



AI in commerce

April 23rd, 2026

Prepared by

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Commerce Renaissance



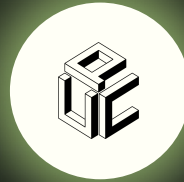
Agenda: Choose your own adventure



AI Impact



Fundamentals



Forward Looking



Dealer's Choice



```
1 <doctype html>
2 <html>
3 <head>
4 <meta charset="utf-8" />
5 <meta name="viewport" content="width=device-width, initial-scale=1" />
6
7 <body>
8 <div class="main">
9 <div class="header">
10 <h1>Project Page</h1>
11 </div>
12 </div>
13 </body>
14 </html>
15
16 <!-- Provide the title and set the meta content -->
17 <!-- content-type -->
18 <!-- store-domain="back.shop" -->
19 <!-- meta-link="https://example.com" -->
20 <!-- country="US" -->
21 <!-- language="en" -->
22 <!-- meta-description -->
23 <!-- Set collection you want to display -->
24 <!-- commodity-collection="type" -->
25 <!-- commodity-collection -->
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97 <!-- commodity-collection -->
98 <!-- commodity-collection -->
99 <!-- commodity-collection -->
100 <!-- commodity-collection -->
```

nurse	
nurse	
	
	
	
	
	

AI Impact



AI is the next great shift in commerce

Shopify brands have been seeing the impact since January 2025:

15x

Increase in orders
originating from AI
searches

8x

Increase in AI traffic
to sites

14%

US ecommerce is on
Shopify

*Data is sourced from Shopify global search API usage



Terminology is changing daily

Create a premium dark mode email app

I want you to create a dark mode email application based on the screenshot mockup I provided. Focus on creating an interface that developers would love to use, with content that speaks to their daily experiences and challenges. Make it feel like a premium, production-ready application with attention to every detail.

Waiting for your moves.

Chatbots

Machine learning (ML)

Large language model (LLM)

Generative AI

🔥 Most popular MCP servers for Creative

vault-mcp	4.9/5
186 uses	
data-portal-mcp	4.8/5
125 uses	
gworkspace-mcp	4.6/5
79 uses	

MCPs

9:41 ChatGPT

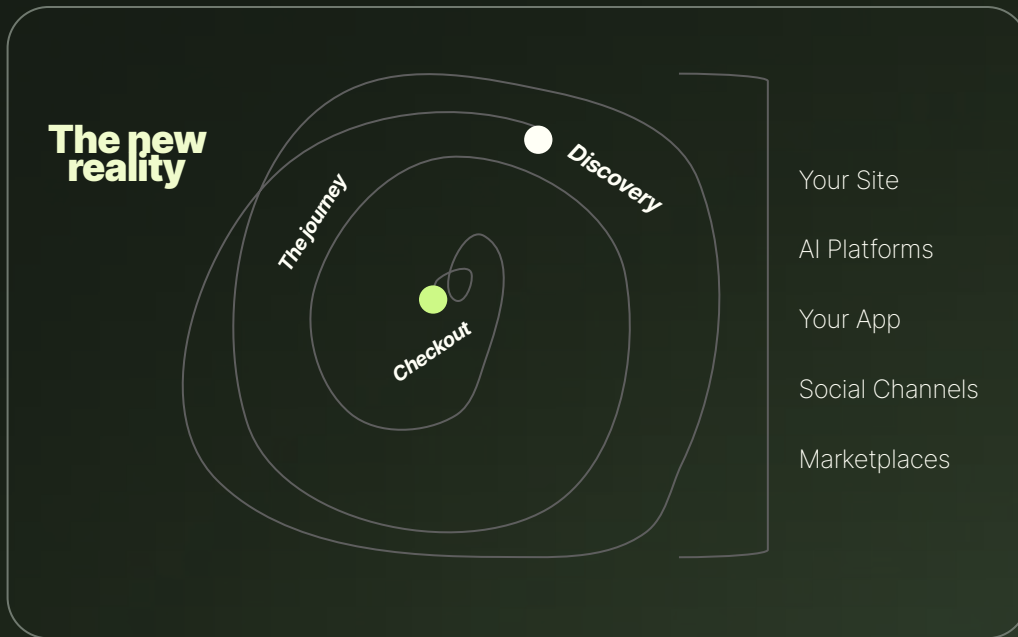
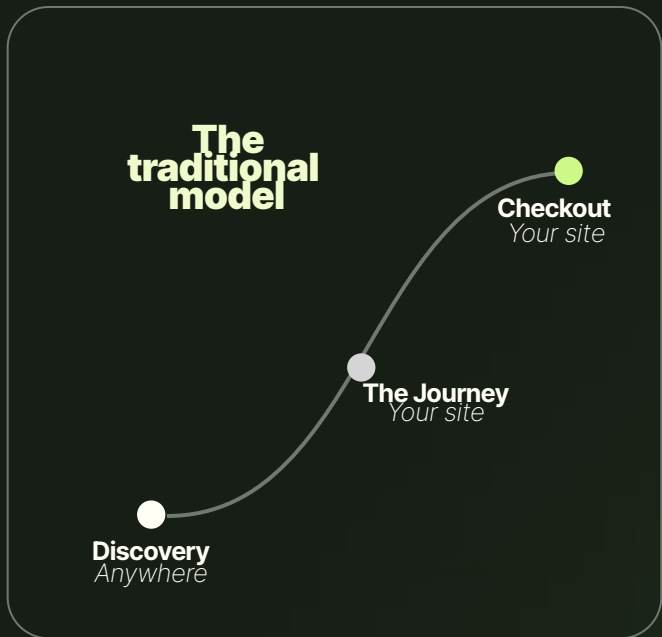
I'm looking for lightweight trail running shirts that stay cool. Can you help?

Search bar and loading spinner.



The customer journey is changing

Discovery + purchase can now happen simultaneously, breaking control



Consumer behavior is changing

Your customers are being influenced by AI recommendations before they reach your site

55%

use AI for product
research

11%

AI search conversion rate
vs 5% for organic search

14%

of ChatGPT's search
queries are commerce
related

Source: [Adobe's 2025 Consumer Trends Report](#) & OpenAI



Purchase behavior is changing

Metric	AI channels
Openness to using AI shopping assistants	65% GenZ 64% Millennials 40% GenX 18% Baby Boomers
Orders	Purchases attributed to AI-powered search have increased by 11x
AOV	+30% AOV on orders attributed to AI searches (vs traditional channels)
New Customer Attribution	Traffic from AI searches to online stores is up 7x since January 2025



```
// 1. Discover
const { data } = await http.get('https://discover.shopifyapps.com/globa/
v1/search?query=running+shoes');
// 2. Cart
const checkoutUrl = `https://shop.com/cart/${data[0].id}:1?
checkout[email]={user.email}&checkout[shipping_address][city]=NY&...`;
// 3. Checkout
const checkout = render(
  <shopify-checkout
    src={checkoutUrl}
    auth={sessionToken}
    target="inline"
  >
);
// 4. Complete
checkout.addEventListener('checkout:complete', ({ detail }) => {
  agent.success('Order confirmed', detail.orderConfirmation);
});
```



Fundamentals

The fundamentals of commerce are not changing

What matters most today is what mattered most yesterday



Discovery

Will AI platforms find your products with accurate inventory and pricing?



Business logic

Will your checkout rules, discounts, and shipping logic work everywhere?



Brand experience

Will your voice and story stay consistent across AI platforms?



Data & attribution

Will you know where customers come from? Will you own the relationship?

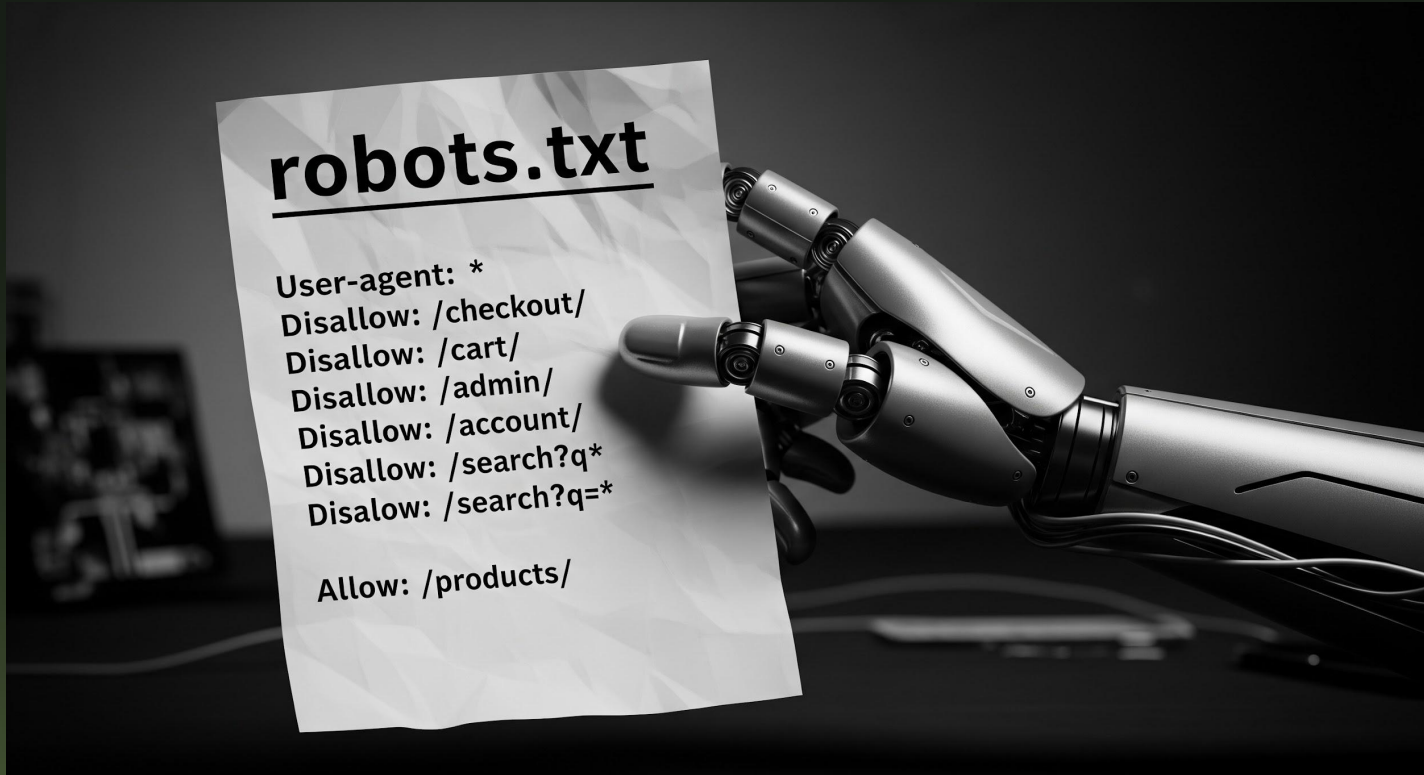


Operations

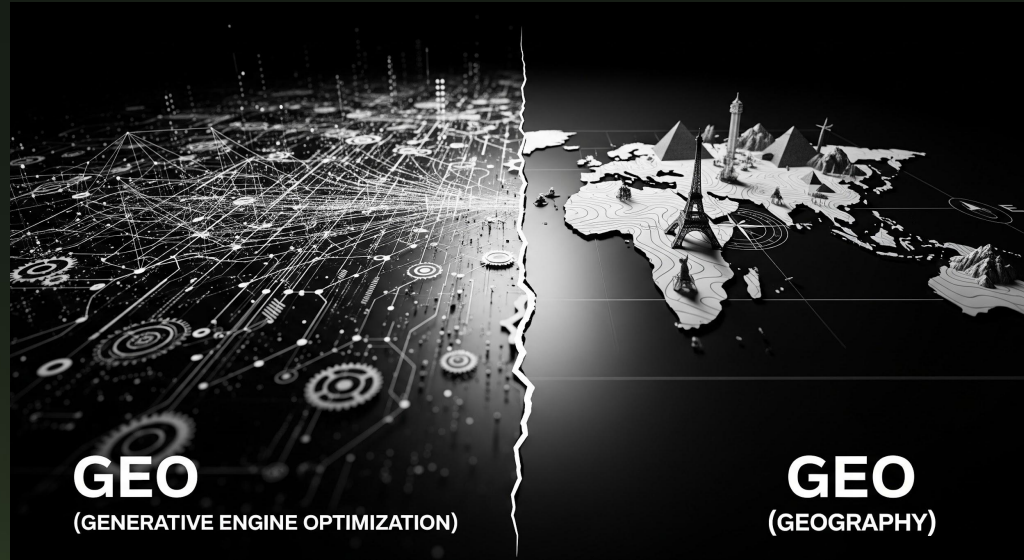
Will fulfillment, compliance, and multi-channel sync actually work?



How AI agents discover and use brand data



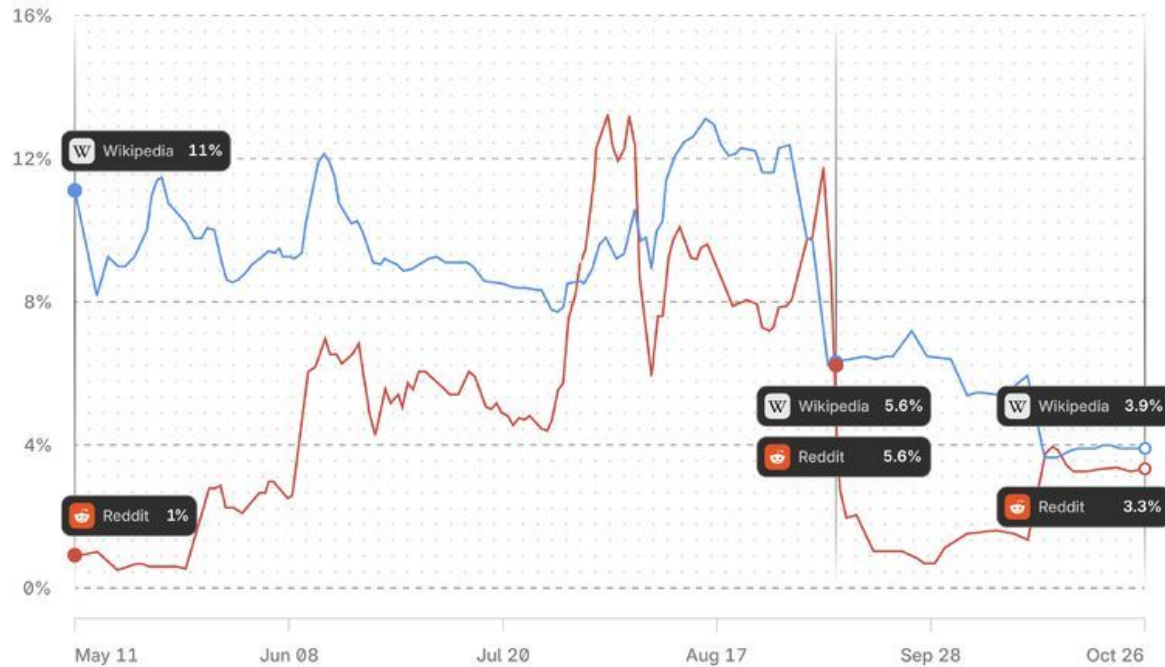
GEO: optimizing for local and contextual queries



Shopify Knowledge Base and domain knowledge

ChatGPT Citation Percentage: Reddit vs. Wikipedia

Profound



SEO alone won't work for AI

Traditional SEO (still important)

Backlinks and citations

Domain authority and trust signals

Structured markup and metadata

Quality content addressing user intent

**SEO alone won't
work for AI**

The Reality

AI agents still do web crawling, but when APIs are available, they prioritize those first.

Tier 1: Direct API Access (Prioritized)

- AI platforms partner with commerce systems for structured data feeds
- Real-time inventory, pricing, and product attributes
- Instant, reliable data that doesn't require parsing

Tier 2: Web Crawling (Fallback)

- When no API exists, AI crawls your site like Google does
- But what matters has evolved....





Quality Data

Customer Acquisition

CONVERSION RATE UPLIFT: AI VS. ORGANIC



AVERAGE ORDER VALUE INCREASE: AI-REFERRED ORDERS



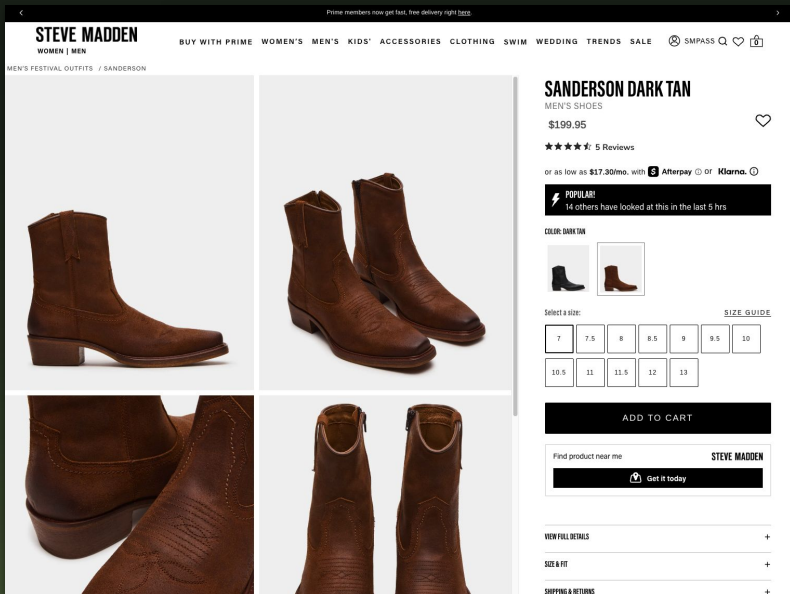
HIGH-PURCHASE INTENT TRAFFIC: % OF REFERRED SESSIONS TO PRODUCT DETAIL PAGES (PDPs)



What AI actually sees: code, not design

If it's not structured, it doesn't exist

When you see this:



AI sees this:

```
</script>
<meta property="og:site_name" content="Perry Ellis">
<meta property="og:url" content="https://www.perryellis.com/products/stretch-solid-tech-short-4dsh7750">
<meta property="og:title" content="Stretch Solid Tech Short">
<meta property="og:type" content="product">
<meta property="og:description" content="You&#39;ll enjoy all-day comfort in these Perry Ellis tech shorts. Lightweight twill fabric.
<meta property="og:image:secure_url" content="https://www.perryellis.com/cdn/shop/files/Perry-Ellis-mens-Stretch-Solid-Tech-Short-4dsh7750.jpg?width=1080&height=1080">
<meta property="og:image:width" content="2702">
<meta property="og:image:height" content="3300"><meta name="twitter:site" content="@PerryEllis">
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:title" content="Stretch Solid Tech Short">
<meta name="twitter:description" content="You&#39;ll enjoy all-day comfort in these Perry Ellis tech shorts. Lightweight twill fabric.
style data-shopify-font-face {
```

```
view-source:https://www.perryellis.com/products/stretch-solid-tech-short-4dsh7750
Yotpo
data-modal="false"><script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Product",
  "offers": [
    {
      "@type": "Offer", "sku": "795570524918", "availability": "http://schema.org/InStock",
      "price": "44.99",
      "priceCurrency": "USD",
      "priceValidUntil": "2025-11-29",
      "url": "https://www.perryellis.com/products/stretch-solid-tech-short-4dsh7750?variant=42902859710542"
    },
    {
      "@type": "Offer", "sku": "094834997049", "availability": "http://schema.org/OutOfStock",
      "price": "44.99",
      "priceCurrency": "USD",
      "priceValidUntil": "2025-11-29",
      "url": "https://www.perryellis.com/products/stretch-solid-tech-short-4dsh7750?variant=42902861119566"
    },
    {
      "@type": "Offer", "sku": "094834996950", "availability": "http://schema.org/InStock",
      "price": "44.99",
      "priceCurrency": "USD",
      "priceValidUntil": "2025-11-29",
      "url": "https://www.perryellis.com/products/stretch-solid-tech-short-4dsh7750?variant=42902860890190"
    },
    {
      "@type": "Offer", "sku": "094834931203", "availability": "http://schema.org/InStock",
      "price": "44.99",
      "priceCurrency": "USD",
      "priceValidUntil": "2025-11-29",
      "url": "https://www.perryellis.com/products/stretch-solid-tech-short-4dsh7750?variant=42902860307428"
    }
  ]
}
```





Today vs tomorrow: human copy vs machine data

Today - human optimized

Expertly crafted with premium materials and timeless design, this sofa brings sophisticated comfort to your living space. Perfect for modern homes seeking both style and durability...

Beautiful ✓ | Evocative ✓ | On-brand ✓ | Machine-parsable X



Tomorrow - AI optimized

- Category: Sectional Sofa
- Dimensions: 98"W x 40"D x 32"H
- Materials: performance linen, hardwood frame
- Style: Modern traditional / coastal
- Pet-friendly: Yes (performance fabric)
- Child-friendly: Yes (durable construction)
- Climate sustainability: All climates
- Customization: 200 fabrics, 8 configurations
- Lead time: 10-12 weeks
- Room fit: Living room, family room, great room
- Use Cases: High-traffic home, beach house
- Price Range: \$8k-\$12k (fabric dependent)

Machine-parsable ✓ | Searchable ✓ | Recommendable ✓



What AI looks for in reviews

Stop controlling the message. Instead, generate authentic content at scale.

LLMs look for:

- **Authenticity**
Verified buyers, unaffiliated
- **Recency**
Fresh reviews = active product
- **Specificity**
Detailed and niche use cases
- **Visual content**
Photos / Videos
- **Community sections**
Q&As, FAQs, etc
- **Natural language**

TOMS WOMEN ▾ MEN ▾ KIDS ▾ GEAR ▾ SALE ▾ IMPACT

4.3 ★★★★★
Based on 37 reviews

5 ★	25
4 ★	5
3 ★	2
2 ★	2
1 ★	3

Sizing: As expected | Length: Just right | Width: Just right

Search Reviews 🔍 Rating ▾ Comfort ▾ Sizing ▾

Length ▾ Width ▾

Popular topics: size fit color shoes look width dressy foot [Show more](#)

Sort by: Highest rating ▾

Elizabeth
✓ Verified Buyer

★★★★★

Verified by shop 04/17/26

Love the color and the comfort of my pair 😊

Product reviewed: Jaclyn Fisherman Heel Amber Brown Kid Suede

Was this review helpful? 👍 0 🗨️ 0

The 70/30 rule

70% of AI citations come from off-site sources

30%

On-site content

70%

Off-site content and user reviews



Product pages:

Structured attributes, variants, images

Docs and manuals:

Specs, installation, materials

Blog / guides:

Explainers, comparisons, buyer's guides

FAQ / policy:

Sizing, returns, sustainability, warranty

Reddit and forums (UGC):

Real-world usage threads, troubleshooting

Independent reviews:

Gear labs, category reviewers, YouTube tests

Media and analyst mentions:

Reputable news, trade pubs, analyst notes

Standards / NGOs / gov / academic:

Definitions, safety, certifications

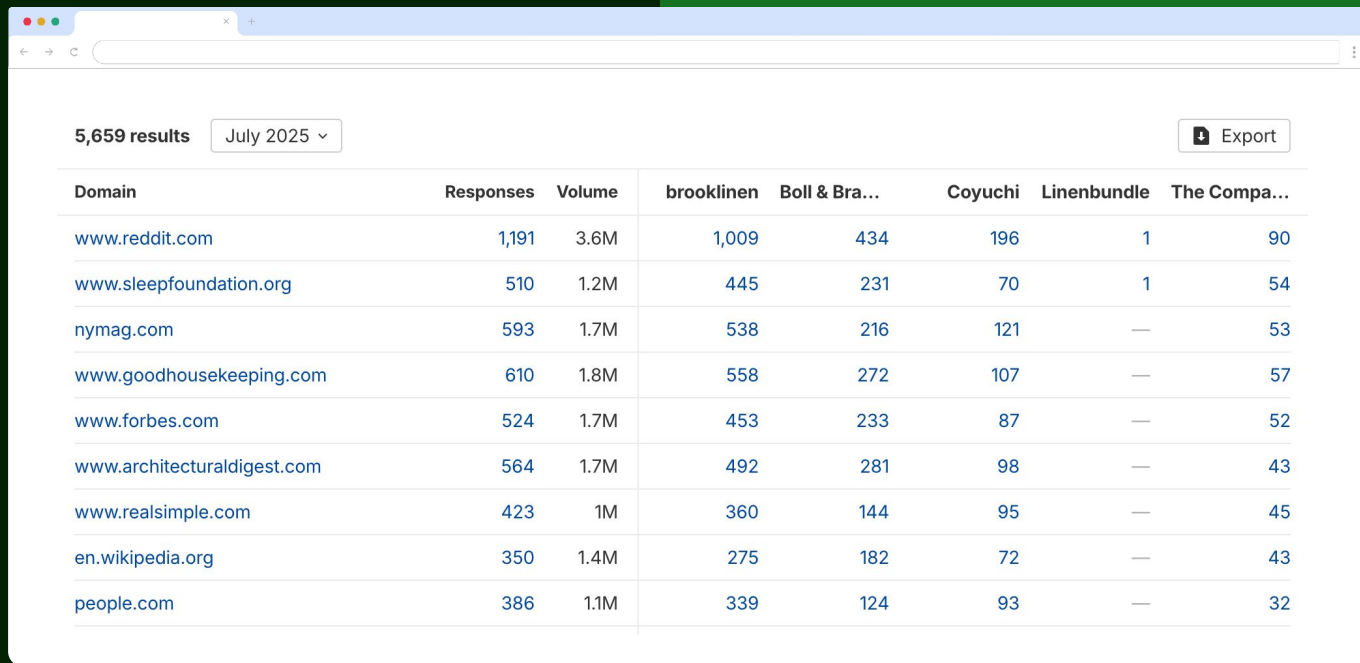
Marketplaces:

Common questions, comparative fit /compatibility



Your action: Identify key source domains

These are your
affiliate prospects,
content channels,
and outreach targets.



5,659 results July 2025 ▾ Export

Domain	Responses	Volume	brooklinen	Boll & Bra...	Coyuchi	Linenbundle	The Compa...
www.reddit.com	1,191	3.6M	1,009	434	196	1	90
www.sleepfoundation.org	510	1.2M	445	231	70	1	54
nymag.com	593	1.7M	538	216	121	—	53
www.goodhousekeeping.com	610	1.8M	558	272	107	—	57
www.forbes.com	524	1.7M	453	233	87	—	52
www.architecturaldigest.com	564	1.7M	492	281	98	—	43
www.realsimple.com	423	1M	360	144	95	—	45
en.wikipedia.org	350	1.4M	275	182	72	—	43
people.com	386	1.1M	339	124	93	—	32

Test yourself: *Audit your brand for LLM visibility*

Step into the shoes of your shoppers — what would they ask at each stage of the funnel?

Top of the funnel [TOFU]

“What are some of the best-reviewed [product] available online?”

“What are the top [product] for [use case]?”

“Top [category] brands with sustainable materials?”

Middle of the funnel [MOFU]

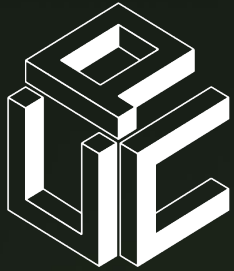
“Which [category] brand has the best durability?”

“[Brand] vs [Competitor]: which is better for [use case]?”

Bottom of the funnel [BOFU]

“Is [Brand] worth it compared to others?”





Universal Commerce Protocol

The open standard for AI agents to connect and transact with any merchant.

With UCP, agents can represent critical checkout flows for a smooth transaction in any AI platform.

Co-developed by



NCSA Mosaic for MS Windows

File Edit Options Navigate Annotate Global On-Line Search ... Gopher Servers
Other Documents Personal Richard Help

Document Title: Welcome to PizzaNet!

Document URL: http://www.pizzahut.com/



Welcome to PizzaNet!

[PizzaNet!](#) is Pizza Hut's Electronic Storefront and is brought to you by Pizza Hut® and [The Santa Cruz Operation](#)®. You may click on the Pizza Hut logo on any page to submit comments regarding PizzaNet to webmaster@PizzaHut.COM.

If you would like to order a pizza to be delivered, please provide the following information:

Name

Street Address

Voice Phone ###-###-####
 (where we can reach you)



UCP:

A protocol to cover all commerce

One standard. Every agent.

Co-developed by Shopify and Google, supported by 20+ retailers and platforms already.

Works as a common language so any agent can transact with any merchant through a single framework.

Built for real commerce complexity.

UCP handles the full journey from discovery to fulfillment while accounting for each merchant's critical checkout flows.

UCP with any payment processor, including Shopify Payments..

Seamless handoffs when needed.

When customer input is required—delivery dates, loyalty, subscriptions—UCP elegantly bridges agent and buyer.

Flexible architecture that adapts to any commerce stack.



```

"ucp": {
  "version": "2026-04-08",
  "supported version": {
    "2026-01-23": "https://www.aldoshoes.com/.well-known/ucp/2026-01-23",
    "2026-04-08": "https://www.aldoshoes.com/.well-known/ucp/2026-04-08"
  },
  "services": {
    "dev.ucp.shopping": [
      {
        "version": "2026-04-23",
        "spec": "https://ucp.dev/specification/overview/",
        "transport": "ncp",
        "endpoint": "https://www.aldoshoes.com/api/ucp/ncp",
        "schema": "https://ucp.dev/services/shopping/openrpc.json"
      },
      {
        "version": "2026-04-23",
        "spec": "https://ucp.dev/specification/overview/",
        "endpoint": "embedded",
        "schema": "https://ucp.dev/services/shopping/embedded.openrpc.json"
      }
    ]
  }
}

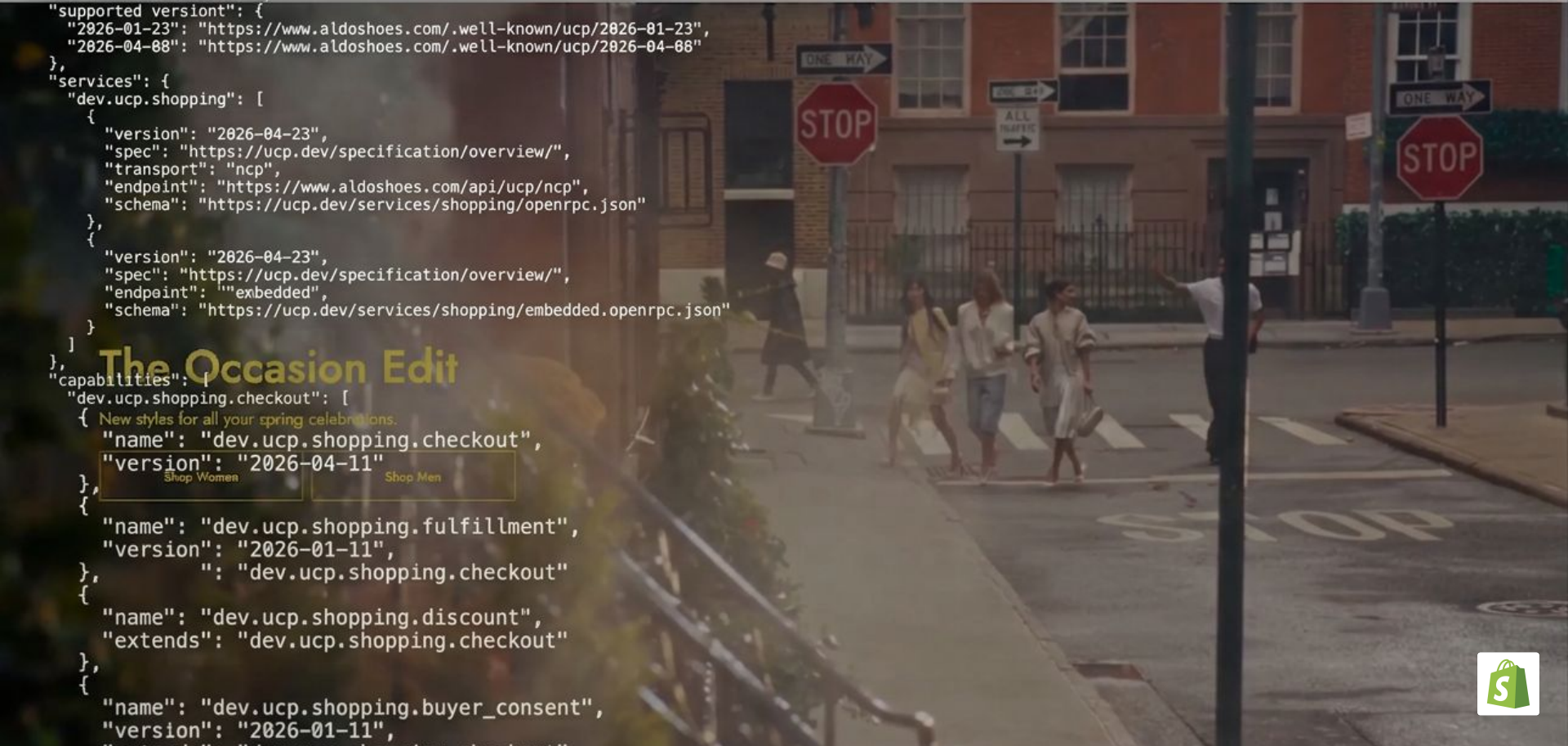
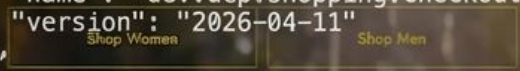
```

The Occasion Edit

```

"capabilities": {
  "dev.ucp.shopping.checkout": [
    {
      "name": "dev.ucp.shopping.checkout",
      "version": "2026-04-11"
    },
    {
      "name": "dev.ucp.shopping.fulfillment",
      "version": "2026-01-11",
      "extends": "dev.ucp.shopping.checkout"
    },
    {
      "name": "dev.ucp.shopping.discount",
      "extends": "dev.ucp.shopping.checkout"
    },
    {
      "name": "dev.ucp.shopping.buyer_consent",
      "version": "2026-01-11",
      "extends": "dev.ucp.shopping.checkout"
    }
  ]
}

```



LAYER 1: CATALOG ACCESS

Does the AI have direct access to your product data?

Allows AI direct, native read access to the master product database for discovery and real-time availability.



LAYER 2: CHECKOUT



Can AI agents complete a checkout session?

API-based checkout, session management, cart operations



LAYER 3: PAYMENTS



Can AI agents process payment?

Utilizes payment handler integrations to process secure, authenticated transactions.

POST-PURCHASE LAYERS

LAYER 4: FULFILLMENT INTELLIGENCE

Can AI provide real-time order status and delivery info?

Tracking, delivery estimates, proactive delay alerts



LAYER 5: RETURNS & RESOLUTION

Can AI help customers return items or resolve issues?
Return eligibility, initiation, status, support

Return eligibility, initiation, status, support



LAYER 6: CONTINUITY

Can AI access purchase history and enable reorders?
Previous purchases, reorder, subscriptions, loyalty

Previous purchases, reorders, subscriptions, loyalty



Agentic Plan: Agentic commerce for non-Shopify brands

Shopify Catalog is now open to every brand.

For the first time, non-Shopify brands can access the same product discovery engine that powers AI commerce for millions of Shopify merchants.

Set it up once, sell everywhere

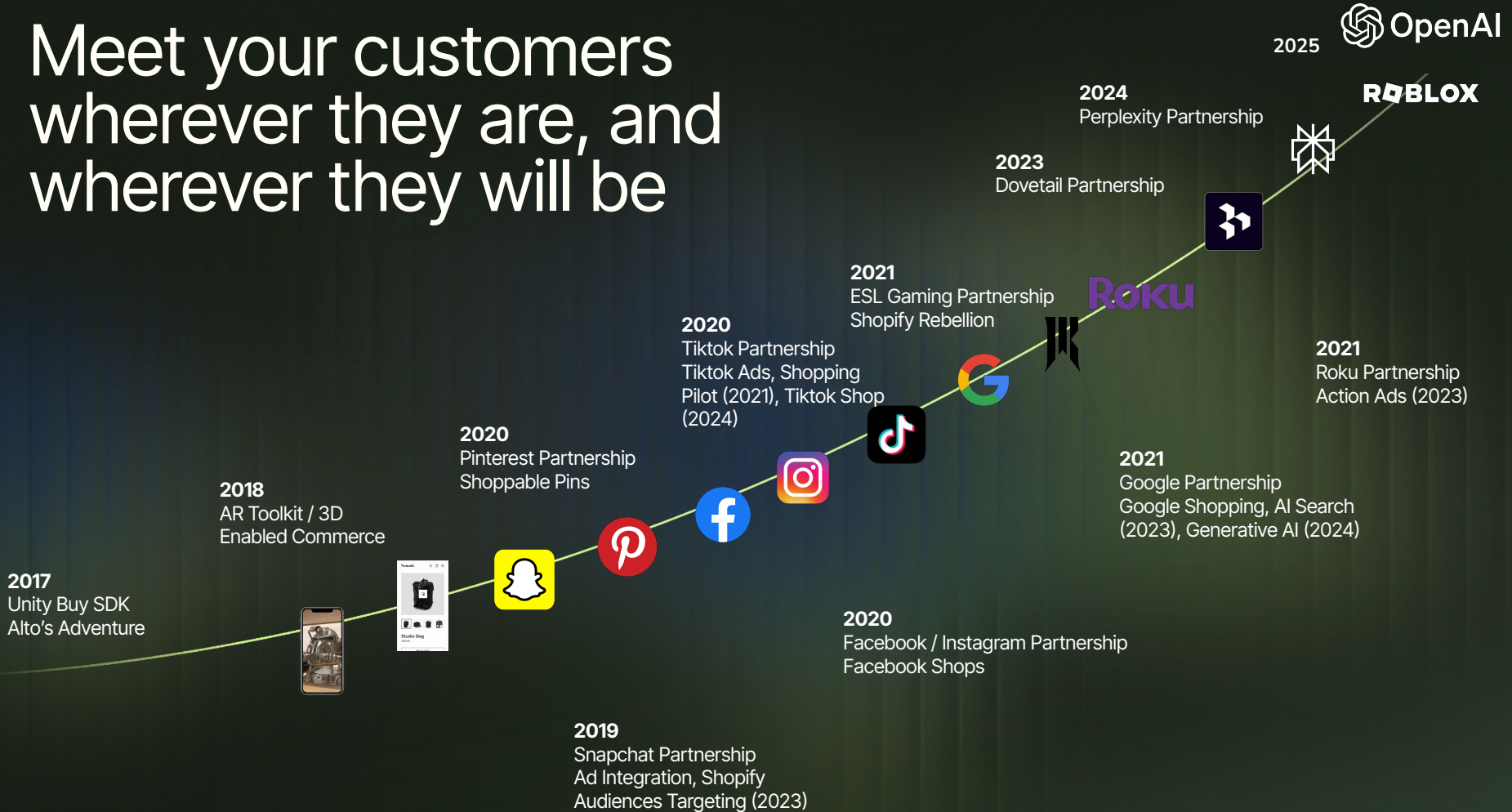
Add products to Catalog once—syndicate to Google, Copilot, ChatGPT, Shop app, and every future AI partner. No platform-by-platform integrations.

AI-ready product data

Catalog uses specialized LLMs to structure, enrich, and standardize your product data. Shoppers ask, your products appear, and they can buy in-chat.



Meet your customers wherever they are, and wherever they will be



GEO scorecard

Lazy-Load Gaps

Content likely invisible to AI crawlers:

- **Customer reviews** - "Ratings and Reviews" section exists but review content not in initial HTML
- **Aggregate rating** - Star rating and review count not visible

PDP Score Assessment

Element	Weight	Score	Notes
Product title	10%	10/10	Clean, complete
Description	15%	10/10	Comprehensive
Price	15%	10/10	Visible in HTML
Images	10%	9/10	Excellent alt text
Reviews	15%	2/10	Header only, content lazy-loaded
Variants	10%	9/10	Colors visible with availability
Structured data	15%	7/10	Likely present but unverified
Policy info	10%	9/10	Returns/warranty on page
PDP Total	100%	76/100	

PDP Recommendations

1. **Server-render first 3-5 reviews** - Only significant gap in otherwise strong PDP
2. **Include aggregate rating in HTML** - Star rating and review count visible without JS
3. **Add Product JSON-LD verification** - Confirm structured data completeness

Additional GEO Signals

Category	Assessment	Notes
Product reviews	Assessed via PDP	Section exists but content lazy-loaded
Store locations	Visible	<u>REDACTED</u> locations in PDP with full details
Shipping/returns	Partial	Returns on page, shipping via llms.txt
Blog/content	Available	/blogs/ <u>REDACTED</u> referenced in llms.txt
UGC	N/A	Could not verify

Scoring Breakdown

Category	Weight	Score	Weighted	Data Source
robots.txt	15%	9/10	1.35	Fetches - excellent AI access
llms.txt	20%	9/10	1.80	Fetches - comprehensive
Sitemap	5%	7/10	0.35	Referenced, not fetched
Product reviews	15%	2/10	0.30	PDP - lazy-loaded
Store locations	10%	9/10	0.90	Visible on PDP
Policies	12%	7/10	0.84	In llms.txt, pages blocked
Content	10%	8/10	0.80	Blog referenced
UGC	13%	N/A	N/A	Not assessed
Total	87% assessed		72/100	

Recommendations

1. **Medium Priority:** Server-render first 3-5 customer reviews on PDPs so AI agents can reference social proof and specific customer feedback.
2. **Low Priority:** Add explicit Allow for /policies/ to match the otherwise open AI crawler access. Full policy pages are blocked despite excellent llms.txt coverage.





Thank you