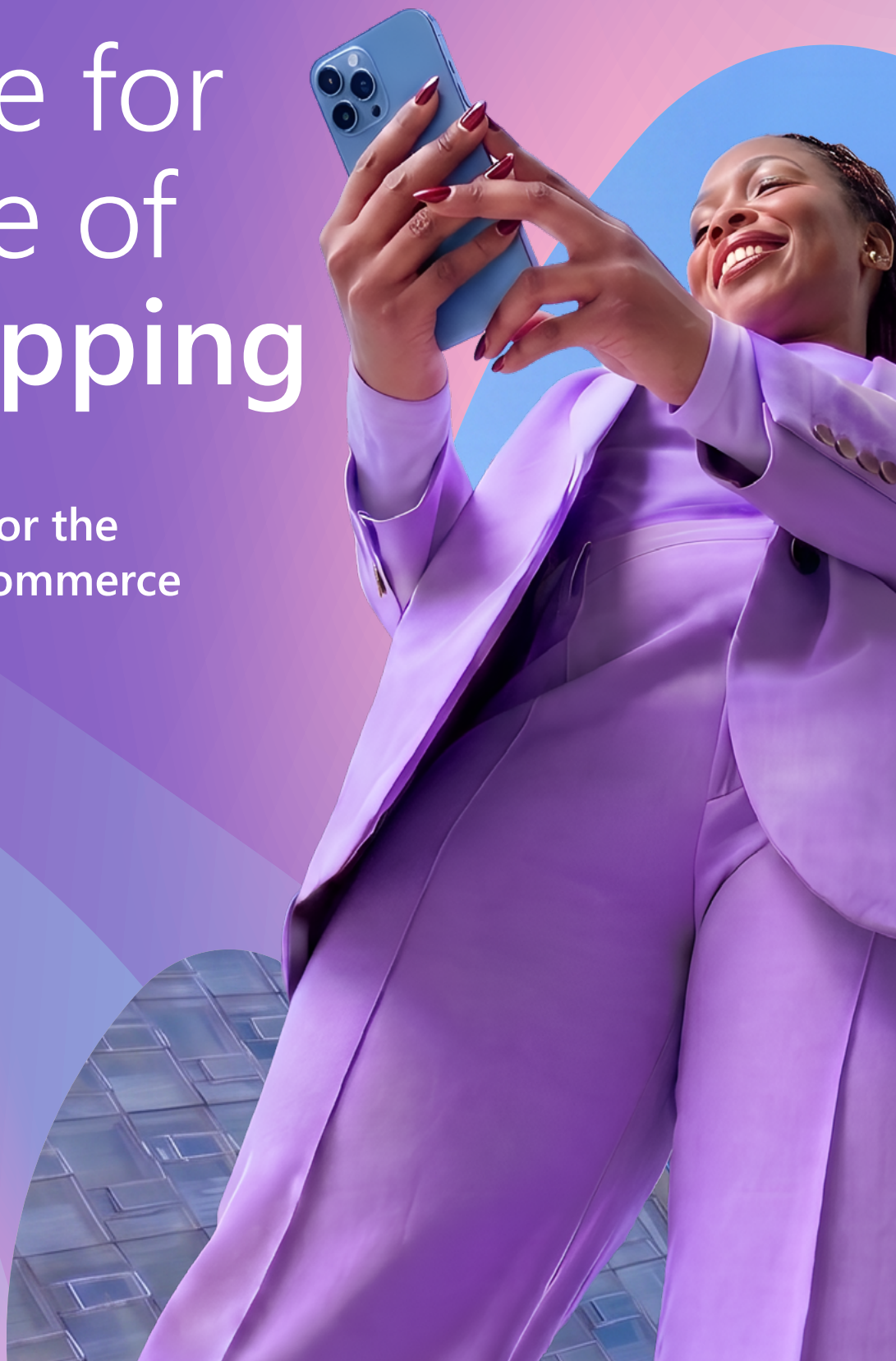




Prepare for the age of **AI shopping**

Your playbook for the
era of agentic commerce



Prepare for the age of AI shopping

Your playbook for the era of agentic commerce

Executive foreword

Dear ecommerce leader,

AI is reshaping the way customers discover, evaluate, and purchase products. As AI assistants and agents become a trusted part of the shopping journey, businesses have a new opportunity to connect with customers, surface their expertise, and create more personalized experiences at scale.

The foundations you build today will shape how your brand is discovered, chosen, and trusted in the years ahead. This playbook provides practical guidance to help you prepare for that future and take action today, from making product information easier for AI systems to understand to measuring visibility and performance in AI-powered shopping experiences.

I'm proud of what our teams are building, but even more excited about what organizations like yours will create with these new capabilities.



Shirley Chen

Senior Director, Product
Marketing, AI commerce
Microsoft

Who this guide is for:

Whether you lead ecommerce, manage paid media, or support brands through an agency, this guide provides a framework for getting discovered, being chosen, and understanding what drives performance in an AI-powered commerce ecosystem. From AI-ready product feeds to conversational shopping experiences, it explains how to succeed in this new environment.



The shift you can't sit out

AI assistants and agents are becoming one of the fastest-growing audiences for merchants. Automated traffic is growing **8x faster than human traffic** and AI-driven sessions nearly tripled in 2025.¹

Consumer demand is rising just as fast. Over **72% expect brands to deliver these experiences within a year.**² What began as emerging behavior is quickly becoming a new baseline.

Getting this right pays off. Adobe Analytics reports that AI-referred shoppers convert **42% better than non-AI traffic.**³ This shift represents one of the most significant changes in digital commerce since the rise of mobile. Brands that establish an agentic commerce foundation early can build a compounding advantage that becomes increasingly difficult for competitors to replicate.



Your product data is your most **valuable marketing asset**

With this rise, suddenly every sale has a third party involved in the form of an AI assistant or agent. Unlike human shoppers, who are influenced by imagery, design, and storytelling, LLMs and agents rely on structured data to evaluate products. If product information isn't rich, complete, and easy for AI systems to interpret, it may never become part of a recommendation—or the final sale. As a result, your product data is no longer just for advertising; it's become one of your most powerful marketing assets.

¹HUMAN Security, The 2026 State of AI Traffic and Cyberthreat Benchmark Report: AI, Agents, Bots, and the New Threat Landscape, 2026.

²Microsoft Advertising Rebuilding the Web FY26 Consumer Research, US. consumer survey (n=1,028), Aug–Sep 2025.

³Adobe Analytics, Q1 2026 AI Traffic Report.

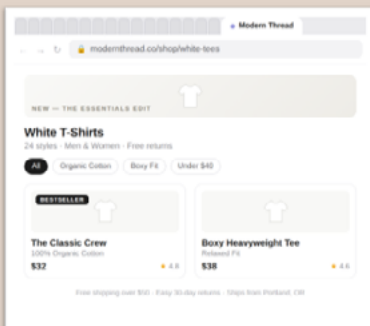


The three eras of the web

To succeed in this new AI economy, brands need to understand the three eras of the web and how shoppers move between them.

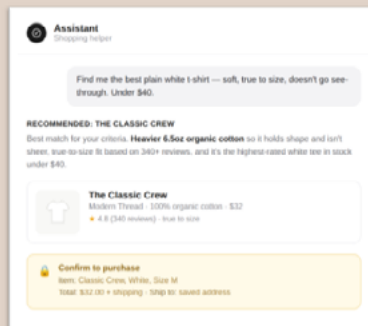
Right now, your customers are operating across all three eras of the web at once.

The human web



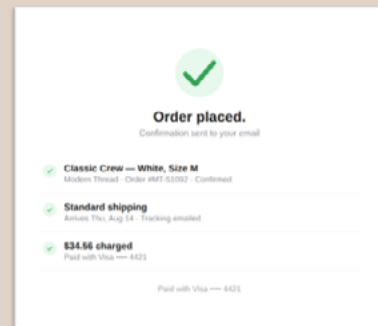
Help me find it

The LLM web



Help me choose

The agentic web



Do it for me

Today, shopping happens in **three modes...**

"Help me find it"

The human web, where users still explore browser tabs, conduct searches, and research comparison sites themselves. It's still how most of your traffic arrives.

"Help me choose"

The LLM web, where people engage with AI assistants that weigh options on their behalf and curate recommendations, but they still initiate the purchase.

"Do it for me"

The emerging agentic web, where the human defines the goal or task, and has an agent find, evaluate, and complete the purchase for them.

Your playbook for the next era of shopping



Each chapter stands alone, so you can jump straight to what's most relevant for your business.

All three eras of the web matter—they're happening simultaneously. But the biggest opportunities for merchants today are the LLM and agentic webs, where AI assistants and agents increasingly influence what gets discovered, what gets chosen, and ultimately what gets purchased. This playbook provides a practical framework for succeeding in these emerging shopping experiences.

CHAPTER 1

Get discovered

Show up where shoppers find and evaluate brands: in AI-generated answers, not just search results.

OBJECTIVES

Appear in organic AI results with accurate product representation

- AI-ready feed optimization
- Universal Commerce Protocol (UCP) enablement in Merchant Center

Extend your brand presence beyond organic discovery

- AI-native ads

CHAPTER 2

Be chosen

Move shoppers from consideration to purchase.

OBJECTIVES

Capture purchases that happen inside AI experiences

- Copilot Checkout

Give every customer a personal shopper with Brand Agents

- Brand Agents in Clarity

CHAPTER 3

Understand

See how shoppers behave so you can measure and improve your AI commerce performance.

OBJECTIVES

See how AI finds, represents, and recommends your brand and products

- Clarity

CHAPTER 1

Get discovered

When a shopper asks an LLM or AI assistant for a recommendation, which brands show up is shaped long before the prompt is typed—by your product feed, site signals, how your products are represented across the web, and where you're using paid advertising to scale beyond your organic presence.



OBJECTIVE

Appear in organic AI results with accurate product representation

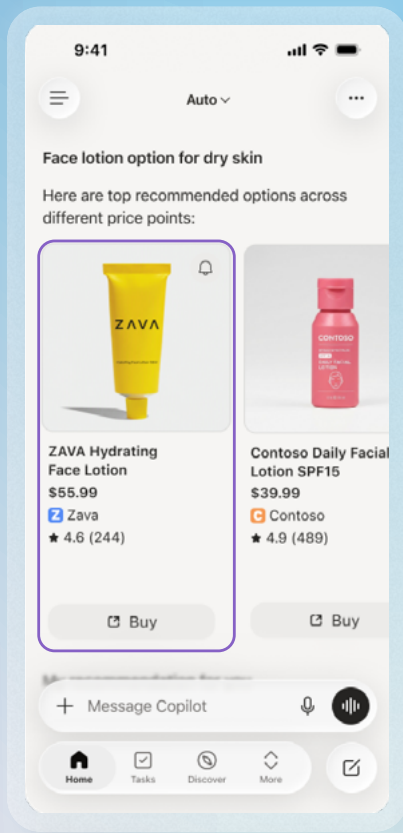
Enabling agentic shopping experiences starts with product discoverability. AI assistants can only recommend products they can find, read, and trust, so getting your products AI-ready is the first step to showing up.



Why this matters

Brands without an AI-ready presence risk being skipped. A better website alone isn't enough. AI visibility benefits from sharing structured, machine-readable product data. While AI agents can crawl websites, they often must infer product details from content designed for people, which can lead to inaccuracies. AI-ready product data helps ensure products are accurately represented, discovered, and recommended across AI-powered shopping experiences.

Get your product feeds AI ready



AI can only reliably surface products that are in your feed. Start by making sure your product feed in Microsoft Merchant Center is complete, accurate, and current so your products can be discoverable in both paid and organic AI experiences across Bing and Microsoft Copilot.

☐ Provide your entire product catalog

Send 100% of your products to Merchant Center, not just the products you promote in ad campaigns. A partial feed means some products may be missed by AI, limiting discovery and recommendation opportunities. You can submit your feed to Merchant Center in [several ways](#): Upload manually, upload via FTP/SFTP, automatically download from a URL, use the Content API, or use the Google Merchant Center import tool.

Make sure your products have accurate titles, descriptions, GTIN/MPN, real-time availability, pricing, and product category included. These carry the most weight in AI recommendations and are the most important starting point.

☐ Audit your top products

Check your top revenue-driving products for accurate titles, descriptions, GTIN/MPN, real-time availability, pricing, and product category. Product explorer in Merchant Center makes it easy to search and filter for your top products to spot check these things.

☐ Refresh feeds at least daily

Outdated prices and out-of-stock mismatches are the top reasons products lose visibility. Keep feeds up to date using the upload methods mentioned above, and confirm the feed is successfully uploaded. Consider refreshing more frequently for fast-changing inventory.

☐ Turn on Merchant Center alerts

This helps flag issues that prevent your products from showing, including feed-processing failures, disapproved products, price discrepancies, and out-of-stock mismatches. Learn how to set them up [here](#).

Enable Universal Commerce Protocol in Merchant Center

Universal Commerce Protocol (UCP) helps you make your products more discoverable and **more likely to win AI recommendations**. It builds on your existing product feed to help LLMs and agents discover your products and support AI-driven shopping experiences throughout the user journey.

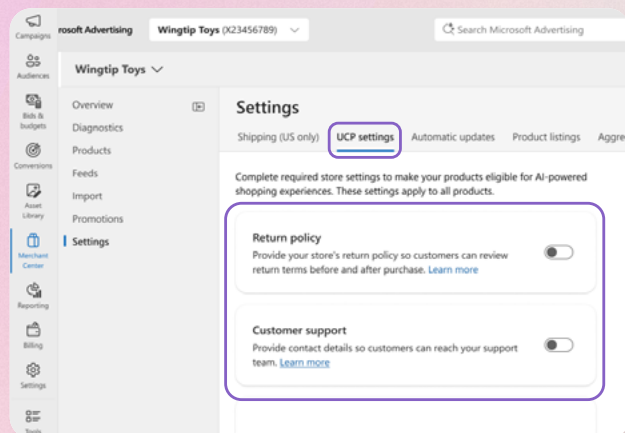
UCP is a common language that lets AI assistants and shopping platforms talk to each other without companies having to build custom integrations.

Think of your product catalog as a book; UCP translates it into the language LLMs and agents read, so they can understand, trust, and recommend your products. Without a translator, every AI would need its own custom integration. With UCP, everyone speaks the same language.

UCP helps your products appear across both ads and organic experiences, with richer details—like customer support and return information—that help shoppers make purchase decisions.

GET STARTED

- ☐ **Share brand-wide context.** In Merchant Center, go to [Settings](#) → [UCP settings](#) and add store policies, starting with your return policy details and customer support contacts.



- ☐ **Share product-level context.** To keep your product data fresh and compliant with regulations, enhance your product details with all available agentic attributes directly through your product feed.

- ☐ Product warning attributes are required if they apply to your product category (e.g., toys, regulated goods). Use **consumer_notice_type** and **consumer_notice_message** attributes, and include both the warning category (e.g., safety, legal, health) and actual warning text.

- ☐ To consistently identify, update, and track items across feeds and systems, assign a unique ID to each product via the **merchant_item_id** field.



Availability: US Advertisers (except aggregators) | [Make your store Universal Commerce Protocol \(UCP\) ready](#)

OBJECTIVE

Extend your brand presence beyond organic discovery

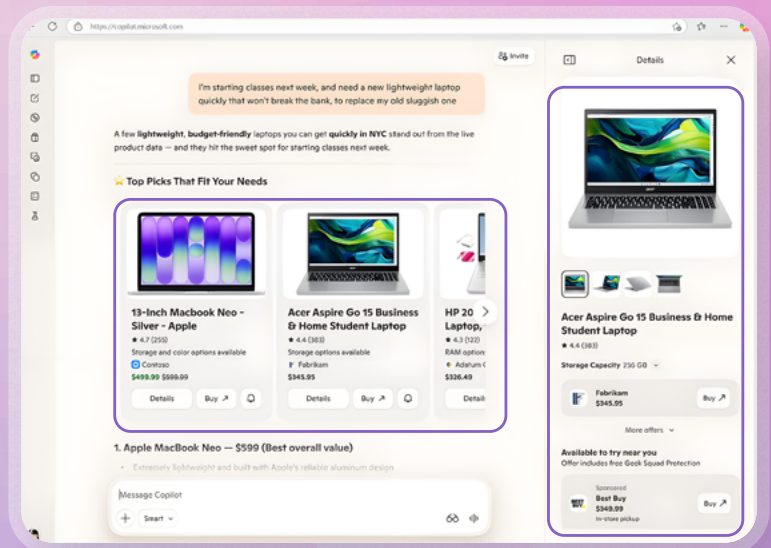


Why this matters

Organic discovery is just one way that shoppers encounter your brand in AI-powered experiences. AI-native ads help you extend that presence into paid placements across Copilot and Bing, so your products and offers can appear when shoppers are actively exploring, comparing, and narrowing their choices.

Reach high-intent shoppers with AI-native ads

Microsoft enables advertising across its primary AI surfaces: Copilot Search results on Bing, the Copilot experience in Bing and Edge, and the standalone Copilot app. Ads in Copilot extend your existing Microsoft Advertising campaigns into AI-native placements—like chat answers, product carousels, and Offer Highlights—so your brand shows up right when a shopper is deciding.



Offer Highlights surface your key differentiators, like free shipping, price, availability, or convenience, right inside Copilot and Bing conversations—matched to what the shopper wants at that moment. Offer Highlights can be implemented through product and offer information added in Microsoft Merchant Center.

GET STARTED

☐ Provide your entire product catalog in Microsoft Merchant Center

Ensure your product feeds are complete and have accurate pricing, inventory, and product details. The more information your feed contains, the better Copilot can match you to shopper intent. (The same best practices apply from Chapter 1, “Make your product feeds AI ready.”)

☐ Showcase your products in AI-native ads

Set up [Performance Max](#), AI Max, and/or [Shopping campaigns in Microsoft Advertising](#) if you aren’t using them yet. AI-native ads are automatically included in these campaign types.

☐ Use Offer Highlights

Surface promotions, price, or shipping benefits right in Copilot and Copilot Search on Bing conversations. To be eligible to show up in Offer Highlights, set up Performance Max, AI Max, and/or Shopping Campaigns to serve. For Offer Highlights like shipping and in-store pickup, include “free shipping” in your product feed and/or enable local pickup through Local Inventory ads.



Availability: U.S. | [About Ads in Copilot](#)



CHAPTER 2

Be chosen

Getting discovered is table stakes. Being chosen—and closing the sale—is where revenue is won. As AI increasingly influences purchase decisions, brands need new ways to support consideration and transactions inside AI-powered shopping experiences. The winners will be the brands that help shoppers evaluate products with confidence and make it easy to purchase when intent is highest.

OBJECTIVE

Capture purchases that happen inside AI experiences

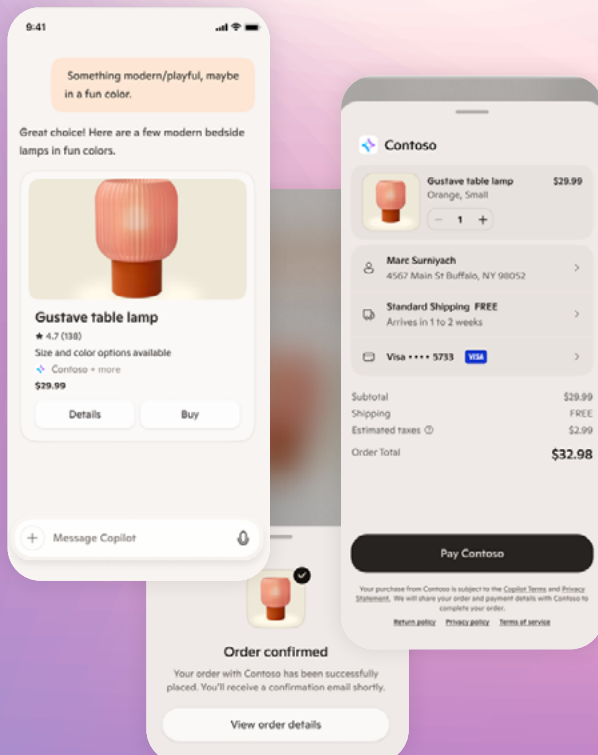


Why this matters

AI is compressing the path to purchase. The brands ready to transact in that moment will win sales that others never see.

Enable agentic checkout in Copilot

Copilot Checkout lets shoppers buy directly inside Copilot on Copilot.com and the mobile app without leaving the conversation. You remain the merchant of record: Your existing payments, fulfillment, and reconciliation systems handle the transaction, and you keep the customer relationship and data.



AI is changing how commerce works, and as with every technology shift, it needs new infrastructure. Stripe is building that infrastructure, and Microsoft is putting it to use by enabling commerce inside Copilot. Along with Microsoft, we are making it easier and faster for merchants to thrive in the agentic commerce era.”

Kevin Miller

Head of Payments, Stripe

GET STARTED

Choose your onboarding path and partner



Shopify merchants are automatically enrolled with controls in Shopify admin.

No additional steps required.



PayPal's Store Sync integration covers cart creation, cart update, and checkout completion.

[Contact PayPal](#) or [visit their documentation](#).



Stripe's Agentic Commerce Suite (ACS) offers a turnkey solution.

[Visit their page to enable it](#).



Availability: US only (English, USD) | [Agentic Commerce](#) | [Copilot Checkout](#)



OBJECTIVE

Give every customer a personal shopper with Brand Agents

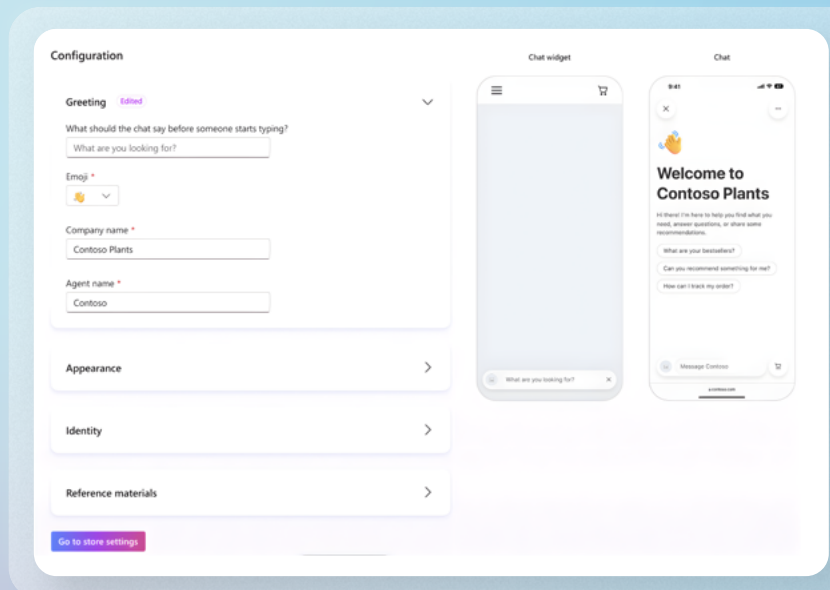


Why this matters

Shoppers arriving on your website with product questions have always had two choices: dig through your pages or leave to look elsewhere. Both can cost you the sale. Brand Agents in Microsoft Clarity give customers a personal shopper and better way to evaluate your products with expert answers in the moment, in your voice, on every page.

Turn everyday questions into high-intent conversations

Activate a turnkey AI shopping assistant that runs on your website, speaks in your brand's voice, and increases cart conversions. Brand Agents help shoppers discover more, decide faster, and build trust with your brand.





A Brand Agent shouldn't feel like a generic chat layered onto your website. It should feel like your brand—your voice, your expertise, and your point of view. It's trained on your product catalog, brand guidelines, and unique selling points, so every interaction feels distinctly yours. Brand Agents also do more than answer questions. They help shoppers discover products, compare options, find the right fit, and make confident decisions.

Because they learn from real customer interactions, conversations become more helpful over time. And by responding to shopper behavior—not just prompts—they can deliver guidance that's relevant to the moment.

And now, Brand Agents will extend your reach beyond your website to help make your products more discoverable in Microsoft Copilot and Bing. Once enabled, your Shopify or WooCommerce catalog becomes part of Microsoft's commerce ecosystem, so your products can show up as customers research, explore, and decide.



Integrating Brand Agents into our Shopify store was the best example of AI integration seen to date. Brand Agents learned our inventory and provided recommendations that required little engagement from our team."

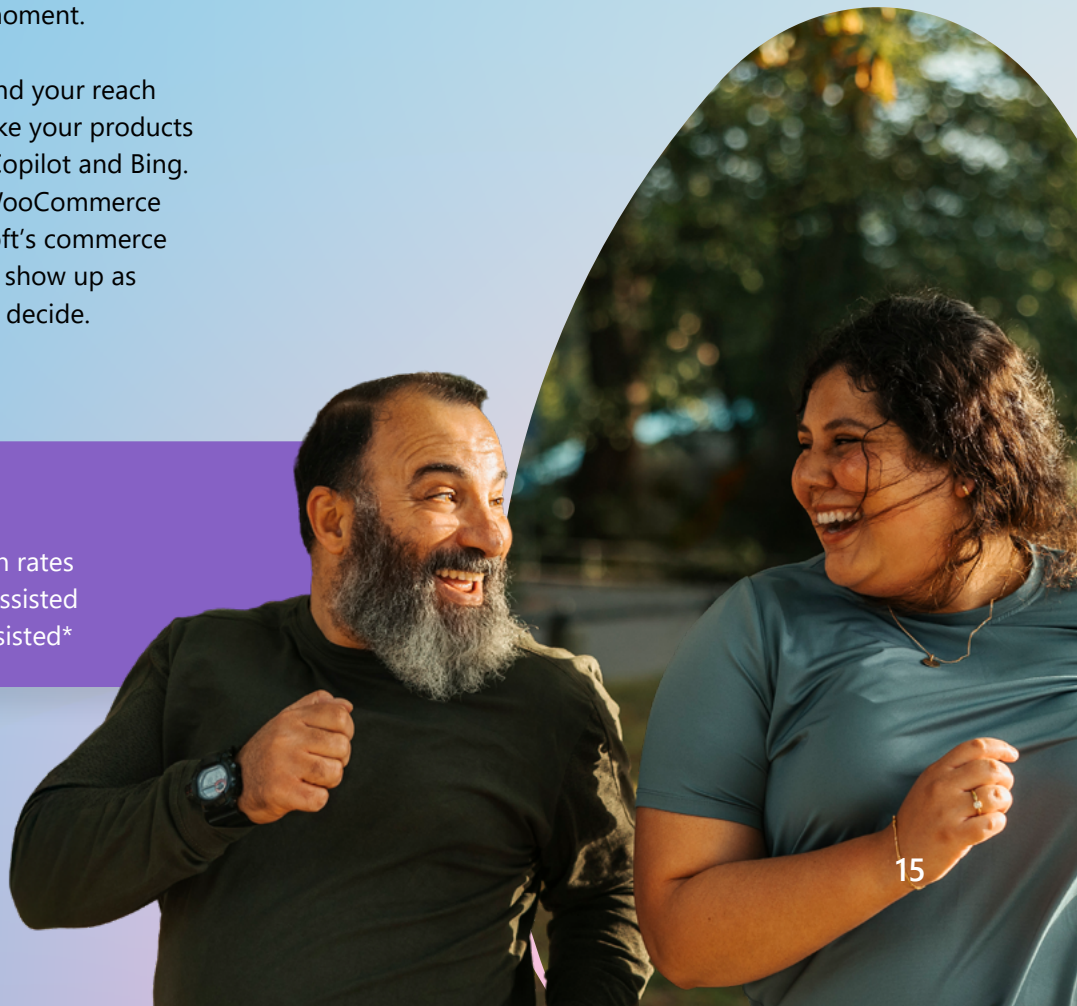
Tony Baldwin

CTO, Alexander Del Rossa

PROVEN IMPACT

2X higher conversion rates
in Brand Agent-assisted
sessions vs. unassisted*

*Internal Microsoft Brand Agents
performance analysis, March 2026



GET STARTED

01

Install Microsoft Clarity on your Shopify or WooCommerce store

Go to clarity.microsoft.com.

02

Select Brand Agents in Clarity settings

Go to **Settings** → **Brand Agents**.

Your agent generates automatically from your Shopify or WooCommerce store data—syncing your catalog, setting up search, matching your brand voice, and running a quality check.

03

Customize your Brand Agent while it generates

Set your welcome message, logo, colors, fonts, and tone of voice. Set rollout controls to A/B test before full deployment.

04

Publish and monitor

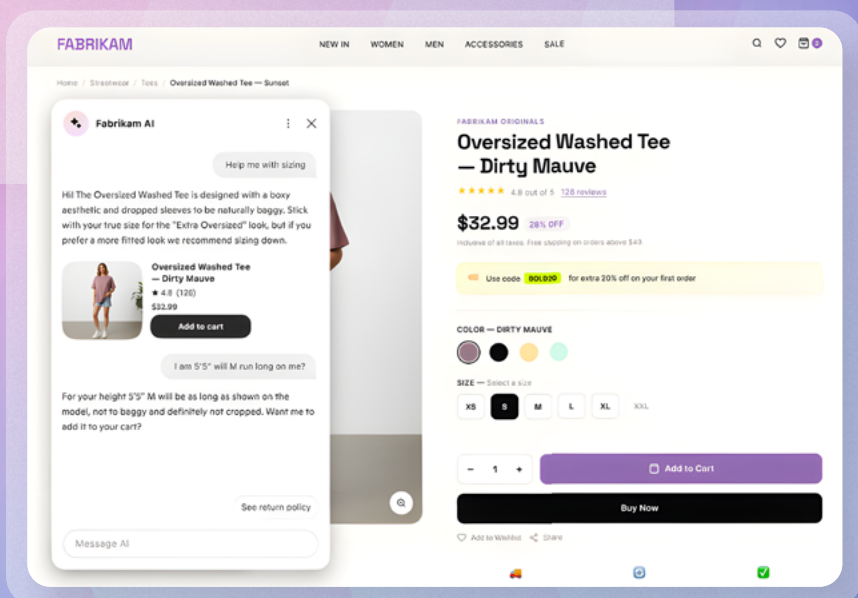
You'll get an email when it's live. Track performance in the Brand Agents dashboard in Clarity. Dive into changes in conversions, average order value (AOV), and session engagement.



Availability: Available globally, sign up [here](https://clarity.microsoft.com) | clarity.microsoft.com

NOTE

You must have a Shopify or WooCommerce store to use Brand Agents; you can join [here](https://clarity.microsoft.com).



CHAPTER 3

Understand

Every investment in this playbook compounds when you can measure and analyze what's working. When it comes to AI visibility reporting, businesses today are lacking answers. Most analytics tools explain what happened, but not why competitors are winning in AI, what content is influencing AI recommendations, or what actions will improve performance. They also miss the critical connection between AI-driven discovery and what customers actually do once they land on your site.



OBJECTIVE

See how AI finds, represents, and recommends your brand and products



Why this matters

As AI increasingly influences purchase decisions, many brands lack visibility into where they're being cited, where competitors are winning, and what actions will improve their AI presence. Plus, AI traffic behaves differently than organic traffic, creating a growing visibility gap that traditional analytics weren't designed to solve.

Understand and optimize for the full customer journey with Microsoft Clarity

As AI increasingly shapes the shopping journey, brands need visibility into three things: **whether they show up, how AI finds them, and what shoppers do next.**

Clarity can give you insight into these questions to help guide your next steps.



Discoverability

Is my brand's content being cited by AI? How often is it being cited? And which pages are being found?



Visibility

Which topics and queries are helping AI find and understand my content? What can I do to improve them?



Website engagement

Do AI-referred shoppers convert? What content influences purchases? Where do they drop off once they arrive on my site?



Clarity

Clarity can help you understand how AI systems discover, cite, and recommend your brand. See which topics you're showing up for, how you compare to competitors, and where you're losing visibility. Then, receive actionable content recommendations to strengthen your presence in AI.

AI Visibility insights in Clarity



Discoverability

Bot activity shows whether your brand's content is being picked up by AI, how often it's cited, and which pages are being crawled.



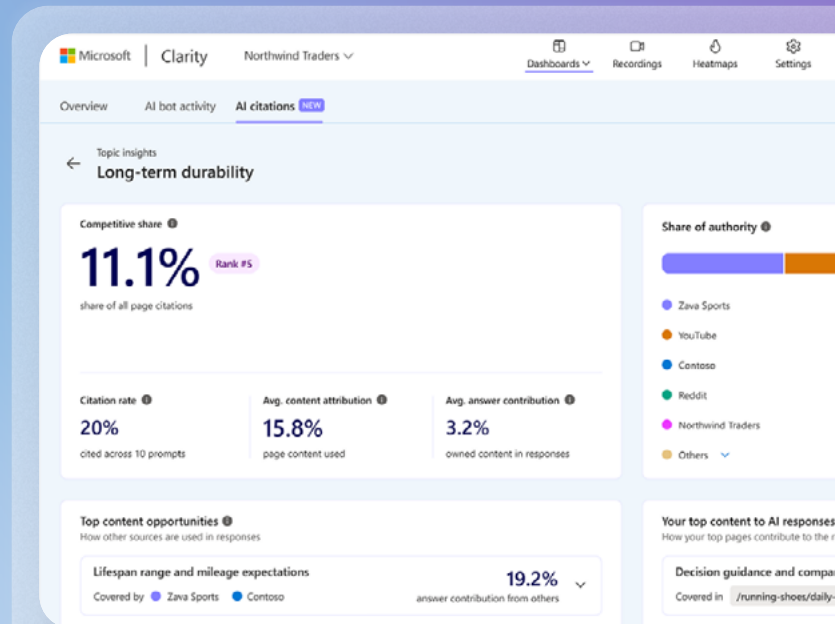
Visibility

See which queries are helping AI find and understand your content and how you compare to other sources. Topic Insights turns that picture into action: It surfaces where competitors are getting cited that you aren't, identifies content gaps, and gives you prioritized recommendations to improve coverage.



Website engagement

Clarity shows what happens after the click and whether traffic is coming from AI, paid, or organic channels. For example, a retailer may discover that shoppers arriving from AI frequently compare products, but leave before adding an item to their cart. Session replays and heatmaps might reveal that visitors are scrolling to find sizing information or product comparison details. Armed with that insight, the retailer can move a sizing chart or comparison guide above the fold, helping reduce friction to purchase.



Plus, if you're already using Google Analytics, Clarity enhances, not replaces, your existing analytics.

Other platforms may share what happened, while Clarity provides insight into why it happened with actionable insights.

GET STARTED

01

Install Clarity

Create a project at clarity.microsoft.com and add the Clarity tracking code to your website, or deploy via Google Tag Manager, Microsoft Advertising Platform, or your content management system. It's free, no credit card required, and no session cap.

02

Look at your AI Visibility

See if AI is finding your pages through the Bot Activity report and understand which grounding queries you're showing up for under Citations.

03

Look at your AI-referred traffic segment

Filter sessions by referral source to isolate shoppers arriving from AI. This is your agentic commerce audience to study.

04

Link Clarity to your Microsoft Advertising account

To tie on-site behavior to ad campaigns and placements.

05

Set a weekly review cadence

Dig into heatmaps and session recordings for your top product pages. Make this a standing agenda item for ecommerce and UX teams.



Availability: Global |
[Clarity Overview](#) | [Microsoft Learn](#)



90-day activation roadmap

All solutions sequenced across 90 days by purchase funnel phase.

Get discovered

Days 1-45

Get the foundation in place

1. Provide your entire product catalog

- ✓ Bring your complete product catalog to Merchant Center, not just the partial feed you run ad campaigns on.

Keep product data flowing seamlessly into Merchant Center

- ✓ [Refresh feeds](#) at least daily
- ✓ [Turn on alerts](#) in Merchant Center
- ✓ Fix errors

2. Get your product feeds AI-ready

Enable UCP in Merchant Center:

- ✓ Update store settings with UCP information: input your return policy and customer support contact details
- ✓ Make your product feed AI-ready with attributes that support UCP:
 - Product warning attributes (required if they apply to your product category) include **consumer_notice_type** and **consumer_notice_message**
 - **Merchant_item_ID** (optional) is a unique ID that can help you identify, update, and track an item across feeds and systems. More attributes are coming soon

Days 46-90

Measure, test and optimize

1. Maintain product quality

- ✓ Audit your top products for accuracy and completeness. [Product Explorer in Merchant Center](#) makes this quick and easy
- ✓ Review ongoing feed health and alert trends
- ✓ Refresh inventory and pricing daily

Get discovered

Days 1-45

Get the foundation in place

3. Activate AI-native ads

Reach customers as they explore, evaluate, and decide in AI experiences in Bing and Copilot. Activate AI-native ads in your existing Microsoft Advertising campaigns.

ads.microsoft.com

- ✓ **Run AI-native ad placements**
Set up Performance Max and AI Max: These are the most effective way to maximize performance and relevance from AI-native ads, which are automatically included in these campaign types
- ✓ **Activate offer highlights**
Ensure your product feed includes the "shipping" attribute or that you're running Local Inventory ads for local pickup of your product

Days 46-90

Measure, test and optimize

- ✓ Review performance and feed quality regularly
- ✓ Refresh offer attributes as promotions, inventory, and fulfillment options change



Be chosen

Days 1-45

Get the foundation in place

Days 46-90

Measure, test and optimize

Brand Agents in Clarity

Turn your Shopify and WooCommerce store into a conversational shopping experience trained on your catalog and brand voice.

clarity.microsoft.com/brand-agents

- ✓ Install Clarity from Shopify or WooCommerce
- ✓ Customize your tone, welcome message, and reference materials
- ✓ Choose how much site traffic sees your agent
- ✓ Activate Brand Agents
- ✓ Expand to 100% rollout

clarity.microsoft.com

- ✓ Measure agent-assisted conversion uplift and AOV in Clarity
- ✓ Review conversational transcripts to understand shopper questions and inform your merchandising strategy

Copilot Checkout (in pilot)

Shoppers can complete purchases inside Copilot. Available via Shopify (eligible merchants are auto-enrolled), [Stripe](#), or [PayPal](#).

- ✓ Choose your onboarding path
- ✓ Review eligibility requirements
- ✓ Complete integration
- ✓ Test end-to-end checkout flow

- ✓ Monitor transaction success rate

Understand

Days 1-45

Get the foundation in place

Days 46-90

Measure, test and optimize

Clarity

1. Set up Clarity

- ✓ Visit clarity.microsoft.com, add your website and [add the Clarity tracking code](#) to your website, or deploy via Google Tag Manager, Microsoft Advertising Platform, or your content management system

2. Connect to your ads accounts and set up tracking

- ✓ Connect Clarity to [Microsoft Advertising and Google Ads](#)
- ✓ Set up Smart Events for purchases, sign-ups, and add-to-cart—no code needed

3. Review AI Visibility Insights reports

- ✓ **Citations report:** See where and how often AI cites you, plus the grounding queries behind it
- ✓ **Share of Authority:** Benchmark citations vs. competitors by topic
- ✓ **AI Bot Activity:** See which AI platforms crawl you, your top pages, and AI vs. human traffic
- ✓ **Topic Insights:** Understand where to fill content gaps and build authority on key topics

1. Review your AI-referred traffic behavior

Use the AI-referred traffic segment to isolate AI shoppers and review: Heatmaps and session recordings for top product pages.

2. Get a baseline for your AI Visibility

Identify which pages are being crawled, queries and topics your brand appears for, and how you compare to others.

3. Optimize and operationalize

- ✓ Identify friction points—like rage clicks, dead clicks, drop-offs—and fix them
- ✓ Set a web/UX review of AI visibility and conversion trends monthly



Your 90-day finish line



90 days

In 90 days, you will have completed what many brands are still planning to do: Build a presence across AI search, AI shopping conversations, and AI-mediated transactions—all with the behavioral data to keep optimizing and improving results over time as LLM and agentic shopping continue to grow.



Have any questions?

[Get in touch](#) with your account representative or schedule a consultation with our team of experts to learn more.



New to Microsoft Advertising?
We welcome you to [join us](#).

Product availability, features, and markets may vary. Microsoft Clarity is free with no session caps. Brand Agents currently available for Shopify stores (beta). Copilot Checkout currently US. only, English, USD (beta). You remain merchant of record for all Copilot Checkout transactions.



Microsoft Advertising