



# *Agentic Commerce Beyond the hype*

Webinar  
January 20th, 2026





*20 minutes*

## Today's Webinar

- What is Agentic Commerce?
- Our 2026 predictions
- Next steps

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Agentic Commerce is when AI agents actively help users *discover, evaluate & transact*, moving seamlessly from discovery to orders.



*What will happen  
in 2026*





*15-25% of total  
US ecommerce  
market in 2030*

**Bain forecasts agentic AI will  
take meaningful online share  
by 2030.**

*Projected 4% of  
total EU search  
traffic in 2026*

BCG's analysis of a sample of leading European brands and retailers found that LLM-driven traffic is up more than 2,000% in fashion, nearly 1,200% in luxury, and almost 7,500% in specialty retail.

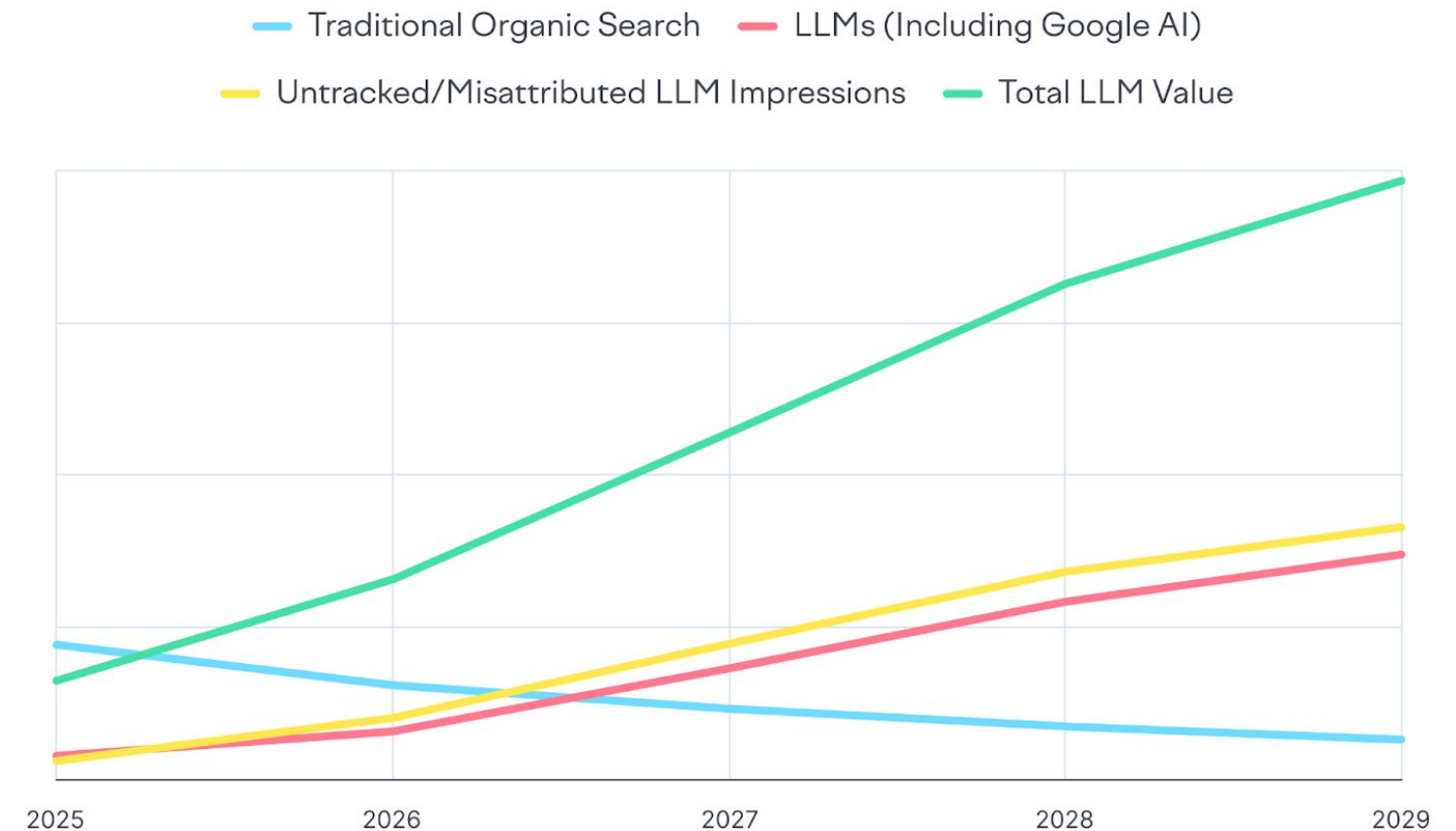


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# Visibility comes first. Revenue follows later.

- AI-driven discovery will matter in 2026.
- Revenue impact will be limited short term.
- Trust is required before changing buying behaviour.

### Estimated LLM vs. Organic Search Value





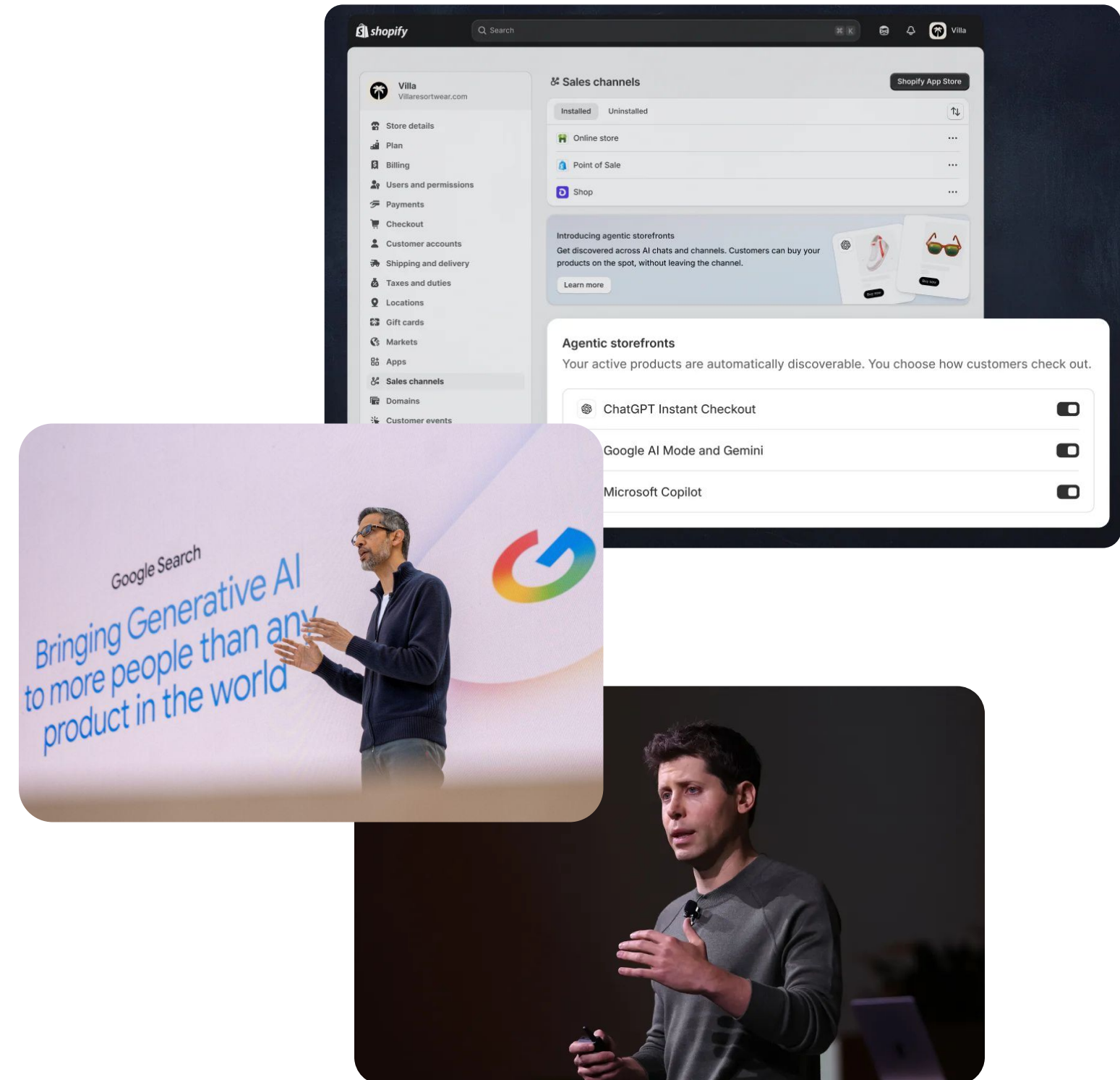
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# Investment will continue, driven by users.

Big tech + platforms will keep investing.

This shift is consumer-led, not vendor-led.

When users move, revenue follows.





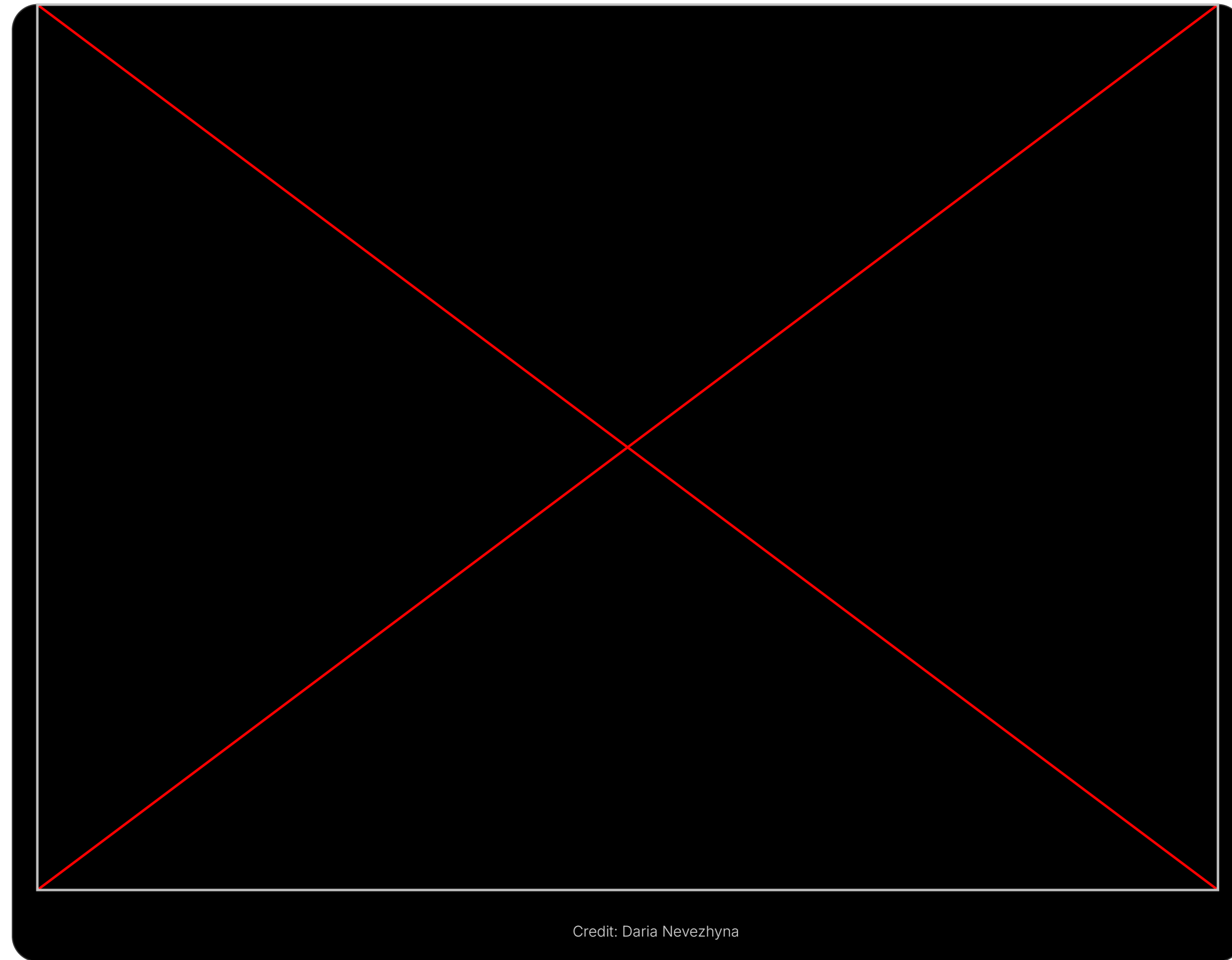
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## The start of the website evolution.

AI agents reduce friction in discovery and selection.

Selection and comparison move upstream.

Websites build trust, authority, and experience.



Credit: Daria Nevezhyna



## *Poll*

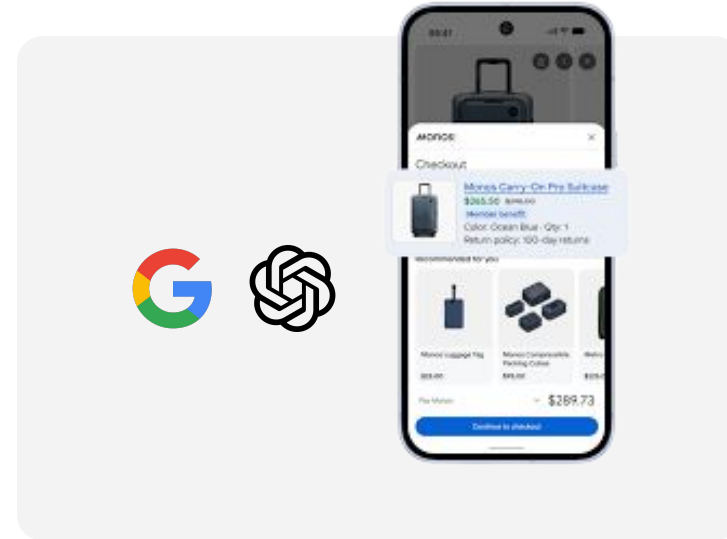
How do you believe Agentic Commerce will impact your business the most in the next 1–2 years?





# Our AI playing field

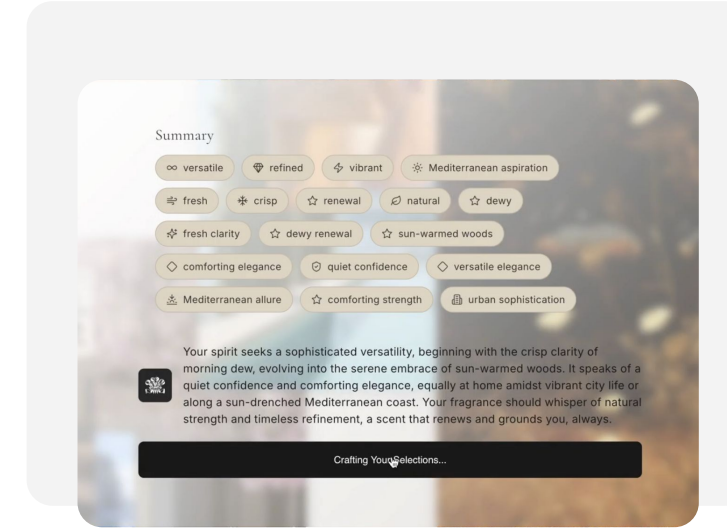
Where we help business turn experience into value.



## Agentic Commerce

Be discoverable and create revenue in AI-driven buying journeys

**Where future demands emerge**



## AI-empowered experiences

Create AI-powered experiences customers can feel

**Where brands stand out**



## Smarter workforce and operations

Automation and intelligence through data and AI-powered applications

**Where scale and margins are created**



BYREDO

 BAUHAUS

JDE



ELSEVIER

 telenet

 DOMETIC

BUNZL

VENETA



La Lorraine  
BAKERY GROUP



**HH**<sup>®</sup>  
HELLY HANSEN

WÜRTH  GROUP

PPG

SWISS♦SENSE<sup>®</sup>

da

DIPTYQUE  
PARIS

*BRIDGESTONE*

DC\*  
DCSHOECOUSA

Goliath

M  SADEX

carhartt 

  
QUIKSILVER

 sonepar

TRADE MARK  
  
Heineken<sup>®</sup>

 Ahold  
Delhaize

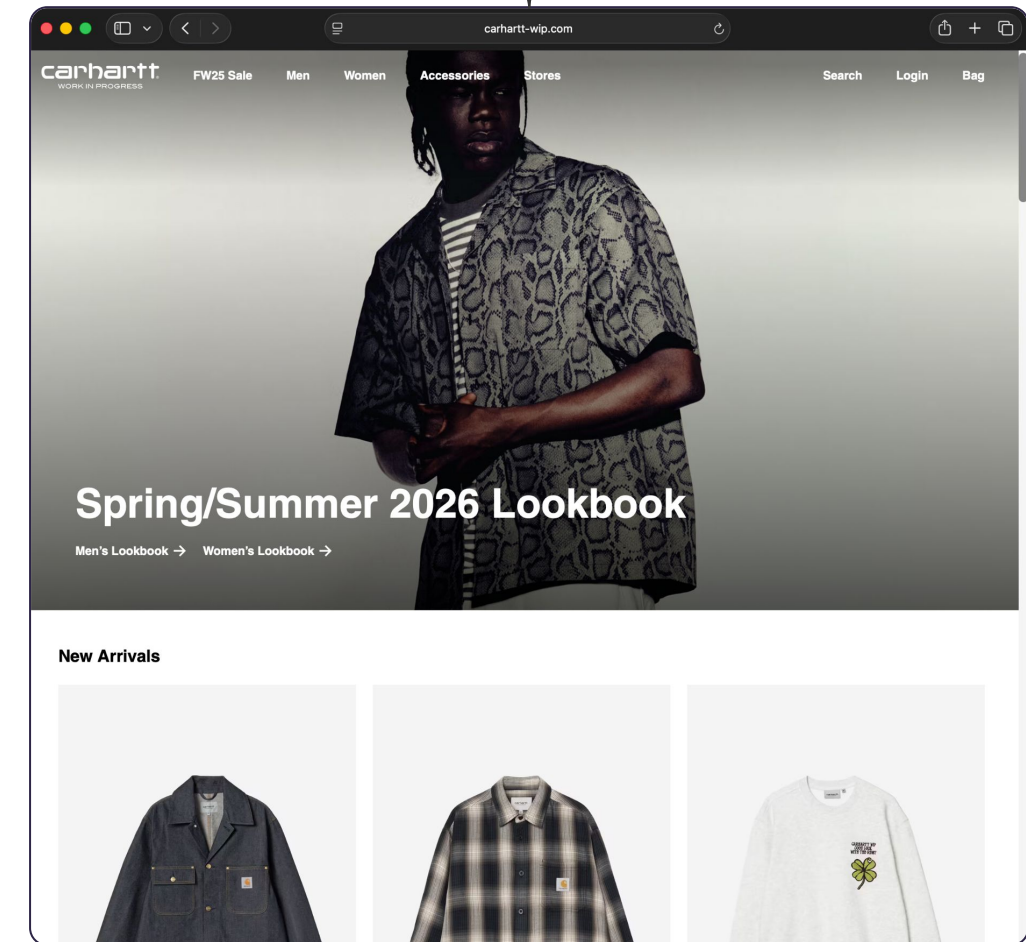


# Commerce today

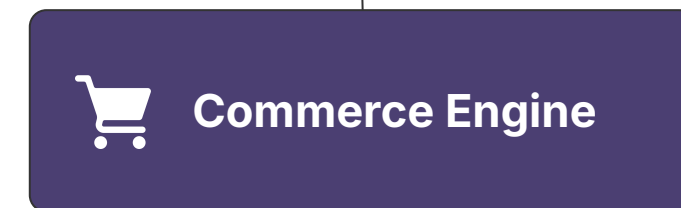
**Search channels**  
Users search and navigate



**Conversion happens in your store**  
Traffic to store, conversion happens in your ecosystem



**Your back office**  
Where you handle your orders and manage your web platform

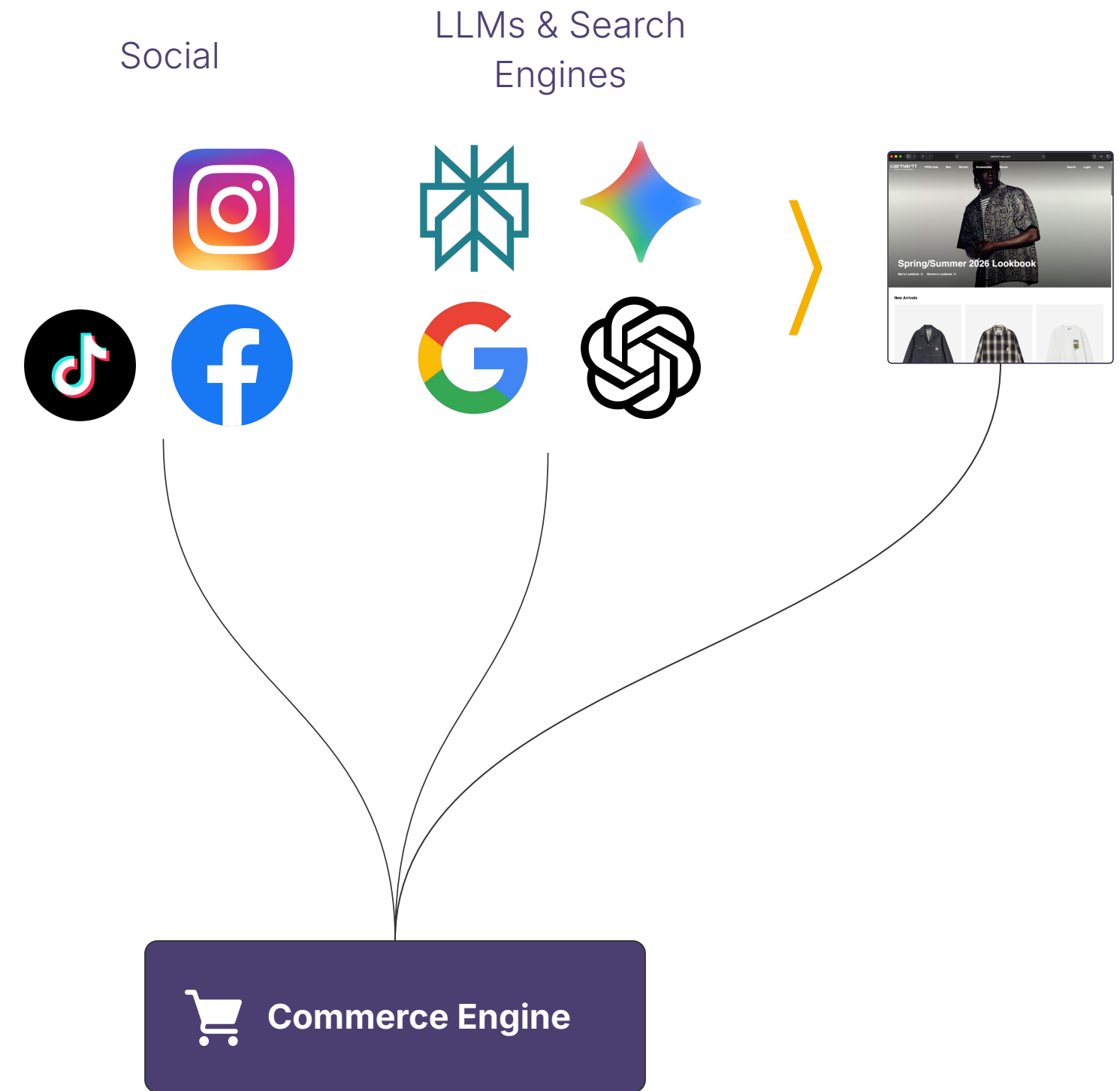




# Commerce *tomorrow*

**Conversion happens everywhere**  
From intent to transaction

**Your back office orchestrates it all**  
Powering every channel



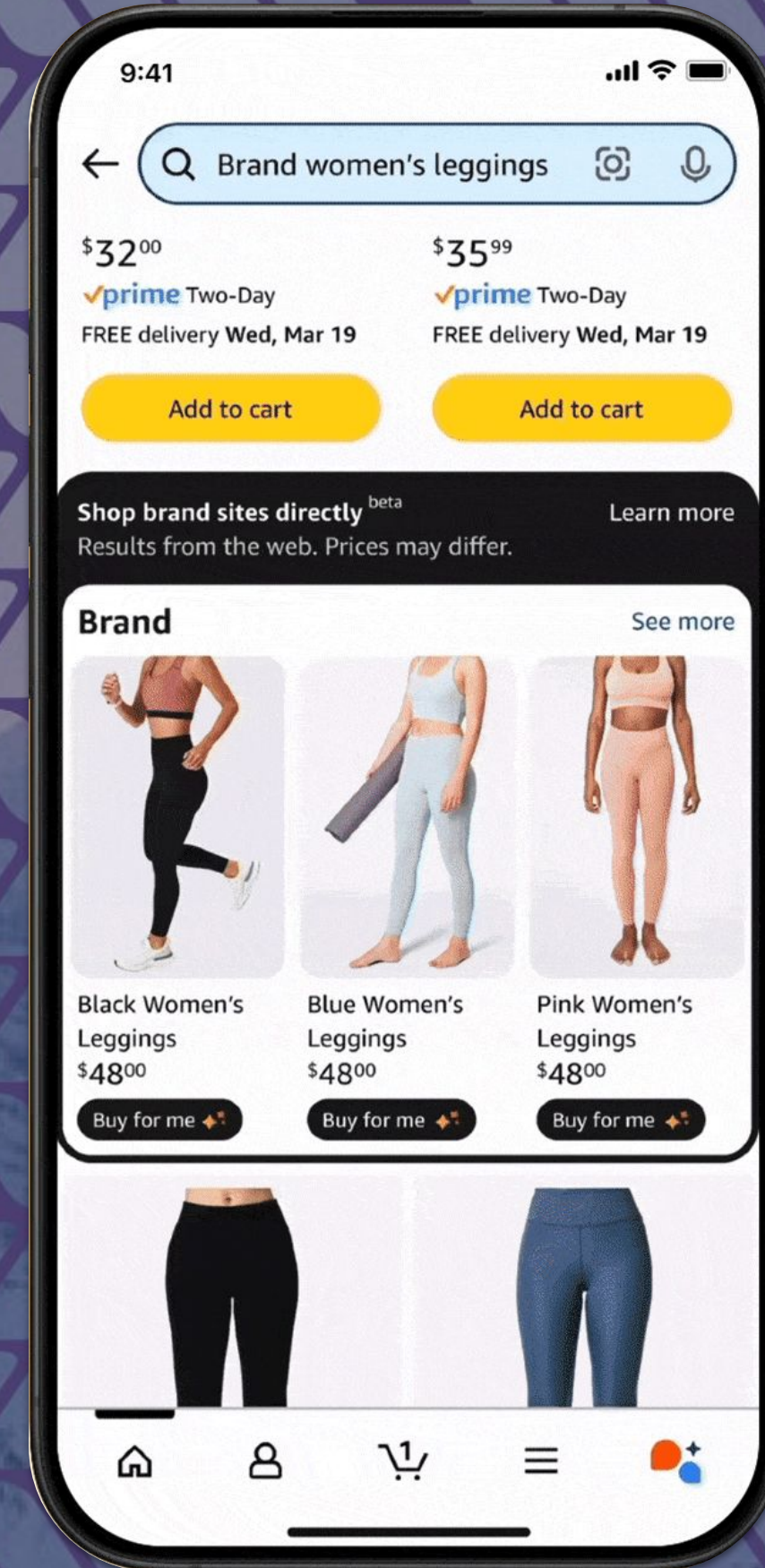


# Amazon launching Agentic Commerce

## Amazon's new 'Buy for Me' feature helps customers find and buy products from other brands' sites

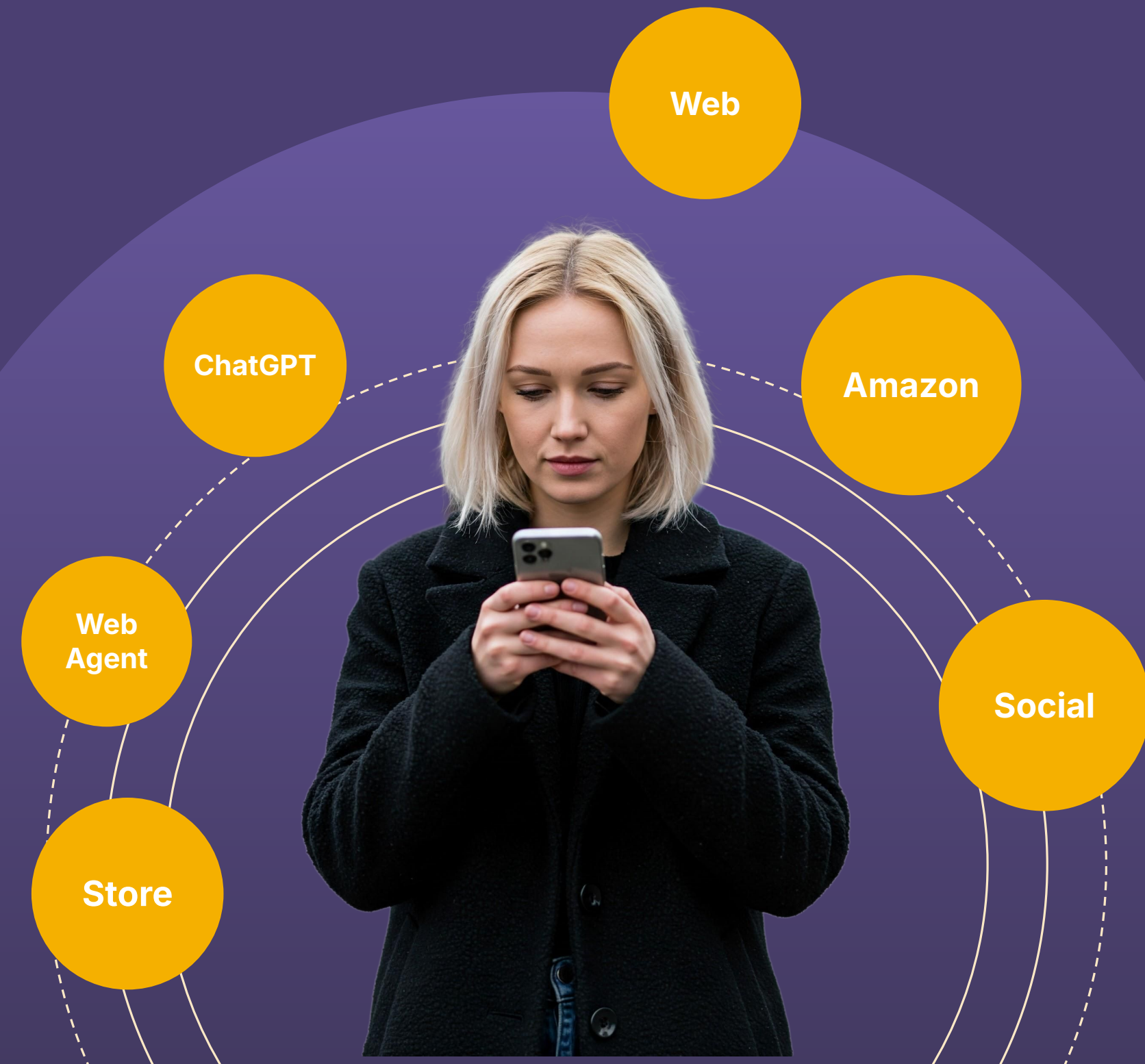
New beta feature allows customers to use their Amazon Shopping app to complete purchases from other brand retailer websites if Amazon doesn't sell the item directly.

Retail Shopping Customers Artificial Intelligence



Agentic Commerce will **become a core sales channel**, just like web, app, and marketplaces.

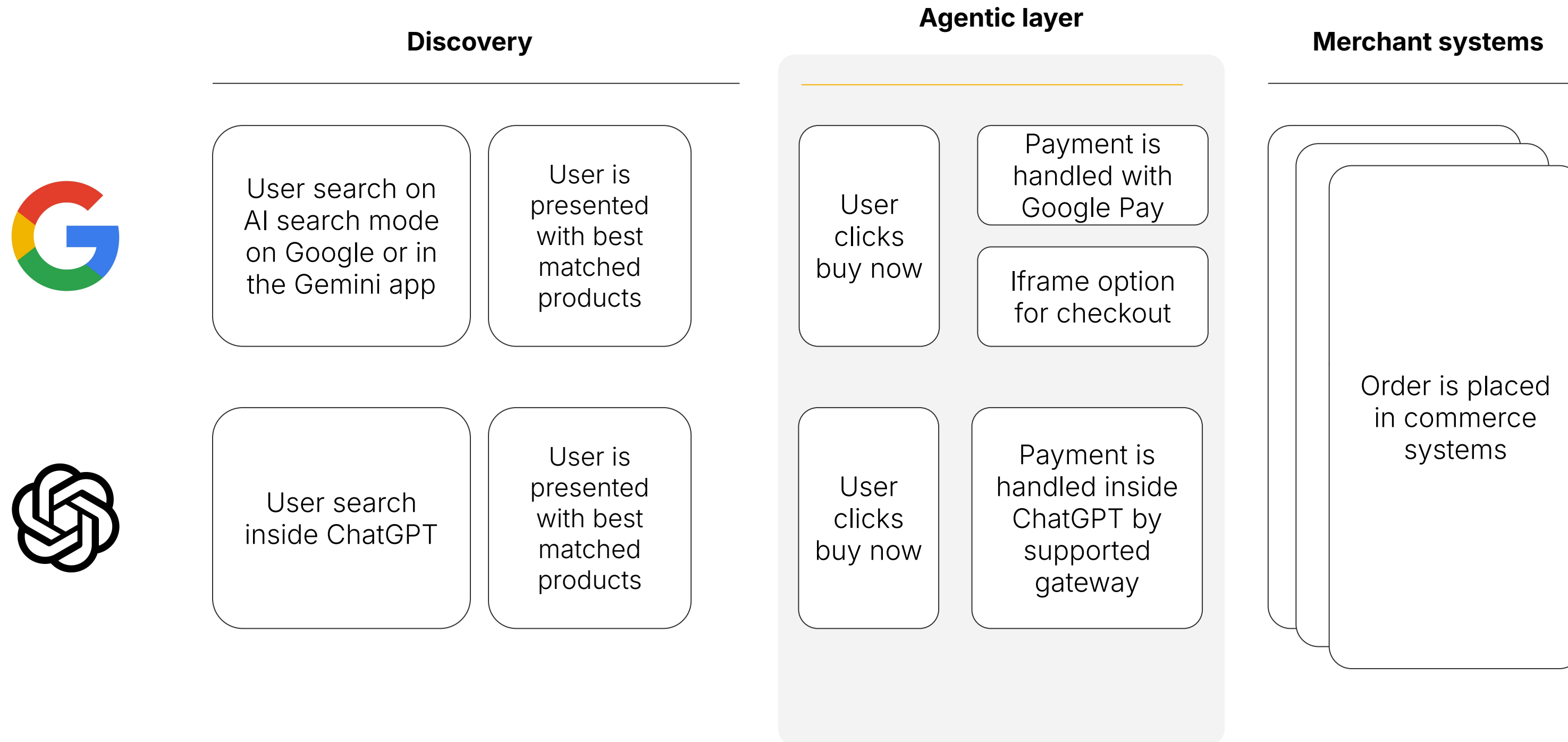
Brands will need to master Agentic interactions the same way they master every other channel.





# A simplified view of how Agentic Commerce works

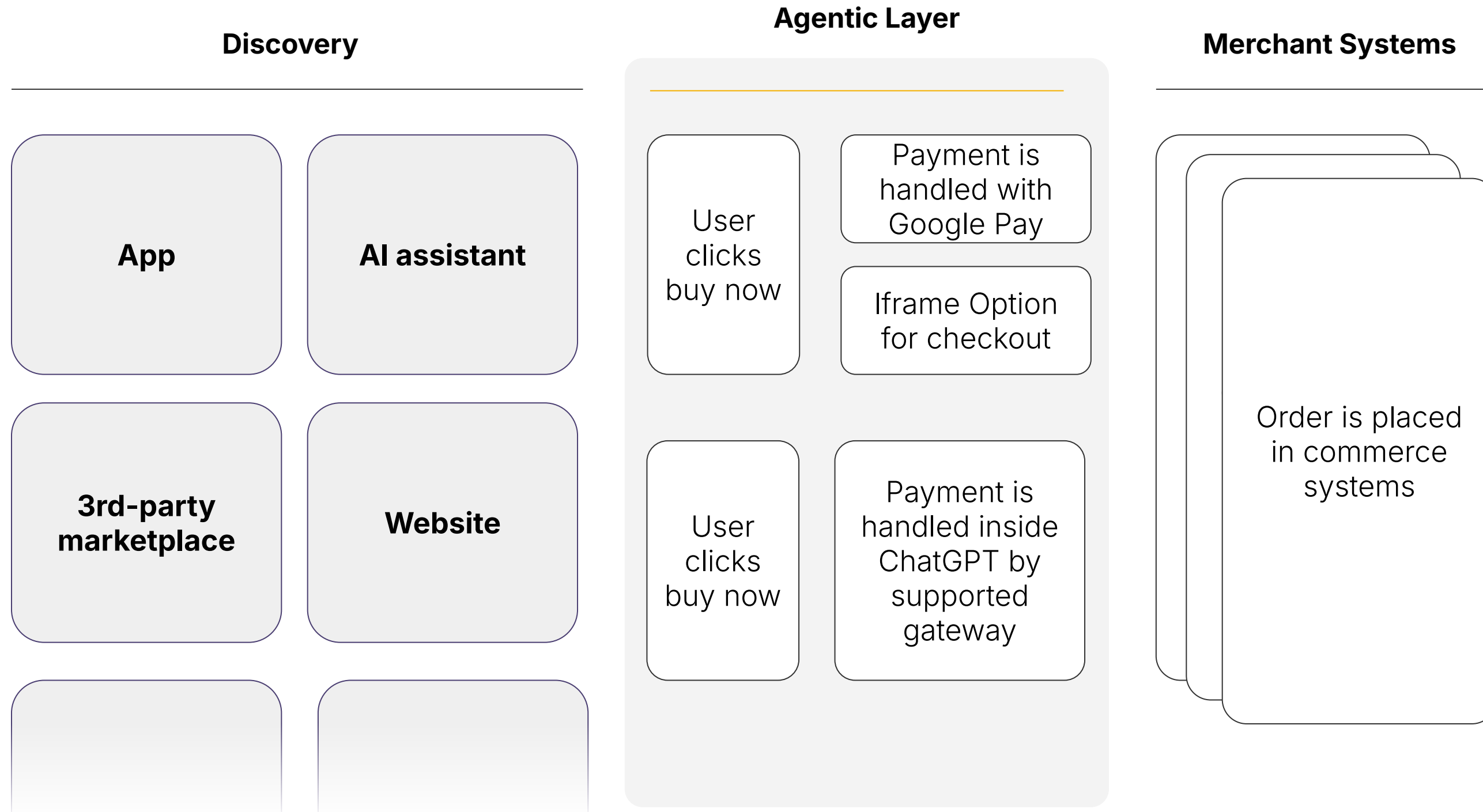
A quick look under the hood of Unified Commerce Protocol (Google) and Agentic Commerce Protocol (OpenAI)





# A simplified view of how Agentic Commerce works

A quick look under the hood of Unified Commerce Protocol (Google) and Agentic Commerce Protocol (OpenAI)

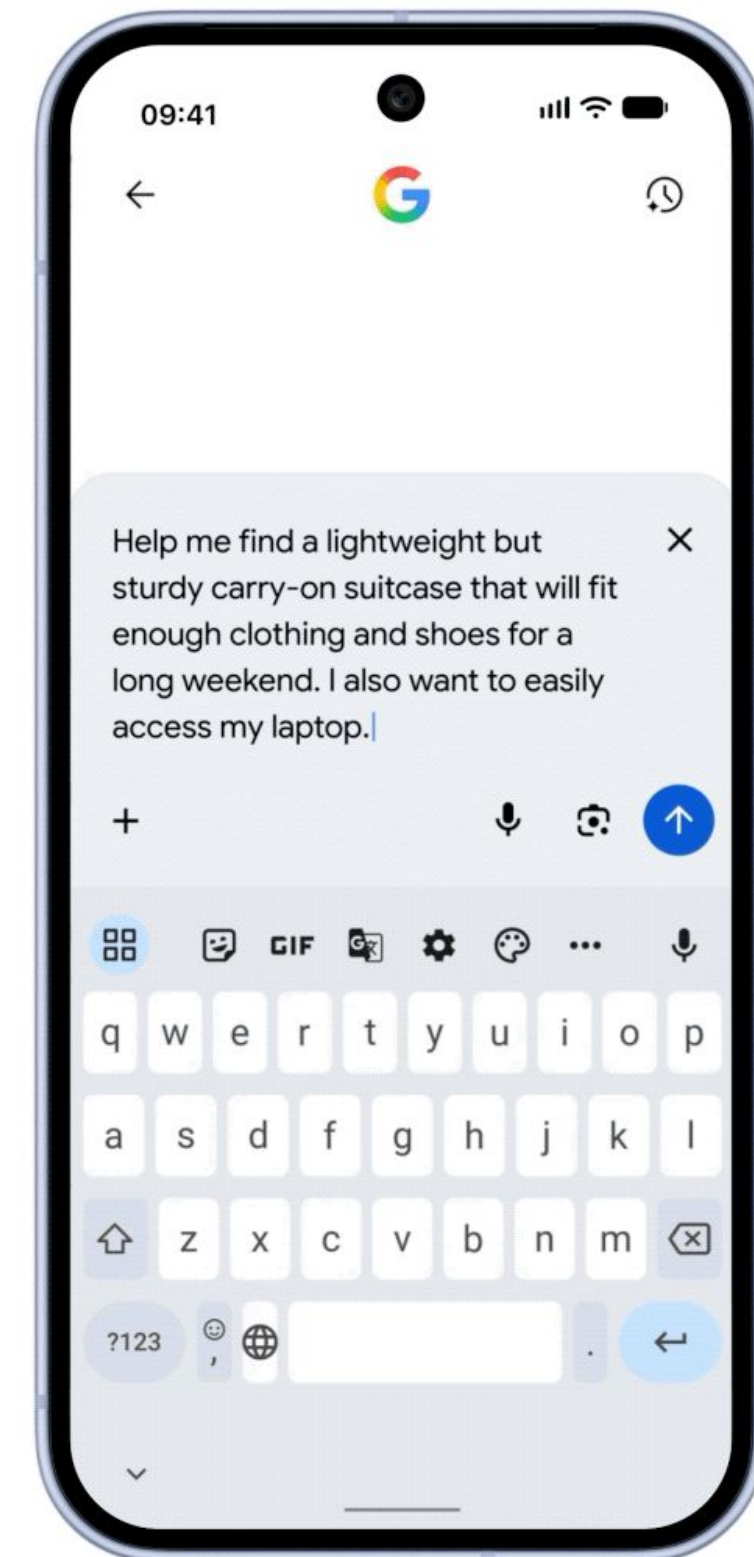




Consumers or users buying **directly** through **ChatGPT**, Google, Perplexity e.g.

Users engaging with an **Agent** (onsite or offsite) to complete a purchase

**AI agents speaking to other AI agents** to transact



Sequences shortened and results for illustrative purposes throughout. Screen images simulated.



## *Poll*

What is the the biggest challenge for your organisation today?





# Get started

A pragmatic path from visibility to revenue

## *Be found*



Be visible in AI search

If you're not found, you're not considered

Product data must be AI-readable



## *Prepare*



Architecture fit

Prepare data, APIs, and logic

Build and prepare



## *Transact*



Activate when the channel opens

Test agent-driven purchases

First movers learn fastest





# Building your own agent is a good place to start →

Understand if your tech stack supports it

Flush out the data challenges

Get the integrations to work

Understand how agent behaviour works

Summary

∞ versatile   ♦ refined   ↻ vibrant   ☼ Mediterranean aspiration

☁ fresh   ✨ crisp   ☆ renewal   🌿 natural   ☆ dewy

☆ fresh clarity   ☆ dewy renewal   ☆ sun-warmed woods

◇ comforting elegance   🛡 quiet confidence   ◇ versatile elegance

🌊 Mediterranean allure   ☆ comforting strength   🏙 urban sophistication

Your spirit seeks a sophisticated versatility, beginning with the crisp clarity of morning dew, evolving into the serene embrace of sun-warmed woods. It speaks of a quiet confidence and comforting elegance, equally at home amidst vibrant city life or along a sun-drenched Mediterranean coast. Your fragrance should whisper of natural strength and timeless refinement, a scent that renews and grounds you, always.

Crafting Your Selections...

Customer Profile

**Anna**  
Busy Family Buyer

👨‍👩‍👧‍👦 2 kids (ages 4 & 7)  
💰 Budget: 20,000 - 35,000 €  
🏢 Daily office commute

Preferences  
Hybrid   Plug-in Hybrid   Budget €20k-€35k

Pain Points  
🔴 Too many options  
🟡 Limited time  
🟠 Child safety concerns

📞 Call   ✉ Email

📅 Test Drive Bookings  
No test drives scheduled.

AI-Generated Talking Points

- 🟢 Focus on safety features and Euro NCAP ratings (high)
- 🟢 Highlight ISOFIX points for child car seats (high)
- 🟡 Mention spacious trunk for family activities (medium)
- 🟡 Discuss extended warranty options for peace of mind (medium)
- 🟠 Offer test drive with child seat installation demo (low)

Top Recommendations  
24 matches from the latest inventory scan

1	Mercedes-Benz E 2022 • 128,000km • Plug-in Hybrid	34,900 € 299 €/mo
2	Volvo XC60 2023 • 129,000km • Plug-in Hybrid	34,400 € 299 €/mo
3	Volvo XC40 2020 • 152,000km • Plug-in Hybrid	22,300 € 249 €/mo

Key Focus: Safety First   Upsell Opportunity: Extended Warranty

Saka AI  
Listening...

📊

Welcome back, Anna! Looking for a safer family car?

Show safest family cars >   What is ISOFIX? >

Compare trunk sizes >

Voice active...   📷   🗑   🗣



Agentic Commerce is when AI agents actively help users *discover, evaluate & transact*, moving seamlessly from discovery to orders.

- Agentic Commerce is here to stay and will gain revenue
- The technology is slightly ahead of the adoption
- Optimise for visibility today, build for transactions tomorrow



# *Thank you for joining*

## Upcoming Masterclasses

- The new rules of multi-brand strategy, January 29 - 15:00 CET
- **NEW!** Agentic Commerce: Preparing your tech stack for ChatGPT, Google & beyond, February 26 - 15:00 CET



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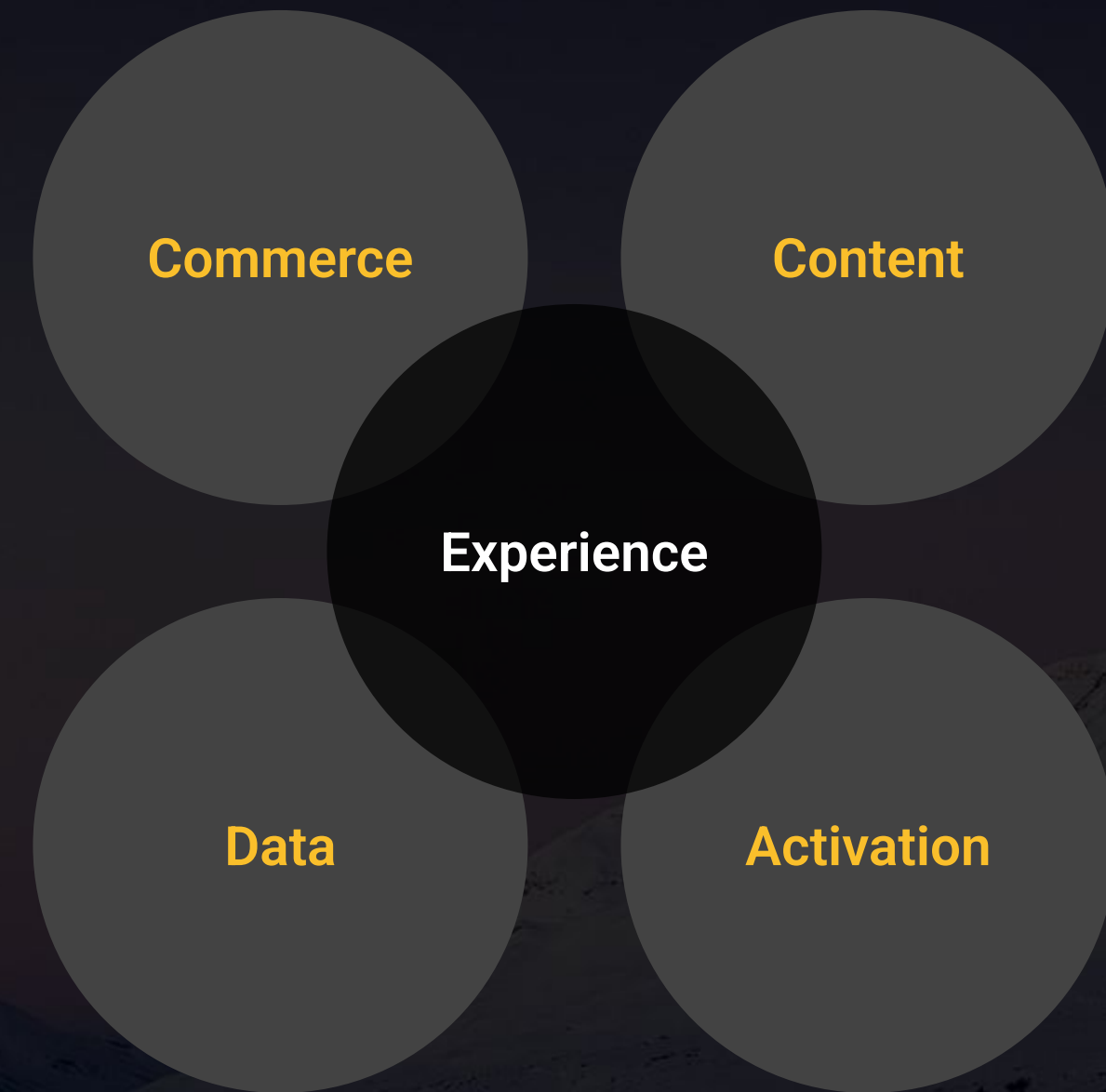




We simplify digital complexity to create experiences that convert.

We unite tech, content, and data into a growth engine that performs.

How we deliver matters as much as what we deliver.



# One Global Team, close to our clients in over fifteen locations across Europe, North America, Middle East and Africa.

Global reach  
Local teams  
One mindset

+500 practitioners

