
Podcast: Cutting Through the Noise on Agentic Commerce

By Russ Dieringer // March 23, 2026 // Research

***TL;DR:** Stratably's Russ Dieringer joins the *Unpacking the Digital Shelf* podcast to provide a data-backed view on agentic commerce, highlighting limited sales impact currently, trust gaps among consumers, and the practical steps brands should prioritize now.*

1 minute read

Agentic commerce has quickly become one of the most dynamic topics in digital.

Stratably's Founder, Russ Dieringer, joins Peter Crosby and Lauren Livak Gilbert of the Digital Shelf Institute's *Unpacking the Digital Shelf* podcast to share a unique take on agentic commerce and what actually matters for brands.

The conversation explores:

- The disconnect between industry hype and reality
- How consumers are actually using AI today: primarily for research and discovery rather than transactions
- The persistent trust gap, with nearly all shoppers validating decisions outside of AI before purchasing
- Why agentic commerce is generating outsized FOMO in the C-suite, despite limited real-world sales impact today
- What Amazon, Walmart, and Instacart's actions and disclosures really signal about the current state of agentic
- Why brand visibility is expanding beyond the PDP into a broader ecosystem of content, reviews, and third-party signals

Russ provides the data-backed context to help brands weigh their investment and resourcing decisions around agentic commerce, plus the practical areas brands should focus on in 2026.

Click the button below to listen to the episode:

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To dive deeper, explore all our research on AI and agentic commerce [here](#).