Current State of Agentic Commerce | Webinar Recap

By Russ Dieringer // May 19, 2026 // Briefings, Webinars

TL;DR: *Every brand should be testing and learning around agentic commerce. Shopper adoption is real and accelerating, measurement tools are advancing, and the foundation work (content, structured data, reviews) is concrete enough to start. But the channel is still small, measurement methodologies are early, and the line from activation to sales, share, or profit remains blurry. Run deliberate tests and measure where you stand using fair share benchmarks, while continuing to invest in other priorities like retail media, supply chain, and digital profitability.*

3 minute read

Agentic commerce is one of those topics where there's a lot of noise, and the implications for how brands operate are still being worked out in real time.

At Stratably, we've been examining a set of questions on behalf of our members that we believe will define how brands navigate this shift. This webinar adds to that body of knowledge we've been building.

There are four questions we're most focused on:

1. Where does agentic commerce sit on the investment priority list relative to other opportunities like retail media, social commerce, and Amazon fundamentals?
2. What does "AI visibility" mean in practice, and what are the practical benchmarks a brand should aim for?
3. What can brands do today to positively influence their position in agentic commerce, and can they tell if it's working?
4. How do the economics of agentic commerce reshape the power dynamic between brands and retailers, particularly as ChatGPT, Alexa, and retailer-native agents compete for the discovery layer?

We invited Noah Johnson, VP of Shopper OS at Stackline, to this conversation because Stackline is at the forefront of measuring how agentic commerce is reshaping consumer behavior. They've

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launched one of the first commercial AI visibility measurement capabilities in the market, and they have a clear point of view on what brands should be doing today and what's coming down the line.

Noah walked through Stackline's measurement framework, what fair share analysis is revealing about category dynamics, and a playbook for moving from foundation to growth to leadership in AI-driven activation.

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