



The New Rules of Ecommerce:

# How AI is Transforming the Customer Experience

# Contents

<b>AI is the new frontier in ecommerce</b>	<b>3</b>	<b>Preparing for the next wave of AI commerce</b>	<b>22</b>
How AI is reshaping the commerce landscape	4	BigCommerce at the forefront of AI innovation	23
Changing shopper behaviors	5	Feedonomics shaping the future of product data	25
AI is rewriting the commerce journey	7	<b>Building trust and growth with AI</b>	<b>26</b>
<b>Preparing for AI: The power of data enrichment</b>	<b>11</b>		
The five levels of data maturity	12		
<b>How ecommerce brands can integrate AI today</b>	<b>17</b>		
Merchandising and marketing	18		
Content creation	19		
Search and discovery	20		
Personalization	21		

# AI is the new **frontier** in ecommerce.

**Traditional shopping is dead.  
Welcome to the age of AI commerce.**

What was once experimental technology is now an essential part of everyday life. AI now drives how people shop and how brands sell, shaping everything from discovery and recommendations to operations and service delivery.

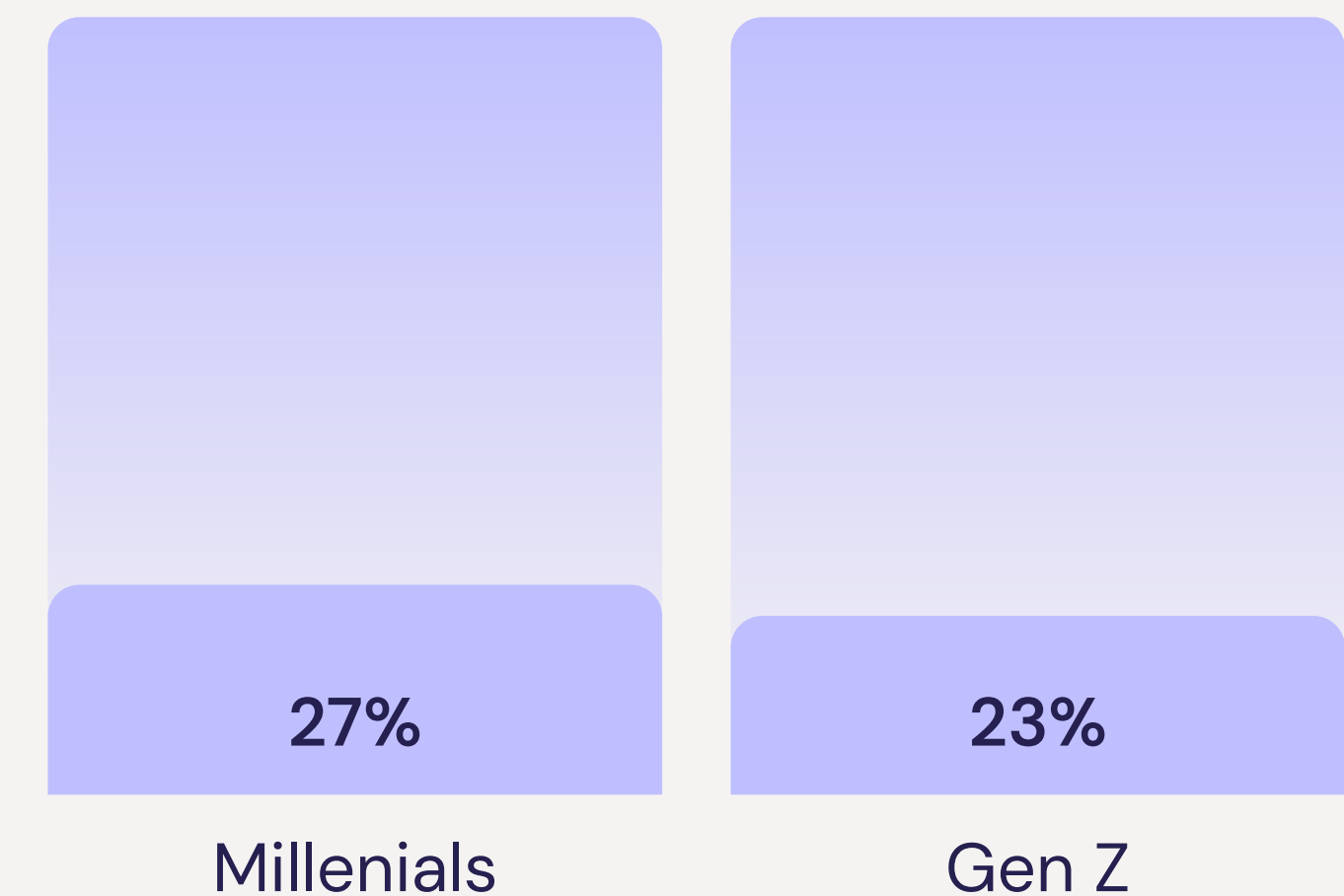
Consumers no longer experiment with AI; they depend on it for inspiration, information, and convenience.

That reliance is quickly deepening — **27% of Millennials** and **23% of Gen Z** already trust AI product recommendations more than those from other people. Across both B2C and B2B, AI is creating a new era of intelligent, connected experiences.

Brands have a clear opportunity to lead this change by creating journeys that feel faster, smarter, more intuitive, and more human.

In this guide, you'll explore how AI is reshaping commerce, how to integrate it into your business model, and how innovators like BigCommerce and Feedonomics are paving the way for AI-powered customer experiences.

27% of Millennials and 23% of Gen Z already trust AI product recommendations more than those from other people.



# How AI is **reshaping** the commerce landscape.

## Changing shopper behaviors.

Shopper expectations are evolving faster than ever, driven by two powerful forces:



the rise of AI-assisted shopping



the growing importance of trust and intimacy in the merchant-customer dynamic

Shopping has moved beyond transactions to become personal, built on convenience, confidence, and a sense of partnership between people and technology.

AI is at the heart of this shift, transforming how shoppers discover products, make decisions, and connect with brands.

I'm looking for new running shoes but don't know where to start.

✦ No problem! Are you running mostly on roads or trails?

Roads.

✦ Awesome. Do you prefer something lightweight for speed or cushioned for longer runs?

Cushioned — I'm training for a half marathon.

✦ Nice! Based on that, I'd suggest the Brooks Ghost 16 or ASICS Gel-Nimbus 26. Both are designed for distance comfort. Would you like me to show which one's on sale today?

Yes, please.

# AI: The new shopping companion.

AI is becoming the go-to shopping companion for a new generation of consumers.

Younger shoppers, especially Gen Z and Millennials, are using tools like ChatGPT and Perplexity to explore products, compare options, and make more confident purchase decisions. [What once began with a simple search now starts with a conversation.](#)

For these shoppers, AI is a guide that filters endless choices and helps them find what fits their needs best. It learns their preferences, anticipates questions, and simplifies decisions to make the journey more personal and efficient.

Younger consumers expect experiences that feel seamless and relevant. AI delivers by helping them:

- Identify needs quickly and efficiently.
- Surface relevant products based on context and behavior.
- Move effortlessly from inspiration to purchase.

46%



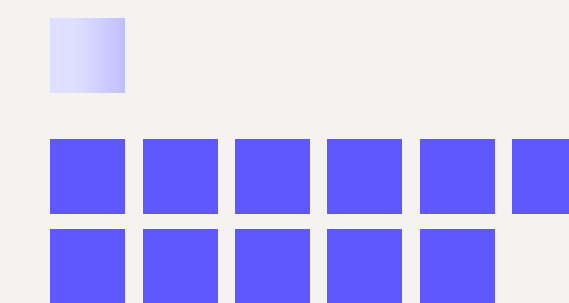
of Millennials use AI daily.

41%



of Gen Z use AI tools daily.

11x



Gen Z is **11 times** more likely than Boomers to use AI platforms for product research.

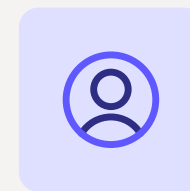
# Redefining trust and connection.

As AI becomes more embedded in daily life, the relationship between shoppers and technology is evolving from utility to something more personal and emotional.

Voice assistants, chatbots, and conversational tools have made the shopping experience feel more human. Shoppers aren't just typing queries; they're talking to technology that responds, remembers, and refines based on what it learns.

In fact, [27% of Millennials and 23% of Gen Z already trust AI product recommendations more than those from other people](#). That growing confidence signals a fundamental shift in how shoppers make decisions and who they turn to for advice.

## Why shoppers are growing more comfortable with AI:



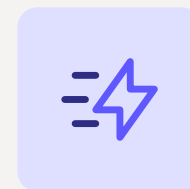
**Personalization feels authentic.**

AI tailors responses and recommendations to the individual, not the crowd.



**Interactions feel human.**

Voice-enabled and conversational platforms mimic the natural back-and-forth of real dialogue.



**Speed builds confidence.**

Instant answers reduce uncertainty and streamline decision-making.

But as AI becomes more influential, shoppers are also questioning what they can trust. They want transparency, clear understanding of how recommendations are made, and confidence that results aren't influenced by bias or paid placement.

For brands, earning that trust means balancing personalization with integrity. The future of loyalty will be built not only on convenience, but on authenticity and clarity in every AI-powered interaction.

# AI is rewriting the customer journey.

AI now plays an active role in how people search, evaluate, and buy — redefining what discovery looks like and who drives it.

The following sections explore how this transformation is unfolding, from AI agents that research and compare products on behalf of shoppers to the rise of conversational search that turns discovery into dialogue.



# From human search to AI agents.

AI is changing who does the searching.

Shoppers are no longer the only ones finding, comparing, and purchasing. AI agents now do much of the work for them.

These systems research, evaluate, and even complete transactions on behalf of consumers, marking the rise of [agentic commerce](#), where intelligent technologies mediate discovery and decision-making between shoppers and brands.

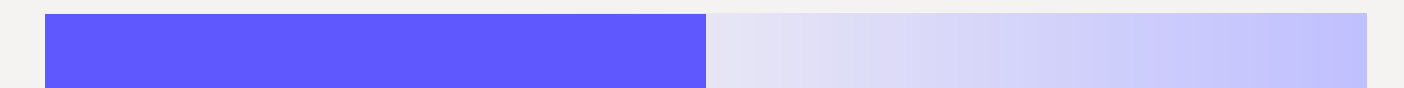
Recent research shows how quickly this shift is accelerating:

86%



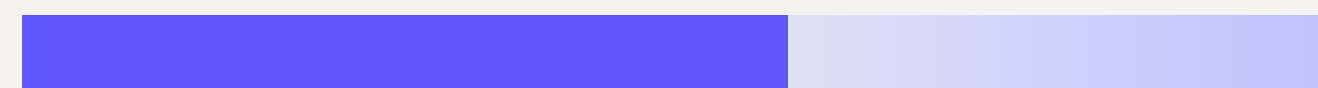
of consumers want AI to assist with product research.

50%



cite inaccurate or incomplete product data as the top source of frustration.

58%

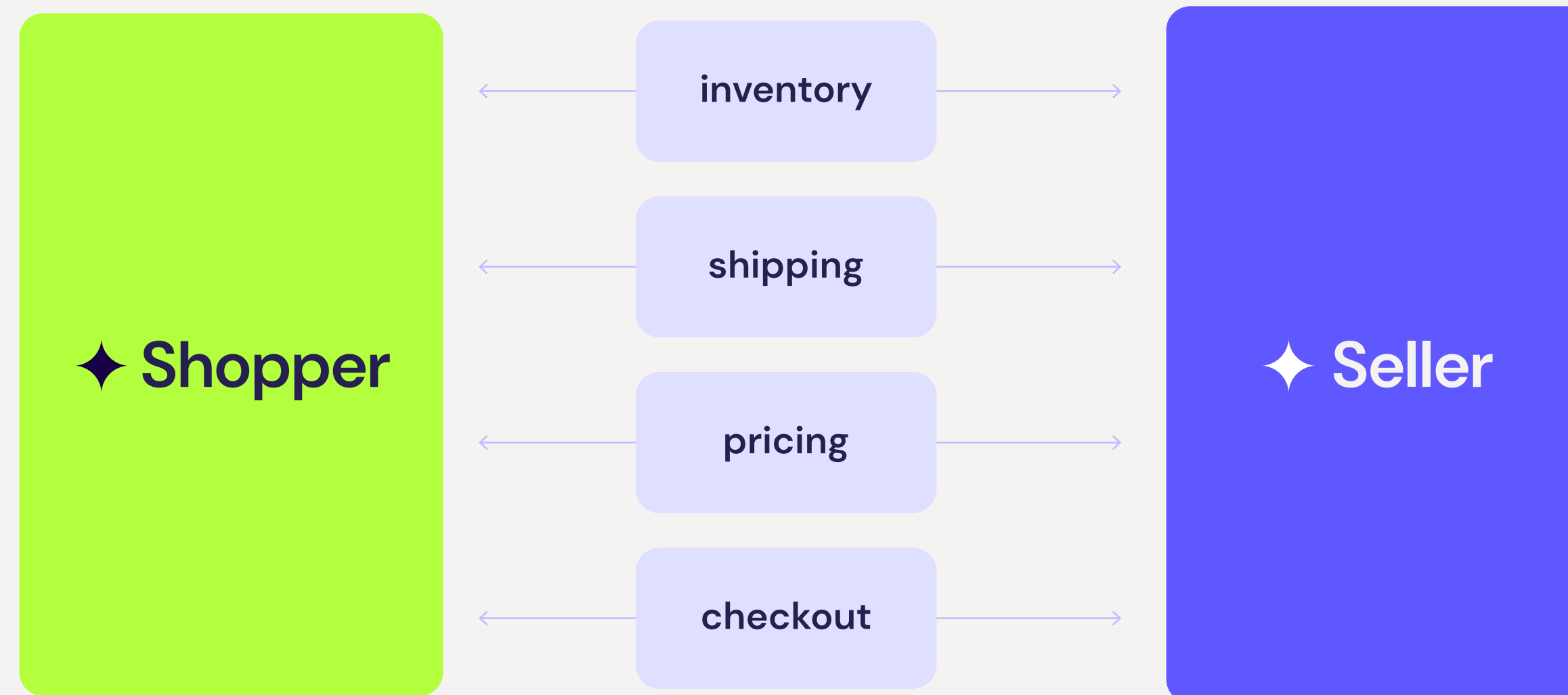


say generative AI improves their shopping experience.

AI systems now gather information directly from brand catalogs, summarize results, and present personalized recommendations. Visibility depends on the quality and clarity of product data, not just traditional SEO or advertising.

# From human search to AI agents.

## Agent-to-agent commerce



Early signs of agent-to-agent commerce are emerging, where AI systems on both sides — shopper and seller — communicate directly to:

- ◆ Retrieve real-time inventory and availability.
- ◆ Verify shipping and delivery timelines.
- ◆ Compare prices or negotiate bundles.
- ◆ Initiate checkout within the AI interface.

As these interactions evolve, the ecommerce website becomes less of a destination and more of a data source. Purchase decisions will increasingly hinge on how well a brand's data performs in AI-powered environments.

In this new era, data quality replaces design as the ultimate differentiator. The brands that win will be those whose products are discoverable, understandable, and actionable in the AI-driven marketplace.

# Conversational search.

AI is changing how people search.

Instead of typing keywords, shoppers are asking questions like:

“What’s the best compact sofa for a small apartment?”

“Which laptop lasts longest for travel?”

They expect quick, relevant answers that feel personal and human.

AI engines such as ChatGPT, Perplexity, and Gemini are turning discovery into a dialogue. Rather than showing pages of links, they analyze product data, summarize insights, and present tailored recommendations in a single, interactive exchange.

For brands, this shift demands a new kind of visibility, one driven by context and clarity rather than rankings.

This evolution has given rise to [Generative Engine Optimization \(GEO\)](#): ensuring product content is structured, complete, and contextually rich so AI models can surface it accurately and persuasively.

**To stay discoverable, brands should:**

**Adapt for dialogue:**

Create product content that mirrors how people naturally ask questions.

**Feed the engines:**

Keep product data structured, consistent, and accessible so AI tools can retrieve and represent it accurately.

**Prioritize context:**

Include use cases, comparisons, and lifestyle relevance that help AI understand shopper intent.

Conversational search compresses the traditional buying funnel into a single, interactive moment. The brands that stand out will be those that write for people first, crafting content that reads like a conversation and guides every query toward a purchase.

# Preparing for AI: The power of data enrichment.

## AI-driven commerce runs on high-quality data.

Before brands can personalize, automate, or connect across channels, they need a foundation of structured, enriched product information that AI systems can understand.

The more complete and contextual your data, the more accurately AI agents and shoppers can find, recommend, and purchase your products.

Data enrichment transforms fragmented catalogs into AI-ready product feeds that boost visibility across every discovery surface — from search engines to generative platforms.

## Data enrichment works by enhancing:



**Attributes:**  
titles, specs, details.



**Lifestyle tags:**  
use cases, styles, preferences.

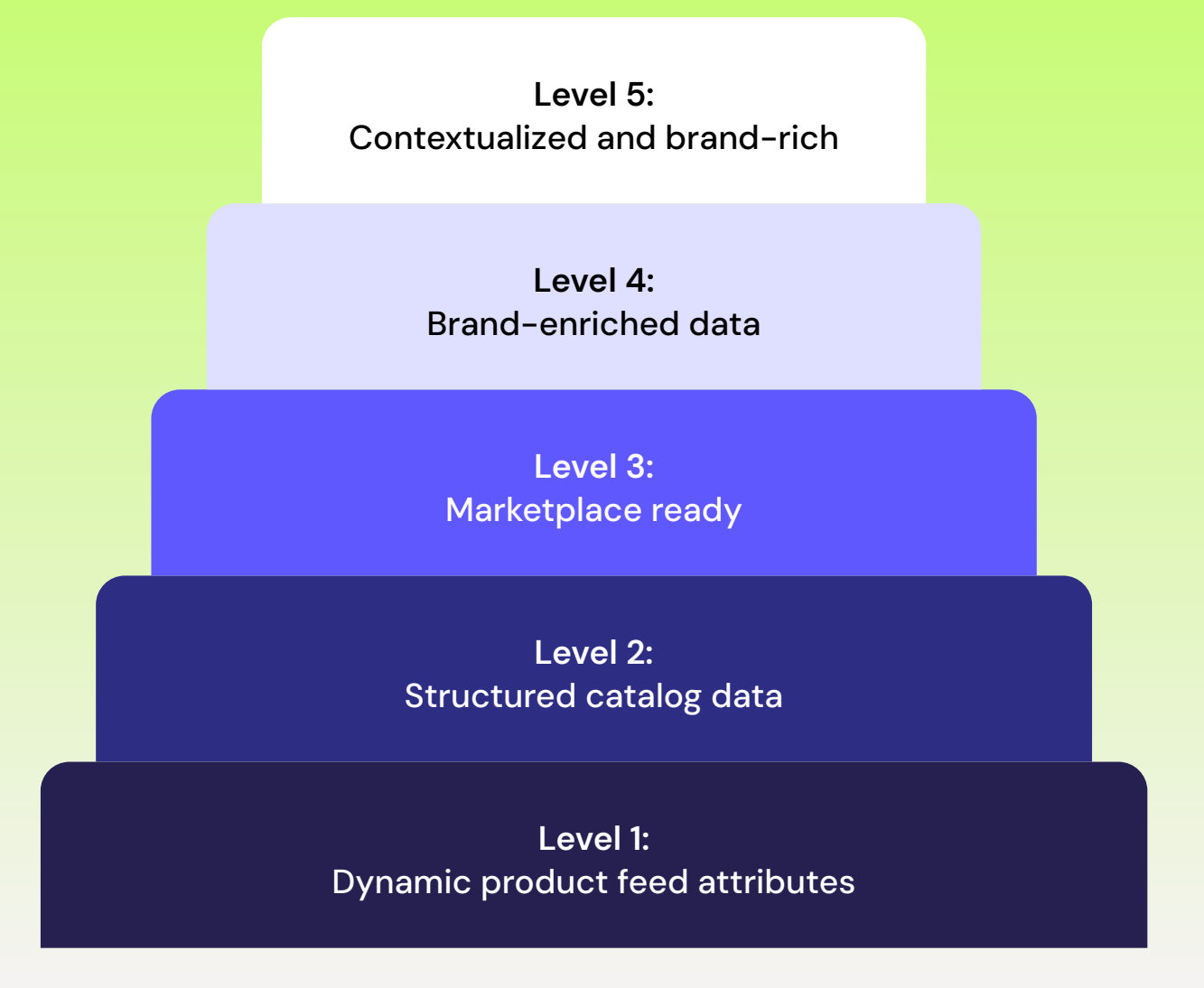


**Channel formatting:**  
optimized data for each platform.

Together, these elements ensure your products appear where shoppers are searching and comparing.

The first step is understanding where your data stands today.

The five levels of data maturity outline the stages of readiness that determine how prepared a brand is for AI-driven commerce.



# The five levels of data maturity.

Level 1   Level 2   Level 3   Level 4   Level 5

Level 1:

## Dynamic product feed attributes.

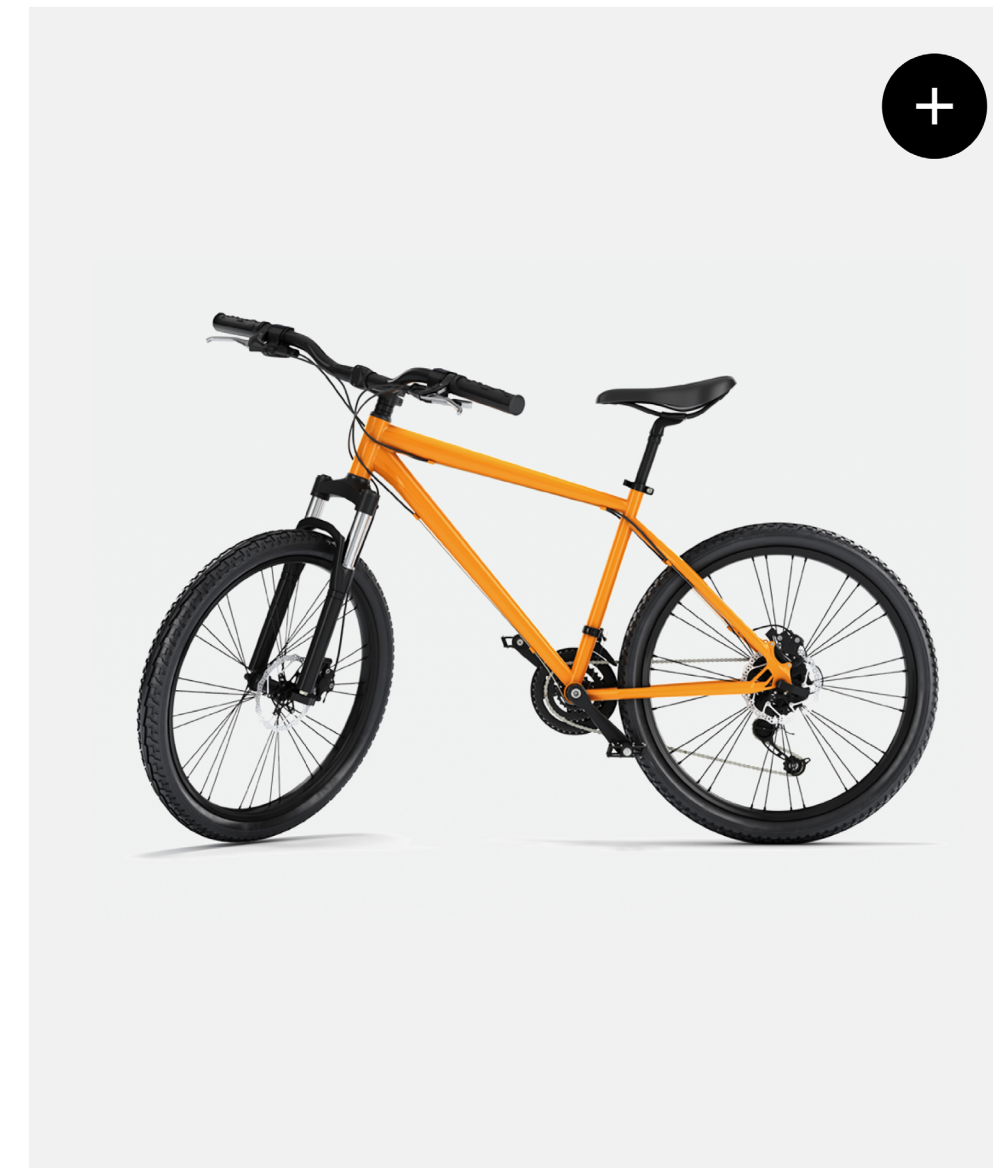
This foundational level ensures visibility across owned and advertising channels. These core elements make your products searchable and shoppable across standard feeds:

Title

Name

Description

Price



Mountain Bike

\$300



Water Bottle

\$25

# The five levels of data maturity.

Level 1   Level 2   Level 3   Level 4   Level 5

Level 2:

## Structured catalog data.

Adding structure provides essential context for AI systems. This includes:

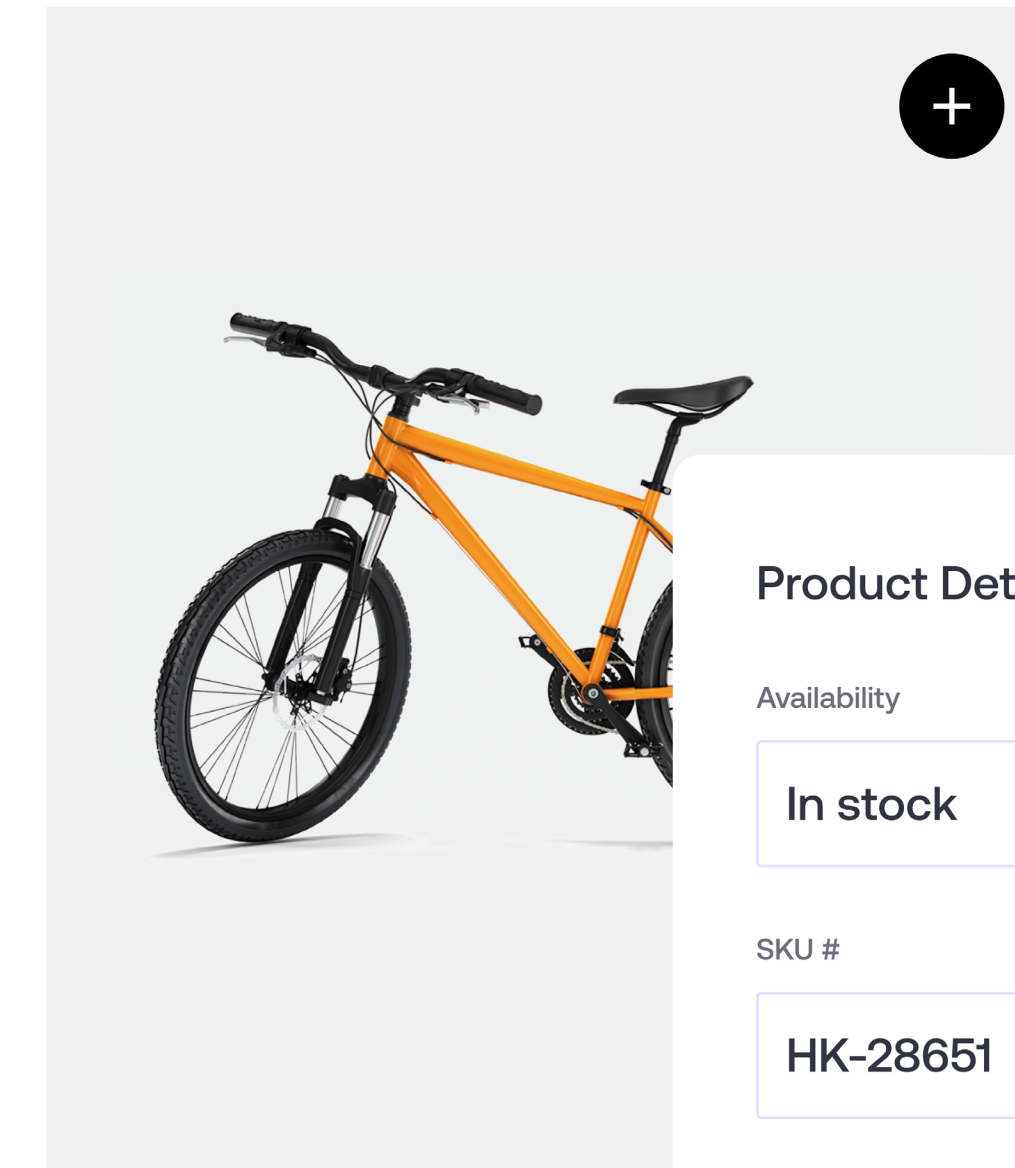
Availability

SKU

Category information

Product attributes

Categories



Mountain Bike  
\$300

### Product Details

Availability

In stock

SKU #

HK-28651

Category

cycle, bike, mountain bike

Product Attributes

offroad, suspension, unisex...




# The five levels of data maturity.

Level 1   Level 2   **Level 3**   Level 4   Level 5

Level 3:

## Marketplace-ready.

At this stage, brands incorporate logistics and operational data that enable localization and marketplace selling:

Name ↓	Inventory	Orders
 Hiking Boots	36 available	97
 Mountain Bike	103 available	15
 Insulated Water Bottle	41 available	137

# The five levels of data maturity.

Level 1   Level 2   Level 3   Level 4   Level 5

Level 4:

## Brand-enriched data.

Here, brands introduce unstructured but brand-authenticated assets that deepen discovery and support long-form, comparison-based AI queries:

Fit guides

Trend guides

Category information

Specification sheets

Catalog PDFs

### Spec Sheet



Outdoor & Sports

### Mountain Bike Size

Recommended size chart for most Trail, XC, e

Size	XS	S	M
Feeda		5'3" - 5'6"	5'6" -
Bigo		5'3" - 5'8"	5'8" -
Swift	4'8" - 5'1"	5'0" - 5'4"	5'3" -

Made for  
*Out There.*

# The five levels of data maturity.

Level 1   Level 2   Level 3   Level 4   Level 5

Level 5:

## Contextualized and brand-rich.

The most advanced level combines contextual and user-generated content that gives AI a full understanding of your brand and product experience:

Most brands stall at Levels 1 through 2, focusing on the basics. But those leading in AI-driven commerce are investing in Levels 4 and 5, where structured data meets rich storytelling to create more discoverable, differentiated, and trusted shopping experiences.

Reviews

Comparison articles

Help articles

Customer support transcripts

User-generated content (UGC)

Chat

Support

How can I help you today?

I need help figuring out which bike is right for me

Type your message...

★★★★★

972 Reviews

Outdoors\_Lovers\_46

Liked by craig\_love and 32 others

Took our new bikes out for a spin today! So much fun! #mountainbiking #outdoors

Jane Doe - Nov 17, 2025

8 Best Mountain Bikes Of 2025

# How ecommerce brands can **integrate AI** today.

AI is transforming ecommerce from every angle, making operations smarter, marketing more targeted, and shopping more personal. For brands, it's about finding practical ways to start now.

From predictive merchandising and automated content creation to AI-powered search and personalization, today's tools make it easier to deliver relevant and scalable experiences at every stage of the customer journey.

Predictive  
Merchandising

AI-Powered  
Search

Automated  
Content Creation

# Merchandising and marketing.

AI gives brands new precision in how they plan, price, and promote — replacing guesswork with real-time intelligence.

Today's tools help ecommerce teams anticipate customer needs, adjust strategies dynamically, and maximize performance across every stage of the funnel.

## Personalized promotions:

Predictive analytics allow brands to tailor campaigns based on behavior, seasonality, and emerging trends.

## Dynamic pricing:

Pricing engines powered by AI continuously analyze shopper behavior, competitor activity, and inventory levels to optimize prices in real time.

## Optimized ad performance:

AI evaluates cross-channel data to refine audience targeting and automatically reallocate budgets toward the platforms, audiences, and creative that deliver the highest return on ad spend.

BigCommerce partner [Athos Commerce](#) brings this intelligence to merchandising, using AI to power product discovery, smart sorting, and data-driven personalization. The platform helps brands optimize performance and scale efficiently while freeing teams to focus on creativity and growth.

## Quick prompt:

Copy and paste this prompt into ChatGPT (or another AI assistant).

You can customize it by adding your own data, product catalog, or brand details to get more relevant results.

**"Here's a CSV of our product catalog with sales from the past six months. Analyze it to identify which categories could benefit most from dynamic pricing or personalized promotions, and suggest three campaign ideas I can test this quarter."**

# Content creation.

Generative AI is rewriting the creative process, helping brands produce, test, and scale content faster than ever.

Whether it's writing product descriptions, SEO copy, or campaign messaging, AI enables teams to work quickly and consistently without sacrificing voice or quality.

## Automate at scale:

Use tools like [BigAI Copywriter](#) to generate on-brand copy for product pages, SEO content, and ad campaigns in seconds, freeing creative teams to focus on storytelling and strategy.

## Test before scaling:

Start small by using AI to A/B test messaging on low-performing or low-risk products. Once you find what works, apply those learnings to top sellers or flagship campaigns.

## Expand efficiently:

Scale content across product lines, regions, and languages while maintaining consistent tone, terminology, and formatting.

## Build trust in the process:

Keep humans in the loop to ensure AI-generated content remains accurate, authentic, and aligned with brand values.

**AI doesn't replace creativity; it enhances it.** When used strategically, generative tools amplify human imagination, speed up production, and give marketers the flexibility to iterate and improve content continuously.

## Quick prompt:

Copy and paste this prompt into ChatGPT (or another AI assistant).

Include product names, descriptions, or keywords for more accurate results.

**"Generate three product descriptions for [product name or category] that reflect a friendly, modern brand voice. Each should include a keyword for SEO, a short benefit statement, and one emotional appeal."**

# Search and discovery.

Search has evolved from static results to intelligent, personalized experiences that feel conversational and predictive.

With AI-driven tools, shoppers can now find what they want faster, even when they don't know exactly what they're looking for.

## Smarter on-site search:

AI interprets intent rather than simply matching keywords, helping shoppers find relevant products through contextual understanding and guided selling.

## Conversational discovery:

Natural-language optimization allows shoppers to search the way they speak, making exploration more intuitive and human.

## Adaptive merchandising:

Intelligent algorithms continuously adjust product rankings, recommendations, and layouts based on real-time browsing behavior and engagement.

BigCommerce partner [Bloomreach](#) powers these intelligent discovery experiences, using AI to interpret shopper intent, personalize search results, and guide customers from query to checkout seamlessly.

## Quick prompt:

Copy and paste this prompt into ChatGPT (or another AI assistant).

Add your product list and attributes to make the results specific to your catalog.

**“Based on this list of products and their attributes, create ten natural-language search queries that real shoppers might use to find them. Recommend how I could update product titles or descriptions to better match those queries.”**

# Personalization.

AI turns data into dialogue, helping brands connect with shoppers in ways that feel authentic, timely, and personal.

By analyzing browsing behavior, purchase history, and even tone and preferences from chat or social interactions, AI helps brands deliver experiences that are faster, smarter, and more relevant.

Connecting data across ecommerce, marketing, and customer touchpoints allows brands to create consistent, intelligent journeys that reflect each shopper's needs in real time.

**This intelligence enables merchants to:**

Curate products and content around a customer's history or location.

Deliver real-time recommendations in live chat or virtual consultations.

BigCommerce partner [Klaviyo](#) helps brands activate personalization at scale. Its AI-powered platform analyzes customer behavior to predict what shoppers want, automate engagement across email and SMS, and deliver messages that feel timely, authentic, and personal.

## Quick prompt:

Copy and paste this prompt into ChatGPT (or another AI assistant).

Add sample customer data such as browsing history, purchases, or location to personalize the results.

**"Given this customer data (past purchases, browsing behavior, and location), suggest three personalized product recommendations and one follow-up email subject line for each."**

# Preparing for the next **wave** of AI commerce.

AI is entering a new phase of innovation, expanding beyond search and into the full spectrum of commerce.

Platforms like ChatGPT and Perplexity, once focused on answering questions, are now evolving into engines for advertising, discovery, and shopping.

This rapid evolution is attracting massive investment and mainstream adoption, but it's still in its early days. These tools are only beginning to integrate commerce features. In fact, [ChatGPT introduced shopping capabilities in spring of 2025](#), and [Perplexity recently launched its own advertising platform](#).

For merchants, this is a moment to stay curious, informed, and patient. The technology is maturing quickly, but the real advantage will go to brands that start preparing now.

Investing in data readiness, AI experimentation, and flexible integrations today will ensure your business is positioned to lead as these channels evolve.

# BigCommerce is at the forefront of AI innovation.

BigCommerce is shaping the next generation of ecommerce by building the infrastructure that connects storefronts directly to AI systems.

At the center of this effort is the [Model Context Protocol \(MCP\)](#) — a new standard that enables AI agents to securely interact with real-time storefront data.

Originally introduced by [Anthropic](#), MCP is quickly becoming the framework for agent-to-agent commerce, where AI systems manage discovery, negotiation, and even checkout on behalf of shoppers.

The storefront MCP gives AI tools the ability to:

Access and interpret live product, pricing, and inventory information.

Power a more dynamic on-site search experience as shoppers increasingly expect AI-driven discovery.

Support conversational shopping experiences, acting as a personal assistant that helps customers find and compare products naturally.



# BigCommerce is at the forefront of AI innovation.

BigCommerce is also investing in an admin MCP, which will allow all products within the BigCommerce ecosystem to interact with AI, from catalog management to backend operations, giving merchants and developers a foundation for continuous innovation.

These capabilities not only prepare merchants for AI-powered shopping but also deliver meaningful efficiency by helping teams:

Reduce manual work through automation that eliminates repetitive data management tasks.

Keep systems in sync by automatically updating product and catalog data across storefronts and integrations.

Improve accuracy by ensuring AI-powered tools always reference the most current storefront information.

Simplify B2B operations through streamlined catalog and order management processes.

Save time and focus on growth, shifting effort away from maintenance and toward higher-value initiatives.

By adopting MCP early, BigCommerce is ensuring merchants and their agency partners are ready for this next phase of AI-powered commerce.

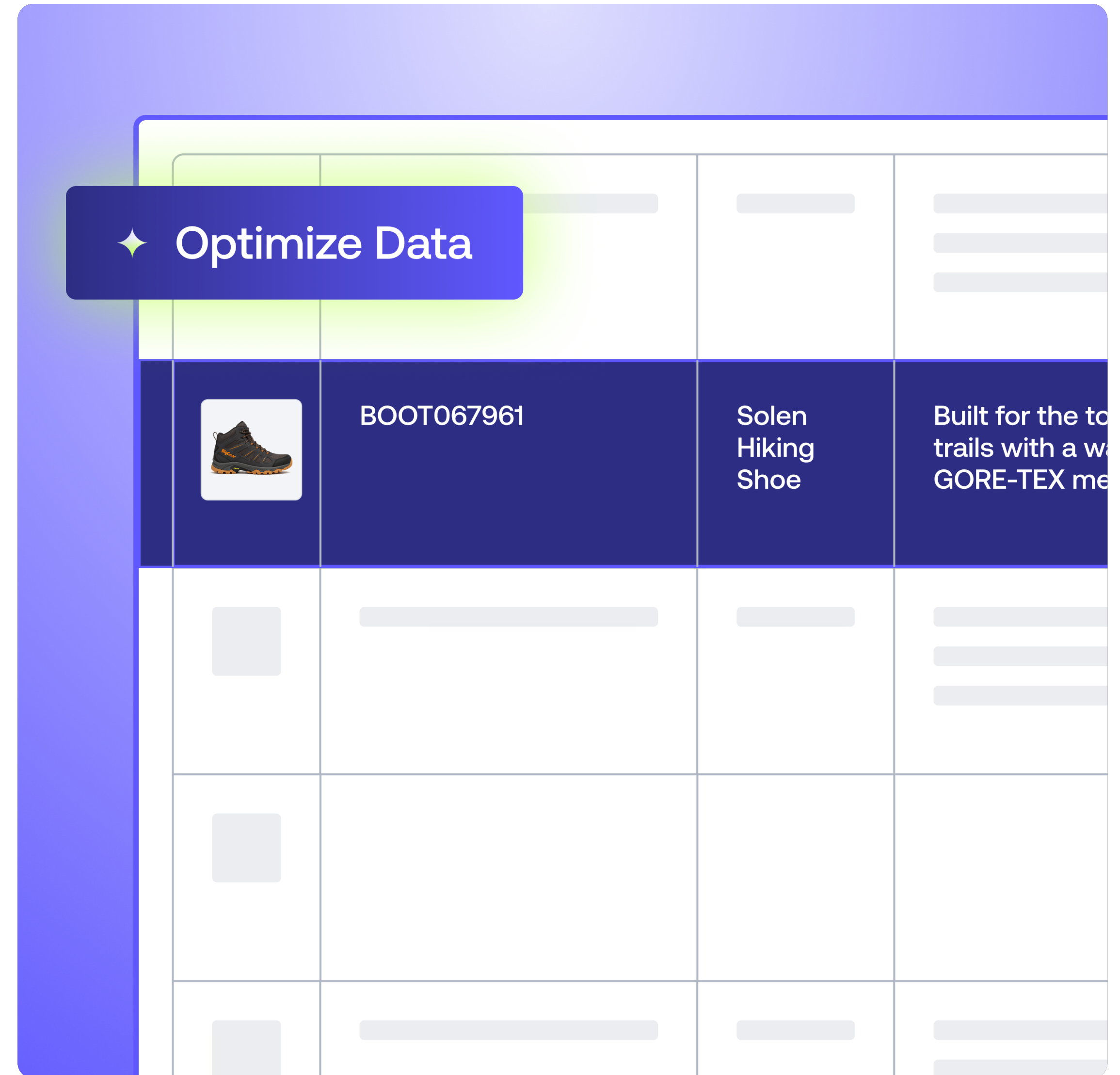
# Feedonomics is shaping the future of product data.

Feedonomics is redefining how merchants manage and scale product data in an AI-driven world.

Its platform helps brands turn fragmented catalogs into structured, enriched, and optimized feeds that perform across both traditional marketplaces and emerging AI-powered channels.

By developing tools that prepare merchant data for large language models, Feedonomics ensures products are accurately surfaced on agentic platforms such as Perplexity and CoPilot.

Its data readiness framework and built-in generative AI features streamline enrichment, automation, and distribution at scale.



# Building trust and growth with AI.

AI is reshaping how people discover, research, and buy — across both B2C and B2B.

The brands that will thrive in this new landscape are the ones preparing now, building strong foundations of structured product data, intelligent personalization, and adaptable technology.

Trust is the new currency of digital commerce. By using AI to create transparent, consistent, and connected experiences, merchants can strengthen customer relationships and drive lasting loyalty.

BigCommerce provides the foundation to make that possible. With a powerful partner ecosystem, advanced product data solutions from Feedonomics, and forward-looking innovation through the Model Context Protocol (MCP), BigCommerce equips brands to lead confidently in the era of AI-driven commerce.

The future of ecommerce is already here. Start building smarter, faster, and more connected experiences today.



[Request a demo](#)

See how **BigCommerce** and **Feedonomics** can help you grow with AI.