift now will be the ones AI recommends tomorrow.



Agility PIM Customers Already Have The Structural Advantage

- › Centralized, authoritative product data
- › Structured attributes and relationships
- › Quality control workflows
- › Multi-channel publishing capabilities
- › Automation for scale

About Agility PIM

Product data is the foundation of modern commerce. Agility PIM powers the product data strategy that fuels smarter decisions—from the finance team tracking inventory and margins, to the tech team managing catalog complexity, to the merchandising team bringing products to market faster.

Built on decades of domain expertise in turning complexity into clarity, Agility PIM equips businesses to centralize, enrich, and orchestrate product information with confidence. Whether you're a retailer managing thousands of SKUs, a manufacturer coordinating global catalogs, or a distributor scaling across channels, Agility gives you the intelligence to act decisively.

Learn more at agilitypim.com

Behind Agility is insightsoftware, trusted by the world's most respected organizations to deliver mission-critical solutions. We bring the same rigor, reliability, and customer-first mindset to every product.

Learn more at insightsoftware.com



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