

AI-Mediated Commerce

Building the AI Commerce Layer. How retailers earn accurate representation, trust and action when AI shapes the buying journey.



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Every major evolution in commerce has redefined who, or what, influences the buying decision. The shift from brick-and-mortar to digital commerce reshaped retail competition for two decades. AI-mediated commerce is doing it again, faster.

AI is entering the buying decision before many shoppers reach a retailer's website, marketplace listing or store. It can interpret intent, compare alternatives, test claims and increasingly connect a recommendation to action. The commercial question is no longer only whether shoppers can find and convert on the digital shelf. It is also whether AI can understand what a retailer sells, trust the evidence, recognize fit and reach a safe commerce path.

OpenAI, Google and Shopify are moving commerce interfaces toward richer product discovery, structured feeds, carts and transaction pathways. That does not guarantee retailer return, but it changes the operating requirement: product knowledge, trust evidence, commercial facts and action pathways must work across AI environments, not only inside owned pages.[2-5]

393%

year-over-year growth in AI-source traffic to U.S. retail sites in Q1 2026

42%

better conversion for AI-source traffic than non-AI traffic in March 2026

66%

average AI content visibility score for retail product pages

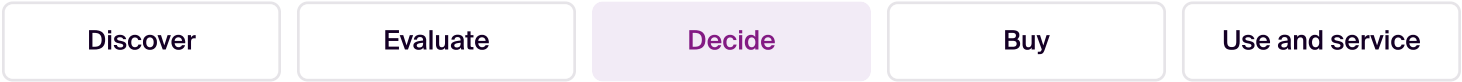
The leadership question

When a shopper asks an AI system what to buy, how confidently can that system understand your products, verify the reasons to trust them, recognize when they fit, and connect the shopper to a current and authorized action?

AI-mediated commerce

The Buying Journey Has Expanded

Shopper journey



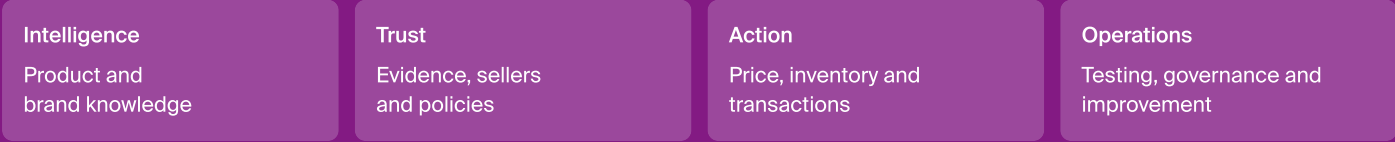
AI-mediated experiences

External assistants, retailer copilots, platform AI and shopping agents can influence one or more stages.

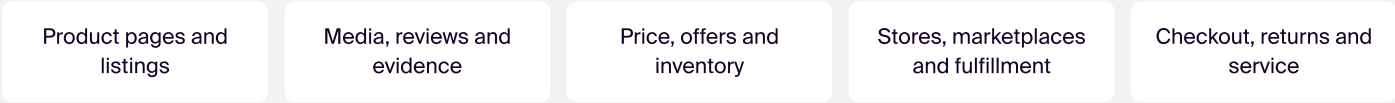


AI commerce layer

Makes retailer signals interpretable, verifiable, current and actionable.



Retail commerce foundation: physical shelf + digital shelf



Physical and digital commerce remain the foundation. The AI commerce layer makes those signals usable across AI-mediated journeys.

Commerce
Market shift

AI Commerce Layer
Enterprise capability

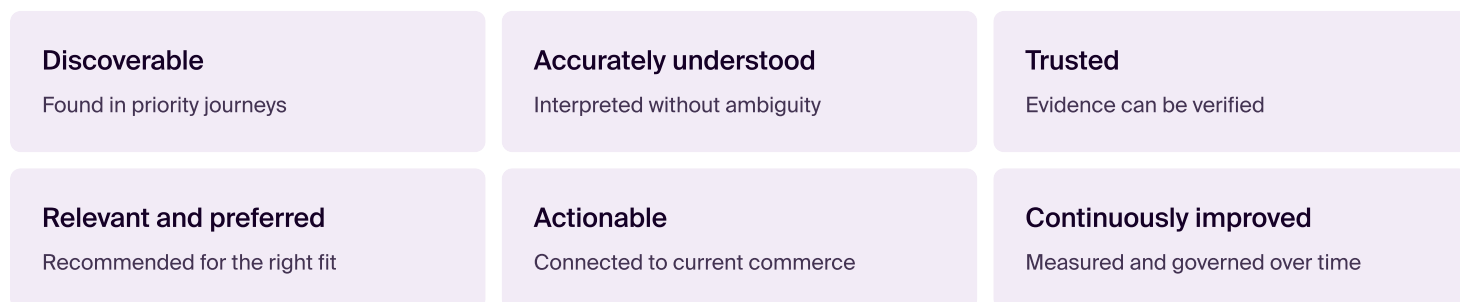
Xebia AI Commerce 6x4 Framework
Management framework

A practical management system

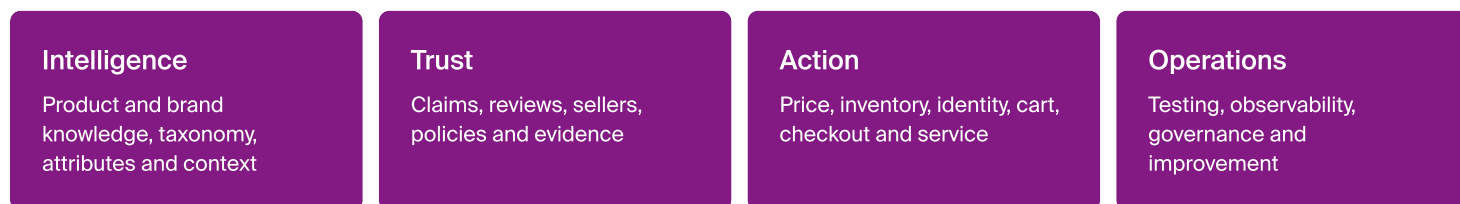
The Xebia AI Commerce 6x4 Framework

The model connects six business outcomes to four enabling layers. It gives retail leaders a common way to set priorities, assign ownership, measure performance and move from isolated experiments to a managed enterprise capability.

Six business outcomes



Enabled by four enterprise layers



Five Questions for Retail Leaders

- 01 Where it matters.** Which categories, missions and AI surfaces already influence a buying decision?
- 02 Product truth.** Can AI interpret attributes, compatibility, differentiation and intended use accurately?
- 03 Trust.** Are claims, reviews, sellers and policies supported by evidence and clear ownership?
- 04 Action.** Can a recommendation reach current price, inventory, an authorized seller and a safe transaction path?
- 05 Ownership.** Who owns testing, incidents, platform changes and the improvement backlog?

Start with a Short AI Commerce Activation Sprint

- 01 Baseline.** Define journeys, products, surfaces and current performance.
- 02 Diagnose.** Find intelligence, trust, action and operating gaps.
- 03 Prioritize.** Select fixes with the highest learning and value potential.
- 04 Implement.** Improve data, evidence, interfaces and content pathways.
- 05 Retest.** Measure coverage, accuracy, routing and action improvement.
- 06 Scale plan.** Define ownership, architecture and a 90-day roadmap.

