

aqfer

The Age of Agentic Commerce: When Machines Become Your Customers

DASHBOARD



0

PAGE VIEWS

0

CART ABANDONMENT

0

EMAIL CAPTURE

0

RETARGETING OPPS

At a Glance



AI agents are transforming commerce: Within three years, they'll be making purchasing decisions for millions of consumers.



Traditional marketing tactics are losing relevance: Algorithms don't respond to emotional storytelling - they prioritize structured data and availability.



Data infrastructure is the differentiator: Marketers must modernize systems to support 100-1000x more queries, enable machine-readable data, and respond in real time.



AI-powered agents are already boosting performance: AI agents have contributed to a 20-30% increase in online sales and 62% of eCommerce businesses report higher customer satisfaction after implementing them.

Marketing, as we know it, is dying. Or rather, it's splitting into two distinct approaches: one that speaks to humans, and one that speaks to machines.



Here's the question:

When machines become your customers, what happens to marketing?

The answer lies not in better storytelling or emotional branding, but in building a radically different infrastructure - one where data flows at machine speed, products describe themselves in algorithmic language, and your martech stack handles queries at 1000x today's volume.

The companies that grasp this shift will own the future of commerce. Those that don't will become ghosts in the machine - invisible to the AI agents that will increasingly control the buy button.

+ In the next 1,000 days, AI agents will commandeer the buyer's journey, making purchase decisions for millions of consumers.

This isn't hyperbole, it's math. With nearly **two billion people using AI globally¹**, and **24%** of consumers already comfortable with AI shopping for them - rising to **32%** among Gen Z², we're witnessing the birth of a market that will **explode from \$5.40 billion in 2024 to \$50.31 billion by 2030, growing at a CAGR of 45.8%³.**

Welcome to the Age of Automated Buyers

Picture this

You just bent your lawn mower blade, mowing over a hidden rock. It's kaput. Ten years ago, you may have spent hours comparing models, reading reviews, and checking prices. Instead, imagine telling an AI agent: Find and purchase a replacement blade that arrives in 3 days or less. Total human effort: 15 seconds. The agent would handle the rest - no browsing, no cart abandonment, and no retargeting ads following you around the internet.

But we're not approaching this reality - we're living it. **According to Salesforce's Connected Shoppers Report, 39% of consumers - and over half of Gen Z - are already using AI for product discovery⁴.** The infrastructure supporting this behavior is evolving at breakneck speed: the serverless Postgres provider Neon reports that AI agents are now creating databases on its platform at more than 4x the rate of human developers⁵, and signaling a seismic shift in how digital commerce will operate.

The Velocity of Change Will Take Your Breath Away

The adoption curve illustrates a rapid and significant shift in consumer behavior. ChatGPT has achieved usage among 52% of consumers, surpassing the rate at which social media reached mainstream adoption among teenagers. Google Gemini follows at 30%, and Microsoft Copilot at 20%⁶. At the same time, 61% of U.S. adults have transitioned from being AI-curious to relying on AI tools in their daily lives⁷, and 70% of consumers now prefer interacting with AI agents for quick responses during online shopping⁸. Notably, 43% of retailers are no longer just piloting autonomous AI - they are actively deploying it in live environments⁹.

This isn't adoption. It's annexation. And it's happening at a pace that makes the mobile revolution look glacial.



61% of U.S. adults have transitioned from being AI-curious to relying on AI tools in their daily lives⁷



ChatGPT has achieved usage among 52% of consumers, surpassing the rate at which social media reached mainstream adoption among teenagers.

+ THE COMPLICATION

Your Marketing Stack is Speaking English in a Quantum World



Here's the reality

Much of what you've built - your carefully crafted brand stories, your emotional triggers, your conversion funnels - becomes worthless when your customer is an algorithm that processes data, not desires.

Traditional marketing infrastructure wasn't built for machines. Today's marketing technology stack, optimized for capturing human attention through emotional storytelling, visual design, and brand narratives, becomes much less relevant when the primary audience is an algorithm optimizing for objective criteria. Your beautiful website? Invisible to agents. Your compelling copy? Meaningless to machines. Your retargeting pixels? Tracking ghosts.

The New Realities of Tomorrow's Customer Journey

We anticipate that customers will split into three tribes



1. The Nostalgics,
who visit brand websites directly, clinging to the old ways



2. The Hybrids,
who use AI assistance but still make final decisions



3. The Delegators,
who fully embrace AI agents - the 'future kings of commerce'¹⁰

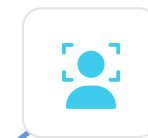
Each path requires distinct optimization strategies, but it's the AI-intermediated path of the Delegators that demands the most radical rethinking. They're not browsing; they're instructing. They're not comparing; they're delegating. And their agents speak data, not emotion.

1 | BRAND LOYAL

Nostalgics rely on direct visits to brand sites, favoring familiar browsing and personal engagement over AI-driven choices.

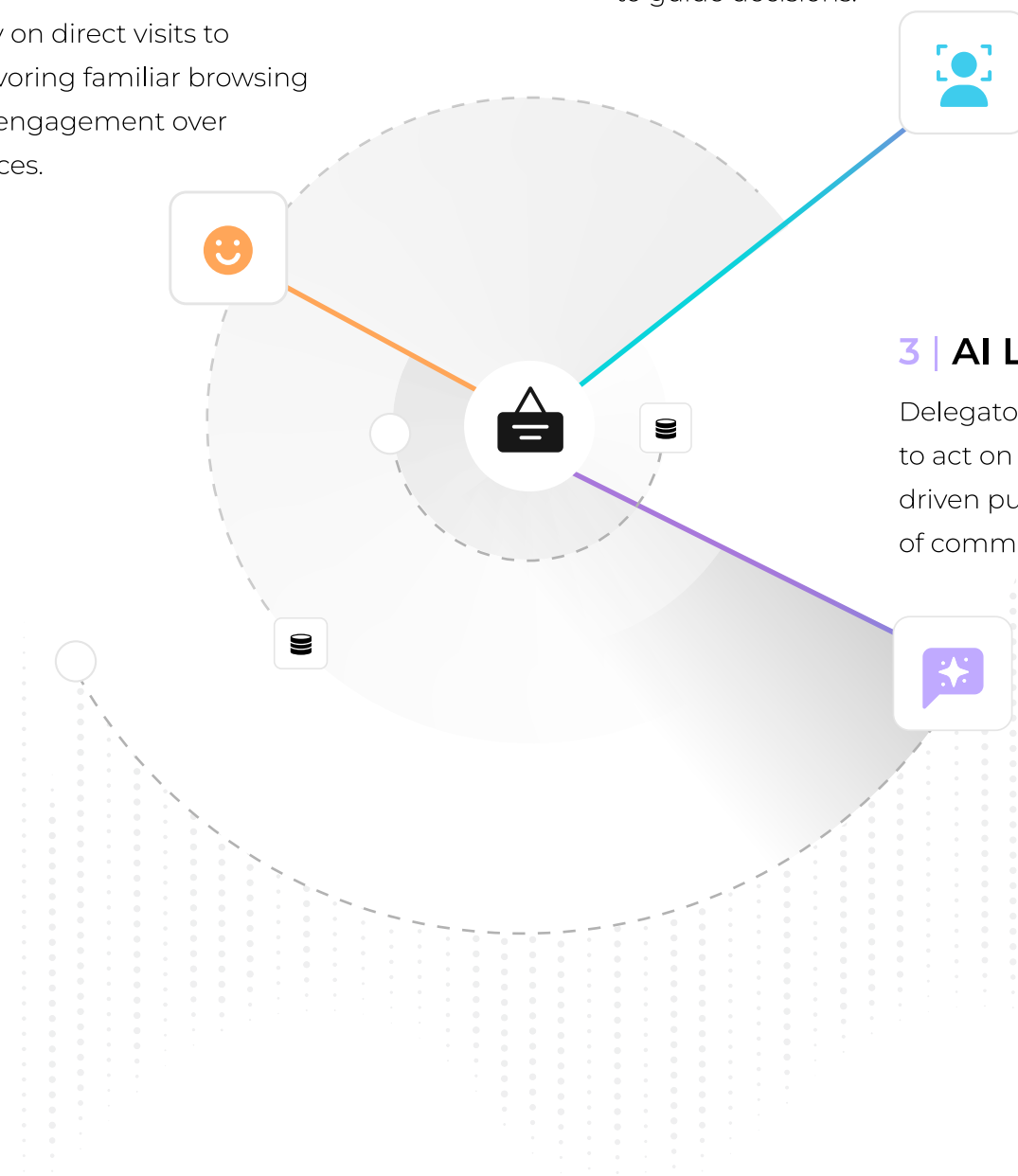
2 | HUMAN + AI

Hybrids combine AI insights with their own judgment, blending technology and human insight to guide decisions.



3 | AI LEADERS

Delegators fully entrust AI agents to act on their behalf, making data driven purchases. The future kings of commerce.

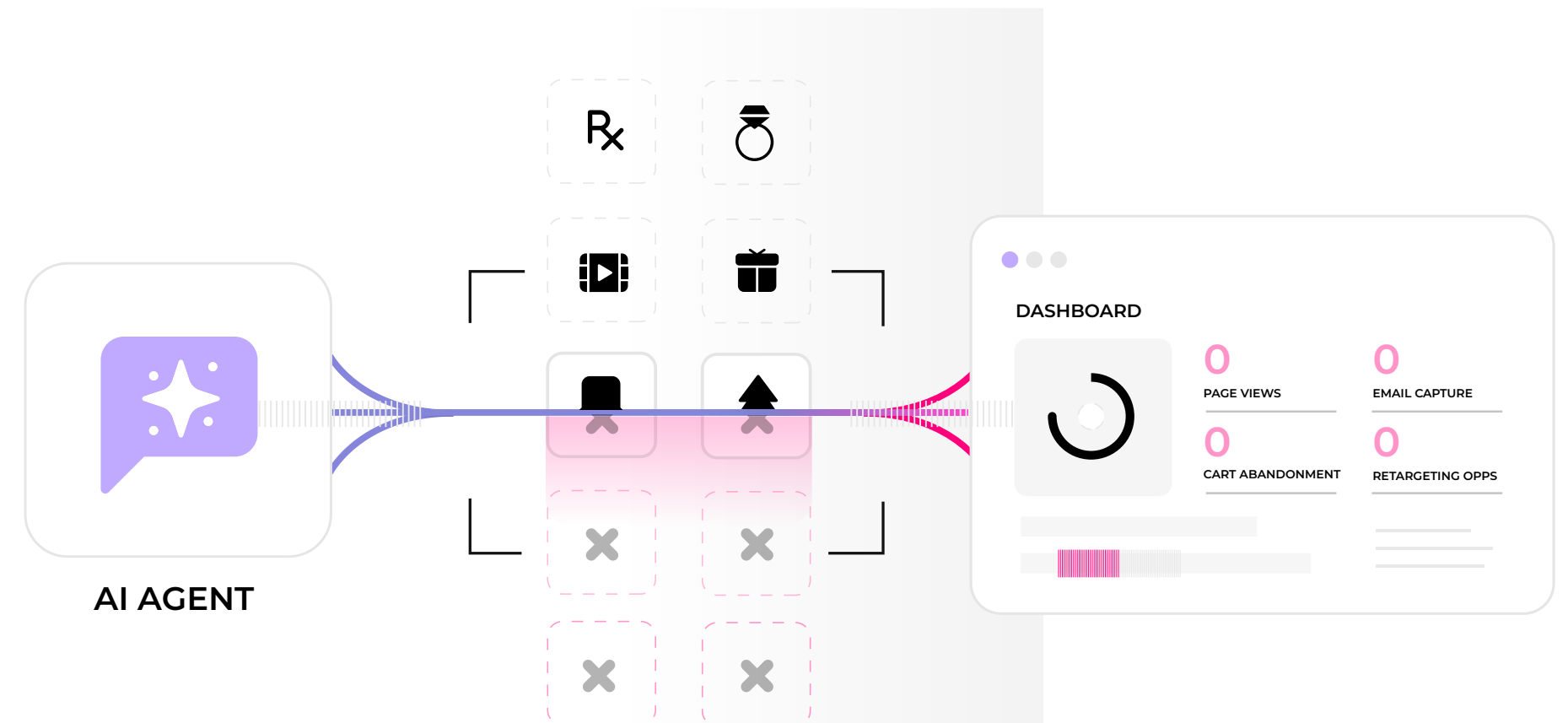


The Invisible Customer Crisis

Here's the concern

Companies are already losing customers they never knew existed. When an AI agent evaluates your product and rejects it, you get no pageview, no abandoned cart, and no email to retarget. You're eliminated from consideration in complete silence. It's like being ghosted by the entire market simultaneously¹¹.

Without traditional digital breadcrumbs - page views, form fills, or email sign-ups - marketers lose the ability to understand and re-engage potential customers.



**No breadcrumbs.
No second chances.
No data.**

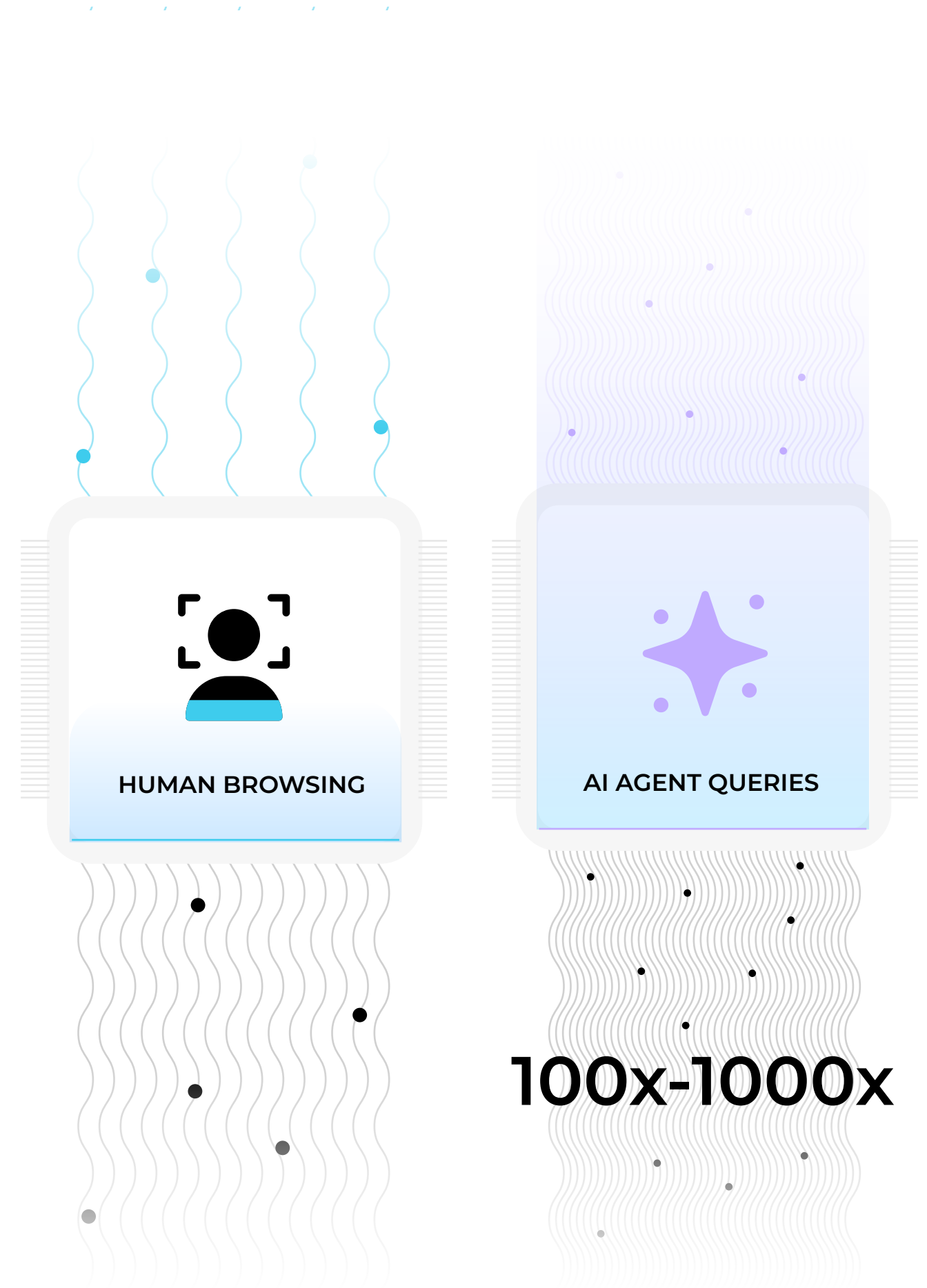
The Tsunami of Machine Queries

Brace yourself for this

AI agents don't browse - they bombard. Current marketing systems weren't designed for the query volume AI agents generate. They can scan thousands of websites or check pricing and availability every hour, or every second. We're talking about 100x or even 1,000x more requests than today's marketing systems are built for¹². They can query every competitor simultaneously, compare millions of data points, and make decisions in milliseconds.

Your current infrastructure can handle a flood.

AI agents bring the ocean.



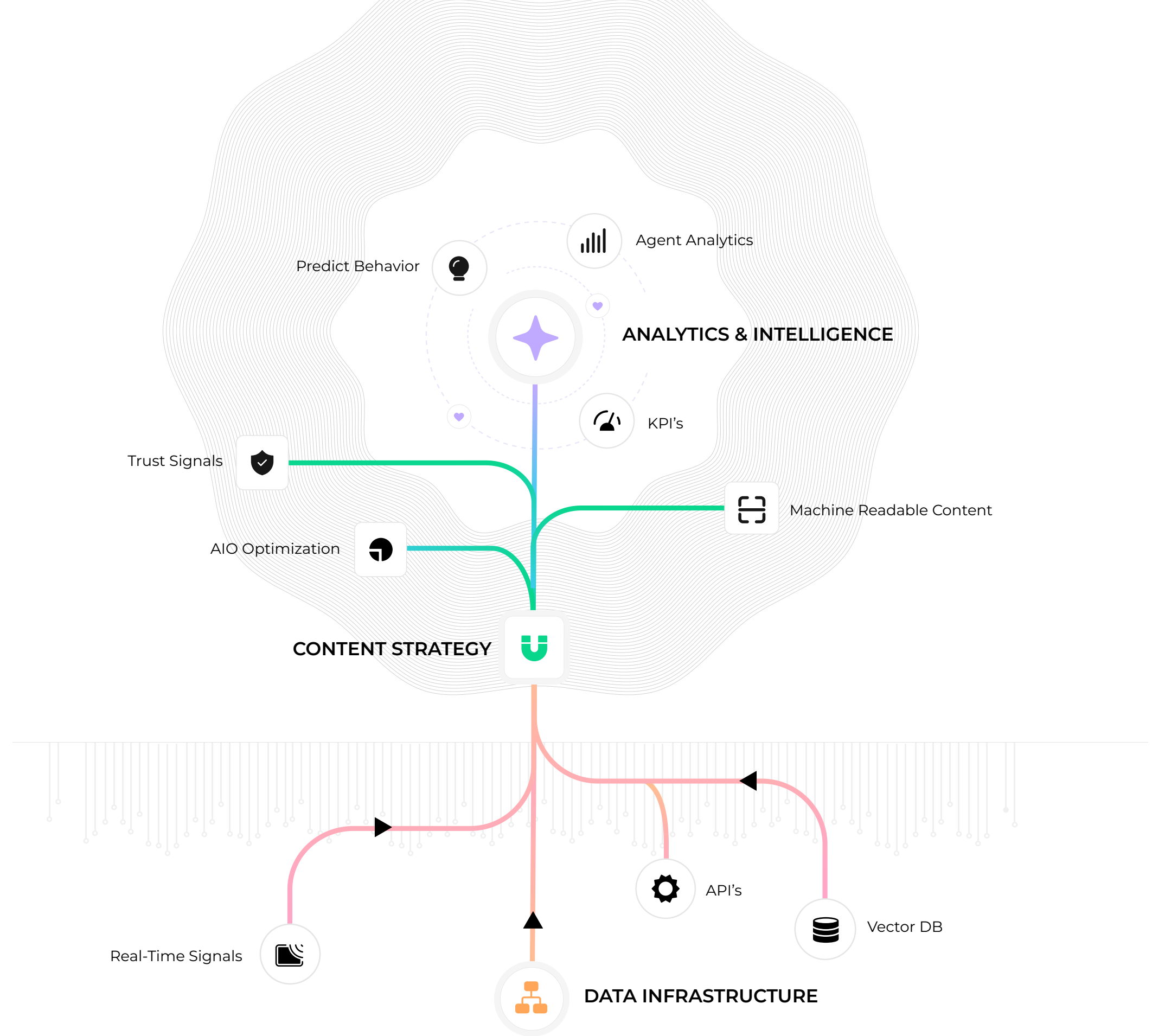
How Do You Sell to a Machine?

+ This is the trillion-dollar question that, correctly answered, will create tomorrow's winners: How do you build a marketing machine that speaks fluently to both hearts and hard drives?

The answer isn't choosing between human and machine marketing. It's mastering both: simultaneously, seamlessly, at scale. It lies in developing a dual-track strategy that acknowledges the fundamental differences between human and machine decision-making while building the infrastructure to support both.

+ THE ANSWER

Engineering the Agentic Marketing Stack



1

Data Infrastructure: Building the Machine's Native Language

Forget everything you know about data management. The new marketing infrastructure must prioritize machine interpretability without sacrificing human experience. The rules are straightforward:



Data Infrastructure: The Foundation of Machine-Readable Commerce

AI agents don't respond to storytelling or design; they respond to data. To show up in their decision set, marketers must build and leverage infrastructure that communicates with machines clearly, quickly, and consistently.



Real-Time Signals and Structured Data

Marketing systems need to ingest real-time behavioral signals like website visits, email opens, ad clicks, chat activity, CRM updates, and third-party intent data - all into a unified, machine-readable stream¹³. Think of it like translating your product catalogue into the language of APIs and logic trees. Product data must be delivered in standardized formats like JSON or XML, and inventory needs to be updated in near real time. Machines need pricing and availability the same way humans need store hours and shelf labels.



Contextual Knowledge and Semantic Understanding

To help AI agents "understand" your product, you need smart databases. Vector databases map relationships between items (like how "running shoes" relate to "trail gear"), while natural language processing tools help translate consumer needs into machine-comprehensible queries¹⁴. Knowledge graphs tie everything together - connecting features to benefits, use cases, and customer intent. Behind the scenes, ETL pipelines keep everything up to date so the AI isn't working with yesterday's information¹⁵.



Scale and Responsiveness

Finally, your infrastructure must be ready to handle machine-scale demand. AI agents don't just visit your site - they might hit your product catalog 1,000 times a minute. Systems must support real-time pricing and availability lookups, automated responses, and even machine-to-machine negotiations. If your backend can't handle that scale, your brand simply won't show up when agents make decisions.

2

Content Strategy: Teaching Machines to Love Your Products

Say goodbye to SEO. Say hello to AIO - AI Agent Optimization. Traditional SEO gives way to what industry leaders are calling a completely different game¹⁶.



Goodbye to the Age of Marketing Spin

Product descriptions stripped of adjectives, and ripe with specifications. It's solution-oriented content that anticipates what shoppers are trying to solve before questions are asked¹⁷. This approach demands transparent performance data and objective comparison metrics served raw and unfiltered, with real-time updates reflecting inventory, pricing, and availability - no marketing spin allowed.



Trust in the Age of Algorithms

Providing clear, consistent data on supply chain practices, sustainability, and ethical standards - formatted so that automated systems can easily read and assess it¹⁸. Certifications and third-party verifications should be instantly accessible and verifiable. Customer reviews help signal trustworthiness, while past performance data can offer a reliable forecast of future behavior.

3

Coordinating Human and Machine Experiences

The most successful companies won't treat human and AI interactions as separate, but they'll blend them into a seamless experience.

That means delivering consistent, coordinated service whether the interaction happens with a person or an AI system.

To do this well, businesses need systems that can immediately recognize whether a request is coming from a human or a machine - and adjust their response accordingly. Transitions between the two should be smooth and natural: people shouldn't notice when they're interacting with AI, and AI systems shouldn't get stuck when dealing with humans.

This level of orchestration requires smart personalization that works effectively across both human and digital journeys.



An interconnected agent ecosystem makes it possible to assemble tailored product bundles on the fly, based on live customer needs and market signals¹⁹. With shared protocols, your AI systems can even negotiate directly with customer AIs - enabling instant, automated deal-making. Real-time syncing of inventory and pricing across partners and platforms isn't just an advantage - it'll soon become a requirement.

Analytics and Intelligence: Decoding the Machine Mind

Traditional analytics measure what humans did. Agent analytics predict what machines will do. Marketing analytics must evolve to understand both human and agent behaviors simultaneously.



Behavioral Analysis

Involves query pattern recognition that reveals how agents “think” and make decisions. Performance metrics for silicon-based customers require entirely new KPIs. Conversion tracking in the age of instant decisions demands microsecond precision, while competitive intelligence focuses on understanding what makes agents choose one option over another.



Prediction Engines

Deploy machine learning models that anticipate agent behavior before it happens. Dynamic pricing optimization dances with algorithmic buyers in real-time. Inventory allocation responds to machine demand curves that shift faster than human markets ever could. Content evolves based on agent engagement metrics, creating a self-improving system that gets smarter with every interaction.

Creating Urgency: The Window Is Closing at Warp Speed

If you're not concerned, you're not paying attention. The convergence is happening NOW, and the window for establishing competitive advantage in agentic commerce will narrow rapidly.

When machines become your customers, what happens to marketing? The answer lies not in better storytelling or emotional branding, but in building a radically different infrastructure - one where data flows at machine speed.



The Acceleration Equation

By the beginning of 2026, 85% of enterprises will be using AI agents to enhance productivity. Not eventually. Next year²⁰. Around 70% of consumers said they would use AI agents to purchase flights, and 65% would use them to book hotels and resorts²¹. By 2028, 33% of enterprise software applications will include agentic AI, enabling 15% of day-to-day work decisions to be made autonomously²².



The Infrastructure Race

The supporting infrastructure for AI agents is evolving at breakneck speed. Developers aren't waiting for perfect infrastructure - they're building on quicksand and betting it will solidify before they sink²³. Companies that wait for the infrastructure to be "complete" will find themselves years behind competitors who are building alongside the evolution. The companies joining them will surf the wave. The companies waiting for "stability" will drown in irrelevance.



The Early Bird Gets the Algorithm

Early adopters aren't just winning - they're rewriting the rules. AI agents have contributed to a 20-30% increase in online sales by providing personalized product recommendations²⁴. Meanwhile, 62% of eCommerce businesses report higher customer satisfaction after implementing AI agents²⁵, and conversion rates through AI-powered search are already matching traditional discovery paths²⁶ - and this is just the beginning.

Your Success Blueprint



Phase 1 The Next 90 Days (Get Moving)

Begin with an infrastructure triage to diagnose how badly your marketing technology stack is set up to deal with agent interactions. Start agent spotting by measuring current AI agent traffic and interaction patterns. Assemble your Tiger team - a cross-functional group to lead agentic commerce initiatives. Finally, liberate your data by beginning to convert top products to machine-readable formats.



Phase 2 The Next Year (Get Building)

Make everything speak machine by developing robust APIs for product data, pricing, and inventory. Deploy agent radar systems to identify and track agent interactions across all touchpoints. Create machine optimization strategies with agent-specific content and response protocols. Begin scaling your infrastructure to handle the coming query tsunami - remember, we're talking 100x to 1000x current volumes.



Phase 3 The Next Three Years (Lead or Follow)

Deploy your own autonomous agents - fight fire with fire by implementing AI agents for your own operations. Establish agent diplomacy through protocols for agent-to-agent collaboration that will define the future of B2M commerce. Reimagine the entire customer journey with fully integrated human-agent experience paths that feel natural to both audiences. Finally, participate in adopting industry standards that will govern agentic commerce for the next decade.

The Choice That Will Define Your Future

The age of agentic commerce isn't coming - it's here, supplanting traditional marketing more quickly than you may realize.

Of course, at first not all AI agents will be sleek, omniscient shopping machines. Some will be what we like to call clankers — the digital equivalent of a rusty old vending machine. They'll fetch the wrong product, misread the price, or insist your order of printer paper requires a freight truck. In the age of agentic commerce, the winners will build for the high-functioning agents... but they'll also make sure the clankers can still find the “buy” button without tripping over their own logic.

But the shift is underway, and the companies that recognize it aren't just adapting; they're evolving into an entirely new species of business. They're building infrastructure that speaks fluently to both human hearts and silicon souls. They're creating data layers that operate at machine speed while still delighting human senses.



The choice before you is binary and blunt:
Evolve into a business that thrives in the age of agentic commerce, or become a cautionary tale about companies that couldn't speak machine.



The machines are already shopping.
The question is: Will they be able to find you?

Is your data infrastructure ready to answer?

References

1. Menlo Ventures. «2025: The State of Consumer AI.» From <https://menlovc.com/perspective/2025-the-state-of-consumer-ai/>
2. Plivo. «AI Agent Statistics for 2025: Adoption, ROI, Performance & More.» From <https://www.plivo.com/blog/ai-agents-top-statistics/>
3. Grand View Research. «AI Agents Market Size, Share & Trends Analysis Report.» From <https://www.grandviewresearch.com/industry-analysis/ai-agents-market-report>
4. Salesforce. «With AI Adoption Surging, Shopping Behavior Is at an Inflection Point.» From <https://www.salesforce.com/news/stories/consumer-shopping-ai-trends-2025/>
5. Madrona. «The AI Agent Infrastructure Stack - Three Defining Layers: Tools, Data, and Orchestration.» From <https://www.madrona.com/ai-agent-infrastructure-three-layers-tools-data-orchestration/>
6. Attest. «2025 Consumer Adoption of AI Report.» From <https://www.askattest.com/blog/articles/2025-consumer-adoption-of-ai-report>
7. Menlo Ventures. «2025: The State of Consumer AI.» From <https://menlovc.com/perspective/2025-the-state-of-consumer-ai/>
8. Experro. «25+ AI Agent Statistics Mirroring the 2025 Market!» From <https://www.experro.com/blog/ai-agent-statistics/>
9. eMarketer. «5 key stats on the rise of agentic AI in retail.» From <https://www.emarketer.com/content/5-key-stats-on-rise-of-agentic-ai-retail>
10. Bain & Company. «Marketing's New Middleman: AI Agents.» From <https://www.bain.com/insights/marketings-new-middleman-ai-agents/>
11. Bain & Company. «Marketing's New Middleman: AI Agents.» From <https://www.bain.com/insights/marketings-new-middleman-ai-agents/>
12. LinkedIn Post. «Your Next Customer Might Be an AI Shopping Agent - Are We Ready for This?» [As referenced in whitepaper]
13. Demandbase. «AI Agents for Marketing: Benefits, Use Cases, Key Features & Top Solutions for 2025.» From <https://www.demandbase.com/blog/ai-agents-for-marketing/>
14. Optimizely. «Understanding the Infrastructure Powering AI Agents for Marketing.» From <https://world.optimizely.com/blogs/patrick-lam/dates/2025/5/understanding-the-infrastructure-powering-ai-agents-for-marketing/>
15. Optimizely. «Understanding the Infrastructure Powering AI Agents for Marketing.» From <https://world.optimizely.com/blogs/patrick-lam/dates/2025/5/understanding-the-infrastructure-powering-ai-agents-for-marketing/>
16. Bain & Company. «Marketing's New Middleman: AI Agents.» From <https://www.bain.com/insights/marketings-new-middleman-ai-agents/>
17. Salesforce. «With AI Adoption Surging, Shopping Behavior Is at an Inflection Point.» From <https://www.salesforce.com/news/stories/consumer-shopping-ai-trends-2025/>
18. Jeleśniański, M. «Business-to-Machine (B2M) – (R)evolution in Sales and Marketing.» From <https://jelesnianski.com/management/business-to-machine-b2m-revolution-in-sales-and-marketing/>
19. Jeleśniański, M. «B2M Sales – The Business-to-Machine Model in Practice.» From <https://jelesnianski.com/management/b2m-sales-the-business-to-machine-model-in-practice/>
20. Azilen. «15+ AI Agents Statistics You Need to Know in 2025.» From <https://www.azilen.com/blog/ai-agents-statistics/>
21. SellersCommerce. «AI Agents Statistics: Usage Insights And Market Trends « From <https://www.sellerscommerce.com/blog/ai-agents-statistics/>
22. Azilen. «15+ AI Agents Statistics You Need to Know in 2025.» From <https://www.azilen.com/blog/ai-agents-statistics/>
23. Madrona. «The Rise of AI Agent Infrastructure.» From <https://www.madrona.com/the-rise-of-ai-agent-infrastructure/>
24. Experro. «25+ AI Agent Statistics Mirroring the 2025 Market!» From <https://www.experro.com/blog/ai-agent-statistics/>
25. Experro. «25+ AI Agent Statistics Mirroring the 2025 Market!» From <https://www.experro.com/blog/ai-agent-statistics/>
26. Bain & Company. «Marketing's New Middleman: AI Agents.» From <https://www.bain.com/insights/marketings-new-middleman-ai-agents/>