

Agentic Commerce: Start with Organizational Questions

By Russ Dieringer // June 29, 2026 // Benchmarks, Interactive, Research

***TL;DR:** Most brands are asking the wrong question about agentic commerce. Measurement gaps are real, but the bigger issue is organizational: 35% of enterprise brands have no one responsible for it. Leaders aren't waiting for perfect data. They've named an owner and are actively testing.*

Pro Tip: Read the article first and then get tailored insight with our 1-minute self-assessment found at the bottom of this page.

4 minute read + self-assessment with tailored results

The most common question we get from brands on agentic is around measurement. But our new benchmarking reveals organizational questions should come first.

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