



# CHALLENGES & BENEFITS OF AGENTIC COMMERCE



# CHALLENGES FACING AGENTIC COMMERCE

## 1 The Trust Gap

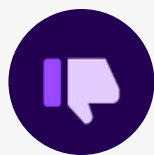
**Traditional eCommerce is built on a direct trust relationship between buyer and merchant.**

Consumers know which website they are purchasing from, they enter their payment information directly, and they receive confirmation from a brand they elected to trust.

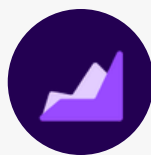
Even as agentic AI adoption grows, **nine out of ten consumers** say it is important to verify that they are buying from a real person or legitimate seller.

In order for agentic commerce to scale, it must feel trustworthy to the end user. If not, autonomous purchasing will remain a convenience feature for a few rather than a default behavior for many.

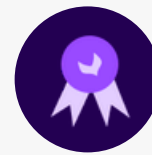
### Every major shift in commerce follows the same pattern:



Skepticism



Adoption



Normalization

## 2 The Security Risk

When an AI agent completes a purchase on a consumer's behalf, the buyer may never directly see the merchant's website. That makes it harder to verify legitimacy.

A bad actor could create a convincing fake storefront, publish a UCP manifest, and attempt to attract agent traffic. Without strong identity validation, agents could connect to fraudulent backends at scale.

Today, **UCP mitigates this risk** by relying on Google Merchant ID verification to authenticate legitimate sellers.

The risk of rogue agent platforms also exists, but is currently lower, given the limited number of major AI interfaces (such as ChatGPT, Gemini, or Claude) that consumers already recognize and trust.

## 3 The Integration Collapse

In an agentic ecosystem, numerous AI agents built by different vendors and operating across various platforms must interact with countless eCommerce systems.

If each agent required a custom integration with every retailer, the model would collapse under its own complexity. The number of potential one-to-one connections would be impractical to build and maintain.

Scraping websites through browsers is also not a viable long-term solution; it is fragile, inefficient, and often blocked by anti-bot protections. What is needed is a standardized way for agents and commerce platforms to communicate securely and reliably.

**This is where agentic protocols come into play.**

# HOW AGENTS OUTPERFORM HUMANS

## Reduced Friction, Increased Conversions

Agentic commerce compresses the funnel into a single interface, eliminating the need to jump between search engines, retailer websites, comparison tools, and payment pages.

Shopping becomes conversational and continuous.

### So what?

When friction drops, conversion rises. AI referral traffic already converts **31% higher**.

## Buying Becomes Event-Driven

Shopping no longer requires presence: consumers set conditions and agents execute when criteria are met.

***“Buy this product when the price drops under \$200”***

***“Purchase this product when it’s back in stock.”***

Commerce becomes asynchronous.

### So what?

Brands that support automated triggers capture revenue that others miss.



## Recommendations Become Targeted

AI agents generate recommendations that are closely aligned with a consumer’s stated intent, preferences, and constraints.

**81% of consumers** using AI assistants report better shopping experiences, and **47% of consumers** use AI as a “reader” to distill key themes and common complaints from product reviews.

### So what?

More targeted recommendations lead to better conversions, more cross-sell opportunities, and a better customer experience.

## Stronger Purchase Intent From LLM Traffic

Referral traffic from AI sources is **31% more likely to convert**. While many organizations report **declines in organic traffic**, AI agents are emerging as a powerful new acquisition channel, with traffic from AI sources increasing **693% year over year**.

### So what?

Legacy SEO alone will not protect you. Optimizing data for AI agents is the future.

## Are you ready for AI agents that buy for customers?

AI already helps consumers discover products.

Soon, it will purchase them too.

That’s why we’ve developed the agentic commerce playbook that explains what’s coming and how businesses should prepare.

[Learn More](#)



## ABOUT AKENEO

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# ABOUT AKENEO

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM); creating a world where every product interaction is an experience that guides consumers and professionals to the best purchase anytime, anywhere.

Akeneo empowers business leaders with software, education, and an engaged community all focused on the practice of product experience management.

Leading global brands, manufacturers, distributors, and retailers, including Chico's, TaylorMade Golf, Rail Europe, Kering, and more trust Akeneo to scale and customize their omnichannel commerce initiatives.

Using Akeneo's intelligent Product Cloud, companies can create elevated product experiences with user-friendly and AI-powered product data enrichment, management, syndication, and supplier data onboarding; as well as a comprehensive app marketplace and partner network to meet business and buyer needs.

For more information: <https://www.akeneo.com>

