



Grid Dynamics
PREPARE TO GROW

GRID DYNAMICS EBOOK

Agentic commerce in 2030: How brands own visibility in the agent economy

Contents

The buying journey is changing 3

Choose how your brand will compete 5

What your brand agent needs to succeed 9

An agent-ready foundation makes it possible 16

Build trust into every AI interaction 18

Will your brand be visible when AI makes the buying decision? 19

References 21

About Grid Dynamics 22

The buying journey is changing

Is your brand ready to be discovered, evaluated, and chosen by AI agents?

Your highest-value customer will buy from you. But they won't visit your homepage. They won't use your search bar. They won't click your ads. Their AI agent will.

It will search, compare products and pricing, check availability, apply loyalty benefits, and complete the purchase, all before the customer ever sees a product page.

By 2030, this AI-mediated shopping, also known as agentic commerce, is expected to represent a multi-trillion-dollar opportunity, with projections of around \$1 trillion in the U.S. and \$3–5 trillion globally.¹

This shift didn't happen overnight. It's the result of years of progress in conversational shopping, AI-powered discovery, AI agent frameworks from Google, OpenAI, and others, and the emergence of open commerce protocols. Today, protocols such as Universal Commerce Protocol (UCP), Google's Agent-to-Agent (A2A), the Agentic Commerce Protocol (ACP), and the Model Context Protocol (MCP) provide the foundation for agentic commerce, while agent payment protocols and payment rails, like Agent Payments Protocol (AP2), continue to mature. Businesses best positioned for this future have flexible, composable architectures that expose catalogs, pricing, inventory, promotions, loyalty, and checkout through secure APIs that AI agents can access and orchestrate.



But technology is only part of the story. What's really driving this shift is a change in customer behavior. Instead of searching with a handful of keywords, customers increasingly describe what they're trying to accomplish: "I'm going to a beach wedding. My budget is \$300. I'm size 12. I run warm and prefer dresses without straps." AI agents understand that intent and act on it.

That changes how brands need to think about discovery. This is why SEO is evolving into Answer Engine Optimization (AEO). Visibility is no longer determined solely by search rankings. It depends on whether AI can understand, compare, and recommend your products across third-party assistants and your own AI experiences. That requires rich, structured product catalogs that capture attributes such as fit, style, occasion, compatibility, availability, and other signals, giving AI the context it needs to match products to customer intent.

Preparing your data is table stakes. The most important question is how AI perceives your brand, and how much control you'll have over that perception.

Some brands will focus on being discoverable by optimizing their catalogs and content for third-party AI agents. Others will build AI shopping experiences on their own websites. The leaders will do both, and more. They'll deploy branded AI agents that represent them wherever customers shop, grounding every interaction in live enterprise data, enforcing business rules, and protecting transactions, intellectual property, and customer trust.

In this e-book, we'll explore what it takes to prepare your brand for the agent economy:

- How brand agents help you own visibility through your brand voice, first-party data, merchandising strategy, and business rules.
- The capabilities every brand agent needs to help AI discover your products, engage customers, and complete transactions.
- Why composable architecture provides the agent-ready foundation for secure AI discovery, enterprise data access, and autonomous transactions.
- How governance, guardrails, and enterprise controls build trust into every AI interaction.

Choose how your brand will compete

Let's be honest, you don't get to pick just one of these paths. Most brands will invest in all three. The difference is how much control each one gives you. As you move from Path 1 to Path 3, you gain more influence over discovery, customer relationships, and transactions.

Path #1: Optimize to be found by third-party AI agents

This is where most brands will start, whether they plan to or not.

Your products appear alongside competitors in AI-generated recommendations, where they're evaluated on price, availability, reviews, and other signals. The customer interacts with the AI, not your brand. It's passive, and it's the default.

That said, there's still opportunity here. If you optimize your catalog and content for AI discovery, you can increase visibility and traffic.

AI drives up to 20% of referral traffic for leading retailers. Even better, AI-referred shoppers convert at around 3.0% versus 1.4% from organic search, and generate about 10% higher revenue per session.²





Path #2: Build AI experiences customers choose

Now you start taking control.

Here, you build AI-powered shopping experiences on your website or app that understand customer intent, not just keywords. Your AI is grounded in your data, your policies, and your brand voice. It can personalize recommendations, apply loyalty benefits, remember preferences, and guide customers all the way through checkout.

You own the experience. You own the relationship.

The tradeoff? Customers still need to come to you. But when they do, they'll keep coming back

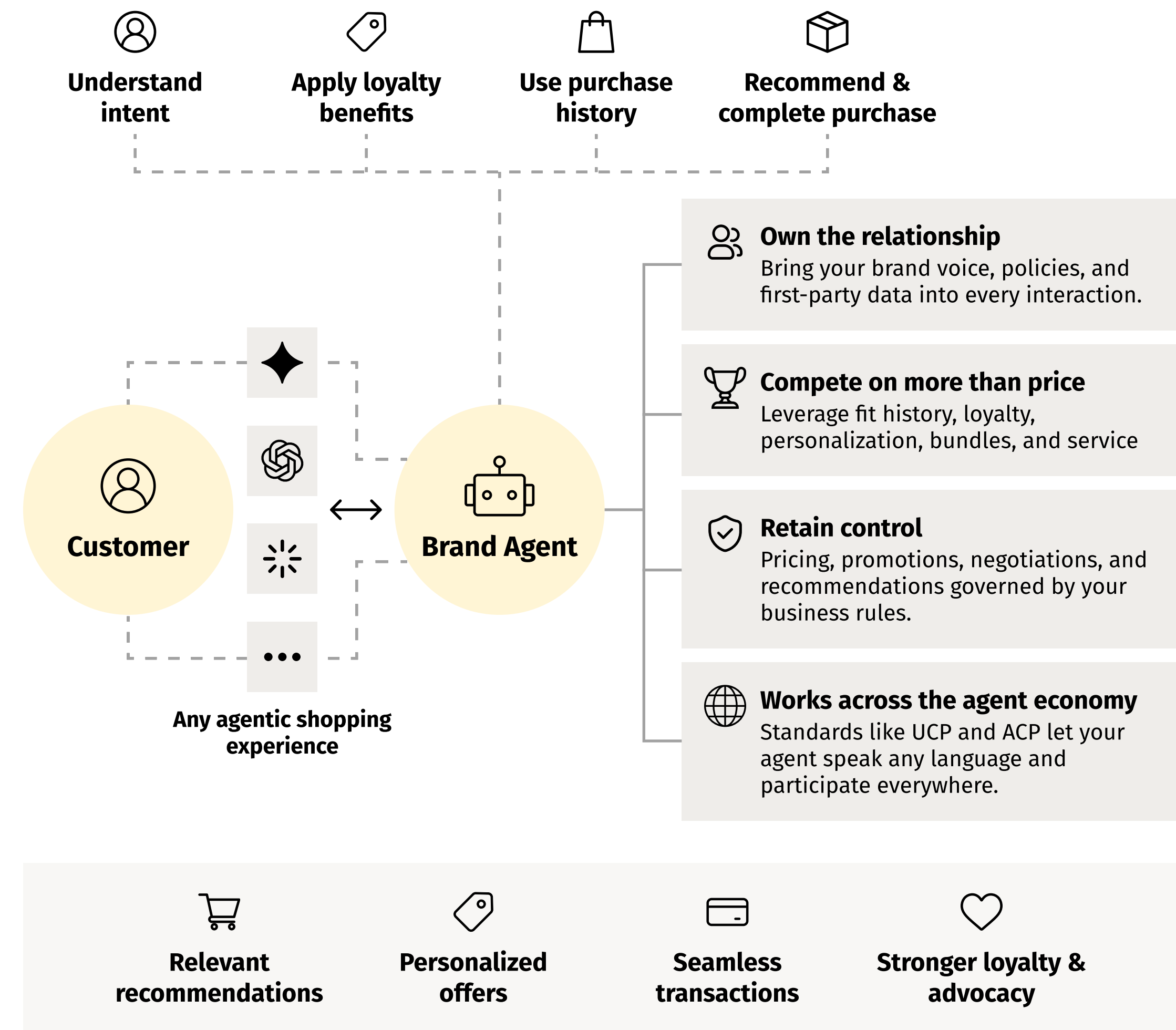
Early adopters like Macy's are already seeing the payoff. Customers using its Ask Macy's conversational shopping experience have been shown to spend up to 400% more online than those who don't use it.³

Path #3: Send your brand agent wherever customers shop

Instead of waiting for customers to visit your channels, deploy a brand-owned AI agent that represents your business across any AI shopping experience. It works with customers' AI agents to understand intent, apply loyalty benefits, use purchase history to ensure fit, recommend complementary products, and complete transactions.

Your brand becomes an active participant in every buying conversation, even when it doesn't start on your website, giving you the greatest advantages:

- You own the relationship with your customers, not the platform, bringing your brand voice, policies, and first-party data into every interaction.
- You compete on more than price by incorporating fit history, loyalty benefits, personalization, bundles, and service into each experience.
- You retain control of the transaction, with pricing, promotions, negotiations, and recommendations governed by your business rules and defined authority.
- Your agent isn't tied to a single platform or protocol. Standards like UCP and ACP act as languages your agent can speak, enabling participation across the agent economy rather than relying on third-party representation.



With 85% of luxury consumers already using AI to support shopping decisions, and more than 80% highly satisfied with the experience, that capability is quickly becoming a competitive advantage.⁴

For luxury brands, a brand agent protects what makes the brand valuable in the first place. Instead of leaving third-party AI assistants to optimize for price or popularity, your agent understands your brand codes, client preferences, exclusivity rules, and service standards. It can recommend products that fit your aesthetic, recognize VIP customers, limit access to exclusive collections, and know when to involve a human advisor. That means you can extend the personalized, high-touch experience customers expect from your brand into every AI shopping conversation.

3 things your brand agent needs to succeed

Great brand agents do three things well: they are findable, conversational, and transactable,. This means they can help AI discover your products, engage customers in meaningful dialogue, and complete transactions.

1. Be findable

Before AI can recommend your products, it has to understand them.

Optimize for AI discovery with structured product catalogs, Merchant Center feeds, schema markup, and other machine-readable data. These are the foundations of AEO and the minimum required to participate in AI-powered shopping experiences.

As AI-generated answers increasingly satisfy users directly on search results pages, nearly 60% of searches now end without a click. If AI can't understand your products, it can't recommend them.⁵



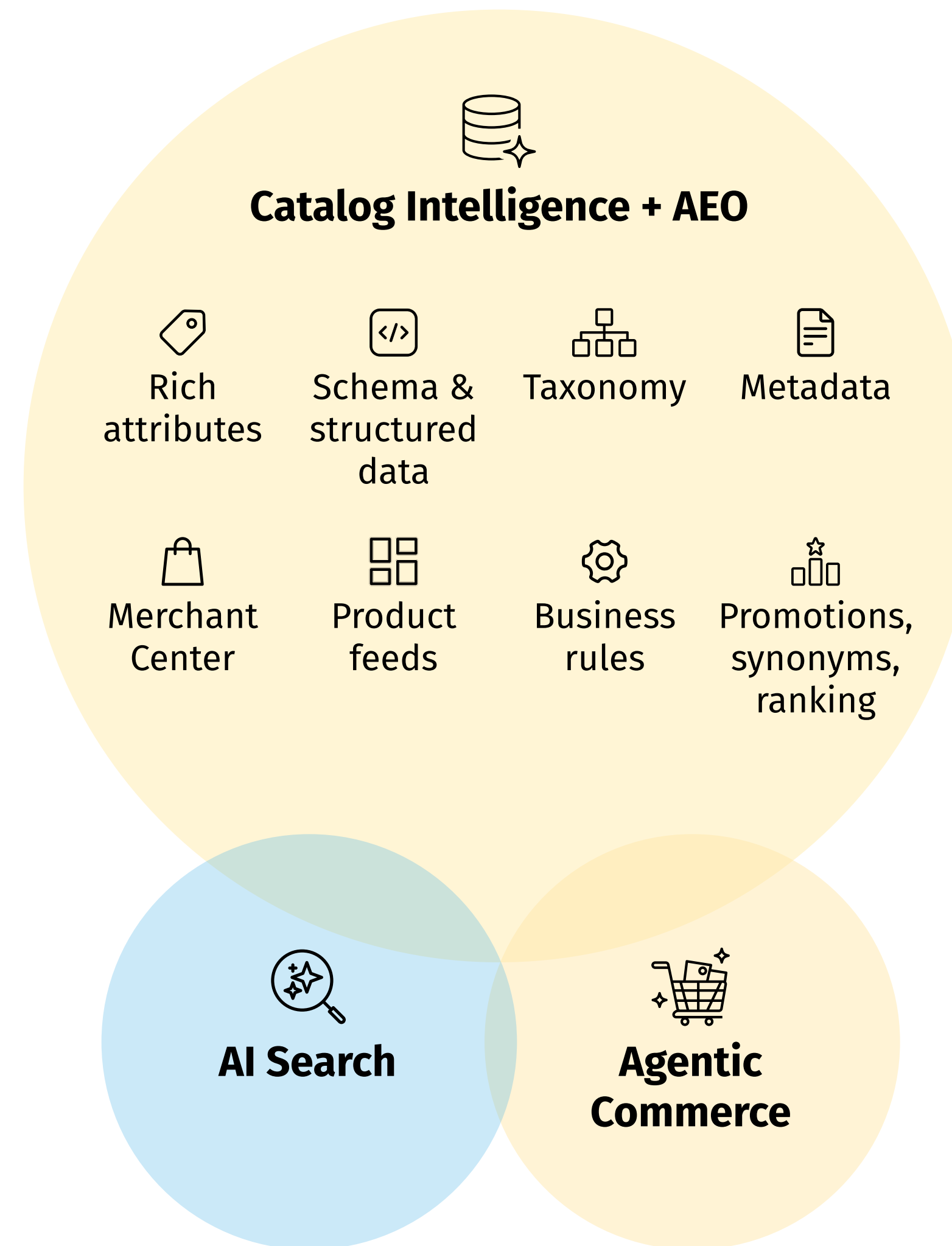
Catalog intelligence: The investment that pays twice

The same work that improves search prepares your brand for AI commerce.

As SEO evolves into AEO, AI search engines and shopping agents can only answer questions about fit, style, occasion, compatibility, or use cases if that information exists as structured product data.

Consequently, catalog intelligence becomes a competitive requirement. Rich product attributes, taxonomies, and metadata help AI understand, compare, and recommend your products across shopping experiences.

Catalog intelligence tells AI what your products are. The Merchandising Experience Platform (MXP) tells AI how to present them. Merchandising teams can apply business rules, promotions, synonyms, product rankings, and campaign priorities to ensure search results and recommendations reflect business goals and brand strategy.



Catalog Intelligence helps AI search today and prepares your brand for agentic commerce.



Galleries Lafayette saw the value firsthand. By partnering with Grid Dynamics to enrich product data and modernize AI-powered search and merchandising, the luxury retailer achieved a 7% increase in revenue, a 20% year-over-year increase in online sales, and an 8% increase in average basket value.

WATCH THE SUCCESS STORY →

Another example comes from a Fortune 100 foodservice distributor. After modernizing search with Vertex AI Search for Commerce and enriching its catalog with Gemini, the company increased revenue per visitor by 4%, improved add-to-cart rates by 11%, and eliminated 86% of zero-result searches.

READ THE CASE STUDY →



Findability checklist

Can AI agents find, understand, and recommend your brand?

Take a rapid agentic commerce findability and catalog intelligence audit to assess your AEO readiness.

Identify gaps in product data, AI discoverability, and conversational readiness, then prioritize the highest-impact improvements.

BOOK YOUR ASSESSMENT →

AI findability audit

A 7-step audit to measure how easily AI systems can discover, understand, and recommend your content.

1 Crawler access & policy
Can AI crawlers access your content, or are they blocked by robots.txt and other rules?

2 Machine-readable rendering
Is key content available in HTML so AI can read it, rather than hidden behind JavaScript?

3 Indexability & reuse controls
Are indexing and content reuse permissions correctly configured for AI systems? (Meta robots and X-Robots-Tag)

4 Canonicalization & URL hygiene
Are canonical URLs, redirects, and page structure clean enough to avoid duplicate or broken content?

5 Structured data completeness
Do product pages include complete, accurate structured data (fit, material, occasion, reviews, compatibility, etc.)?

6 Internal linking & discoverability
Can AI easily navigate your site through links, breadcrumbs, sitemaps, and crawlable navigation?

7 Extraction reliability hygiene
Is your site technically stable, with reliable status codes, pagination, performance, and error handling for consistent AI extraction?

2. Be conversational

Customers expect AI to understand what they're trying to accomplish, not just what they type. The best conversational experiences go beyond answering questions; they help customers accomplish goals:

- **Intent understanding:** the agent can infer what the customer is trying to do, even if the wording is messy.
- **Context retention:** it can keep track of the current conversation and relevant customer history.
- **Commerce state awareness:** it can use live product, inventory, pricing, and order data.
- **Personalization:** it can adapt responses using preferences, past behavior, and prior purchases.
- **Brand voice consistency:** it speaks in a tone that aligns with your brand.
- **Action execution:** it can search, recommend, answer, add to cart, checkout, and provide personalized, 24/7 support.

Grid Dynamics' Gemini Enterprise for Customer Experience (GECX) Shopping Agent demonstrates how customers can shop naturally across conversational channels, including customized business messaging via Rich Communication Services (RCS). A shopper uploads a photo of a broken auto part, the agent identifies it, recommends the right replacement, and completes the purchase.

The conversation doesn't end at checkout. The agent handles order updates, returns, damage reporting, troubleshooting, and service requests in real time.

3. Be transactional

Recommendations are only valuable if customers can act on them. Enable your brand agent to complete transactions across AI ecosystems by combining:

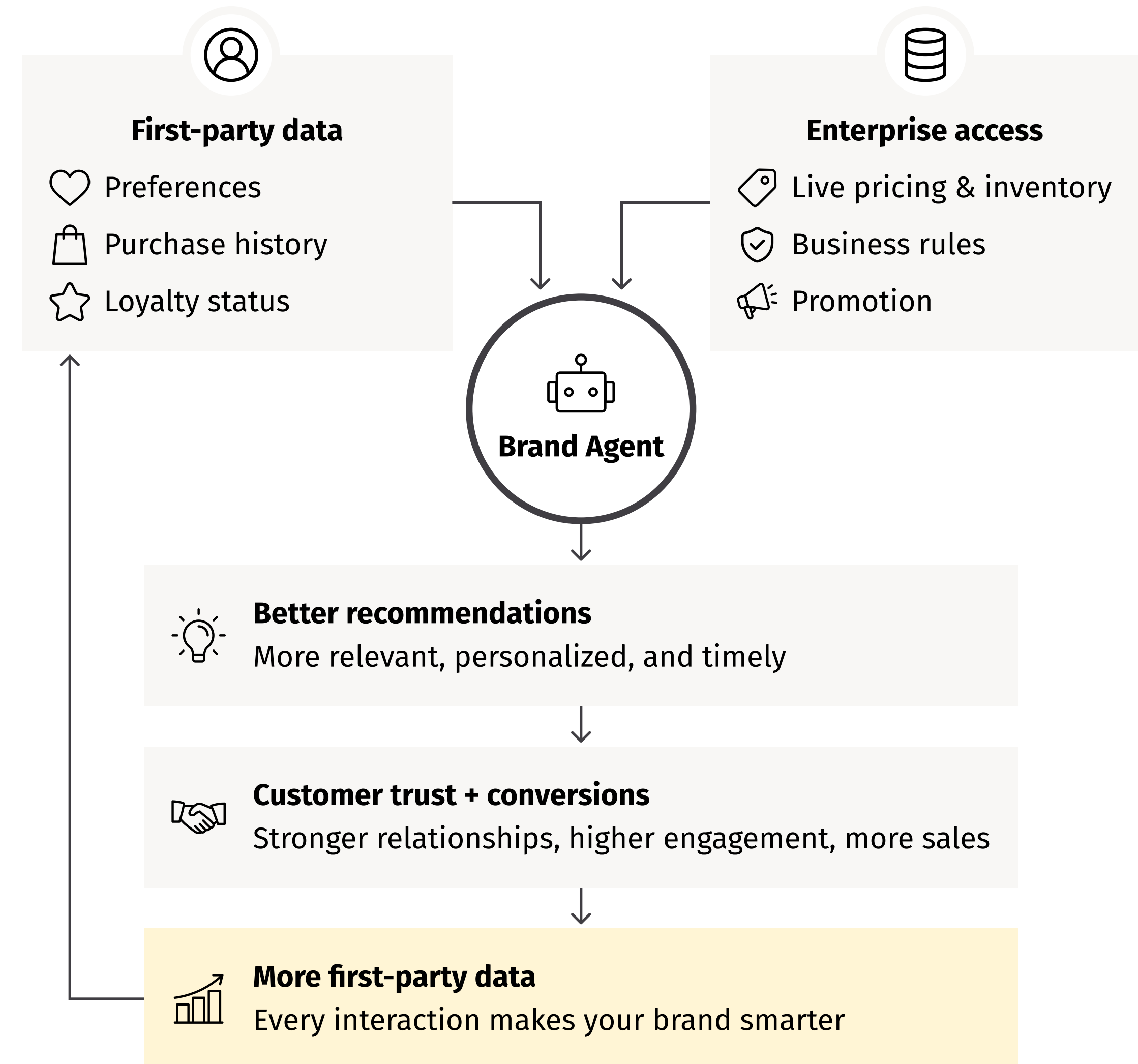
- Identity resolution and authenticated customer context
- Loyalty and entitlement intelligence
- Real-time pricing, promotions, and inventory
- Order, subscription, and fulfillment actions
- Consent-based action execution with policy checks and audit trails
- Agent-to-agent interoperability through open commerce protocols such as UCP, A2A, ACP, MCP, and agentic payment protocols.

GECX is a good example of a transactional agent platform, not just a conversational one. It supports shopping and service agents that can preserve context across interactions, connect frontend conversations to backend tools, and execute consented actions across the customer lifecycle.

Your competitive moat comes from assets only your brand owns

The three capabilities help you build a brand agent that works.

What makes it exceptional is the proprietary data, enterprise access, and customer relationships that only your brand owns.



Your competitive moat is built on proprietary data, enterprise access, and a compounding customer data flywheel.

First-party data

Every customer interaction makes your brand smarter. Purchase history, preferences, loyalty status, fit insights, and browsing behavior help your agent deliver more relevant recommendations over time.

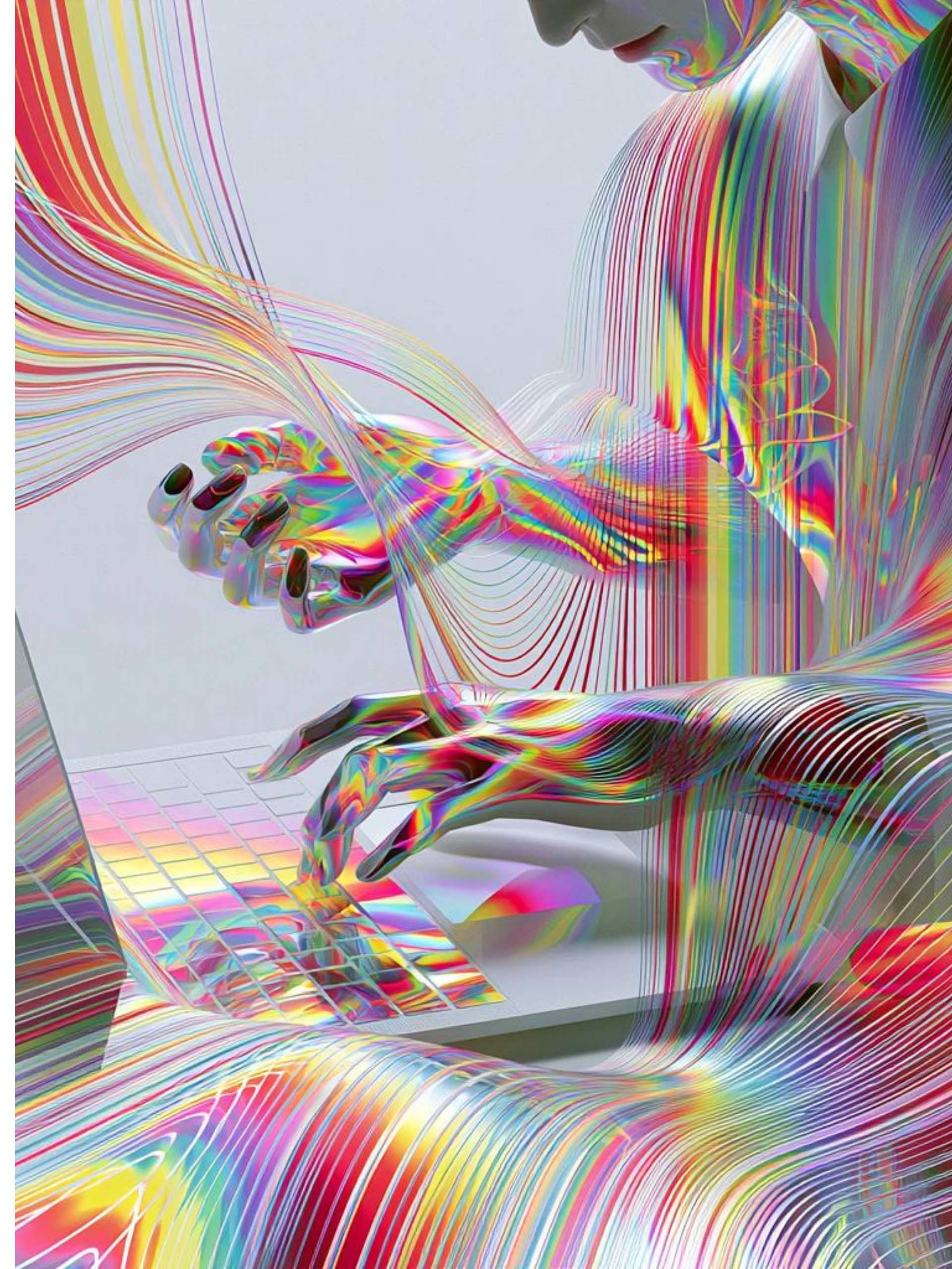
Enterprise access and control

Your agent can do what third-party assistants can't. It can apply loyalty benefits, access real-time pricing and inventory, enforce your business rules, personalize offers, and complete transactions using live enterprise data.

Interactions create a data flywheel

Every successful interaction builds customer trust and generates more first-party data. Better data leads to better recommendations, stronger customer relationships, and more opportunities for your brand to be recommended in future AI shopping journeys.

However, none of this works without an agent-ready architecture that gives AI agents secure access to enterprise data and business capabilities.



An agent-ready foundation makes agentic commerce possible

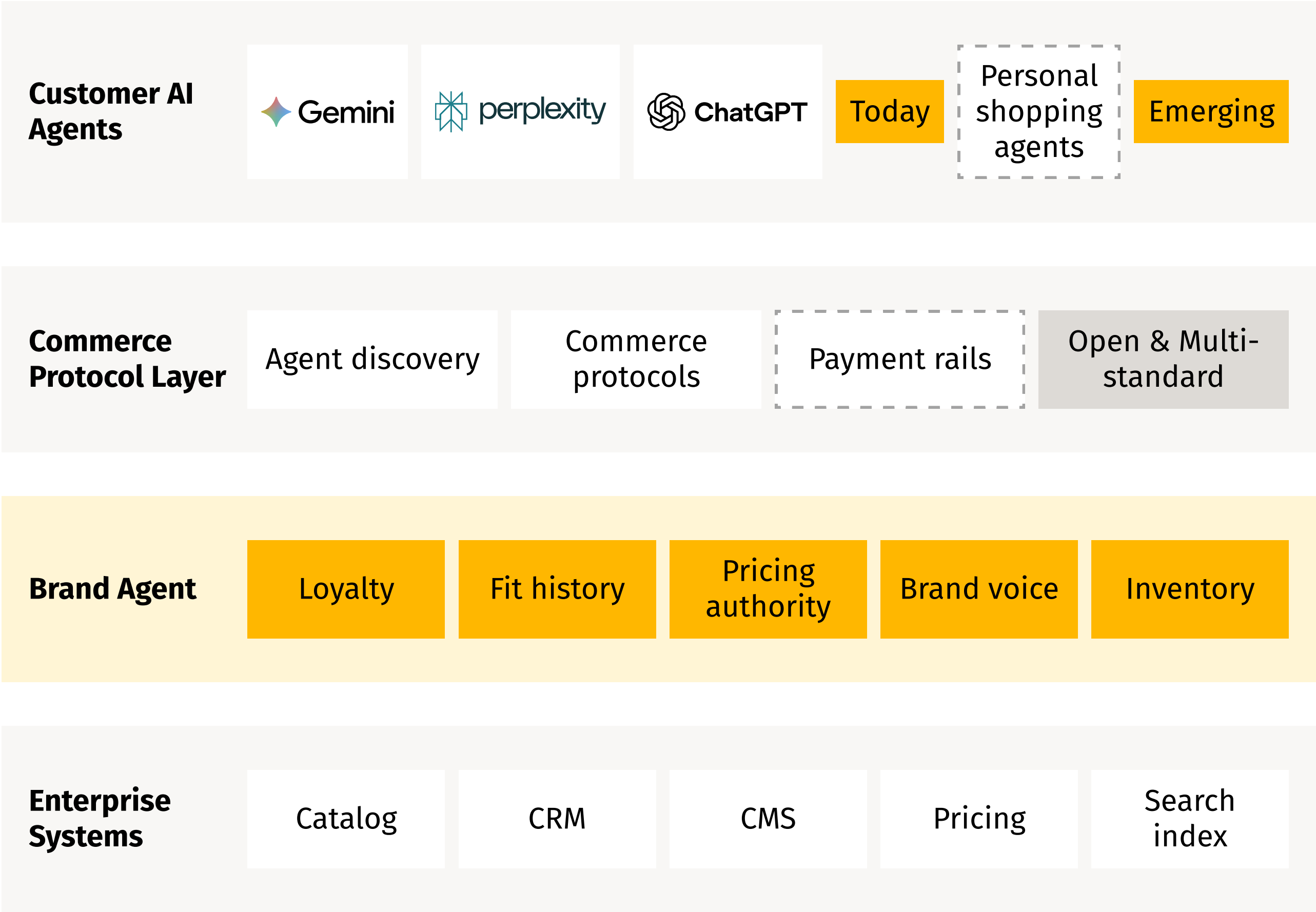
AI agents don't browse websites the way people do. They interact with commerce systems by calling APIs to check inventory, compare prices, apply promotions, calculate shipping, redeem loyalty benefits, and complete purchases. To do that safely, they need an agent-ready architecture (open, composable, and connected) with access to specialized business capabilities, not a large monolithic application with tightly coupled business logic.

That's why MACH principles provide a strong foundation for the agent economy. By exposing business capabilities like pricing, inventory, promotions, checkout, and payments as modular APIs, they give AI agents the trusted access they need to make decisions and complete transactions.

The results speak for themselves. The MACH Alliance Enterprise Technology Report found that 78% of organizations with mature composable technology achieve clear AI ROI, compared with just 13% of organizations that have yet to implement composable.⁶

As a MACH Alliance 2026 Agent Ready award recipient, Grid Dynamics helps enterprises build production-ready commerce platforms that AI agents can securely discover, access, and transact with.





The brand agent sits between customer AI agents and your business capabilities. It provides secure, governed access to enterprise data, business logic, and workflows through open commerce protocols, enabling trusted AI interactions today and fully autonomous shopping tomorrow.

Build trust into every AI interaction

As AI agents take on more of the shopping journey, how do you trust AI to represent your brand without giving up control? The answer is governance by design.

Your brand agent doesn't invent products, prices, promotions, or policies. It assembles every interaction from pre-approved content, follows your business and brand rules, and retrieves facts directly from your enterprise systems. The AI orchestrates the experience, but your business remains in control.

Built-in guardrails

Every AI interaction is grounded in your approved content, business rules, and enterprise data.

- **Assembles, doesn't author:** The agent builds experiences from approved content and components. It can't invent products, offers, or user interfaces.
- **Brand voice by design:** Every response follows your brand guidelines and content rules before it's presented to the customer.
- **Facts from systems of record:** Product details, pricing, inventory, availability, fit, and promotions are retrieved live from your enterprise systems, not generated by the model.

Managing agentic risk

As AI takes on more responsibility, governance helps protect every interaction, transaction, and decision.

- **Commerce integrity:** Protect transactions, promotions, and checkout flows with governance, authorization, and fraud controls.
- **Attribution and margin:** Measure AI-driven sales, understand where purchases originate, and protect profitability across AI channels.
- **Brand and intellectual property:** Control how third-party AI agents access, use, and present your product data, content, and brand assets.
- **Compliance:** Treat AI governance as an ongoing capability, with legal, security, brand, data, and engineering teams continuously monitoring and refining how AI operates.

Will your brand be visible when AI makes the buying decision?

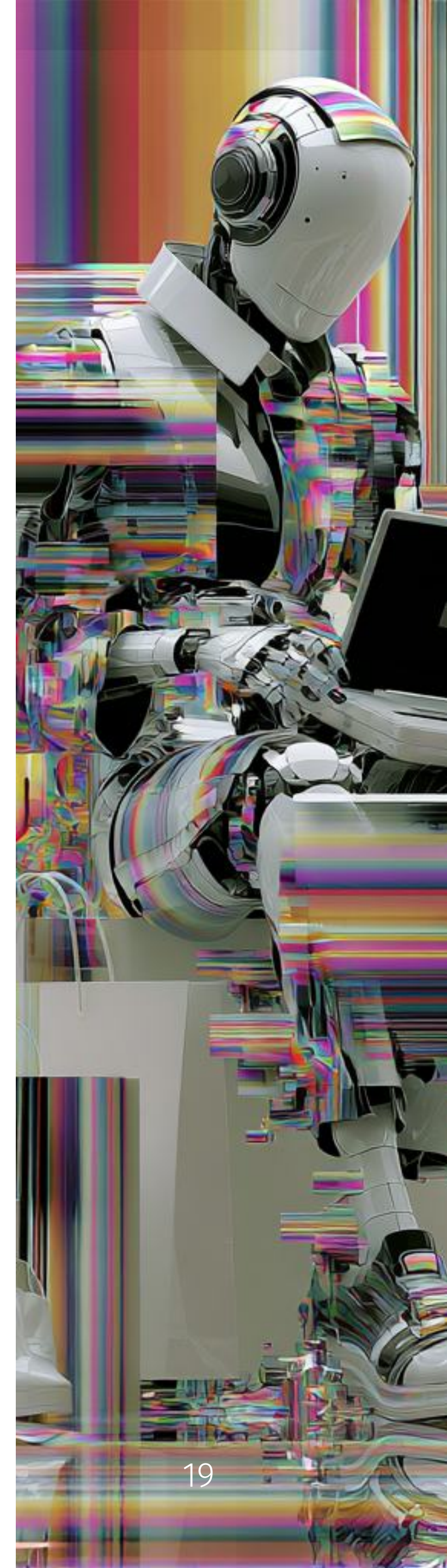
The brands that win in 2030 won't be the ones that simply choose the right AI platform. They'll be the ones who made an early, deliberate decision about how they want to appear in their customers' AI conversations and built toward that future.

If you stay on the sidelines

- Products compete primarily on price, reducing your brand's visibility.
- Brand voice, expertise, and differentiation fade from the buying journey.
- Margins come under pressure as AI optimizes for the lowest-priced option.
- The customer relationship shifts away from your brand to the AI platform.

If you activate a brand agent

- Extend your brand voice, expertise, and merchandising strategy into every AI shopping interaction.
- Differentiate through loyalty benefits, personalization, fit guidance, and curated bundles that generic AI assistants can't replicate.
- Maintain control over pricing, promotions, negotiations, and recommendations through your own business rules.
- Stay present throughout the customer journey while preserving relationships and first-party data.





None of that happens by accident. It requires a foundation that can orchestrate AI interactions across your business.

- Structured, enriched product catalogs that AI can interpret, compare, and recommend with confidence.
- A composable architecture that securely exposes pricing, inventory, promotions, loyalty, and checkout through APIs.
- Built-in governance with guardrails, business logic, compliance, and risk controls so every AI interaction is trusted, accurate, and aligned with your brand.

The brands that succeed will be those with the richest first-party data, the strongest customer relationships, and the architecture to activate those advantages wherever AI influences the buying journey. Because in the agent economy, your edge isn't just being discovered, it's being understood, trusted, and chosen.

When your customers' AI agent makes the next purchase decision, will your brand be represented the way you intended?

Take the Grid Dynamics [Agentic Commerce Readiness Assessment](#) to identify gaps in your commerce architecture, catalog intelligence and AEO, and the governance, risk, and trust capabilities needed to compete in the agent economy.

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About Grid Dynamics

Grid Dynamics empowers enterprises to drive growth, boost efficiency, and transform their digital capabilities through expert technology consulting, platform engineering, AI, and advanced analytics.

Fusing technical vision with business acumen, Grid Dynamics (NASDAQ: GDYN) fuels a relentless drive toward sustainable digital transformation. As a forefront provider of technology consulting, platform and product engineering services, and bespoke software development, we draw from over 8 years of leadership in Enterprise AI, coupled with profound expertise in cloud, data, and advanced analytics.

Our commitment to engineering excellence, R&D leadership, a co-innovation ethos, globally efficient follow-the-sun delivery model, and an unwavering "whatever it takes" dedication to client success empower us to solve even the most complex enterprise challenges, ensuring profitable business outcomes and future-proof growth.

Founded in 2006, Grid Dynamics is headquartered in Silicon Valley and has a global talent pool of intellectually curious problem solvers in offices across the Americas, Europe, and India.

LET'S TALK AGENTIC COMMERCE →





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