

AI MARKET IMPACT REPORT

From hype to high impact

Real-world results of
agentic AI for retail

AI promised smarter ecommerce. So why are teams still struggling to close the gap?

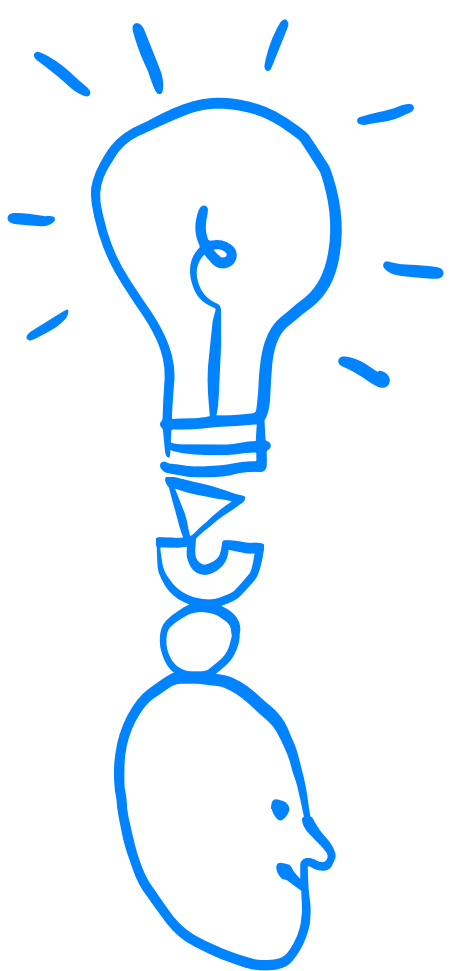
Retail commerce is evolving rapidly, and performance expectations are rising with it. While AI has delivered early success in helping teams expedite creative tasks in areas like content and branding, ecommerce professionals have struggled to find ways that AI can support them in making better business decisions like optimizing media spend or driving sales strategy.

Why? Most large language models (LLMs) lack the industry, brand and role-specific context required to make decisions business leaders **can trust**.

Retail challenges with AI include:

- 1 LLMs **lack brand, retailer & goal-specific context** to take the right actions
- 2 **Generic metrics** like ROAS obscure true impact, often rewarding campaigns and programs that drive non-incremental sales
- 3 **Team struggle with silo'd tools and fragmented data** to manage pricing, digital shelf data, media spend and sales performance.

In this white paper, we'll explore how agentic AI, like Ally^{AI} from CommercetelQ, is helping ecommerce brands turn data into action—combining retail context with real-time insights to deliver smart, goal-driven recommendations that boost performance across the digital shelf, sales and media.



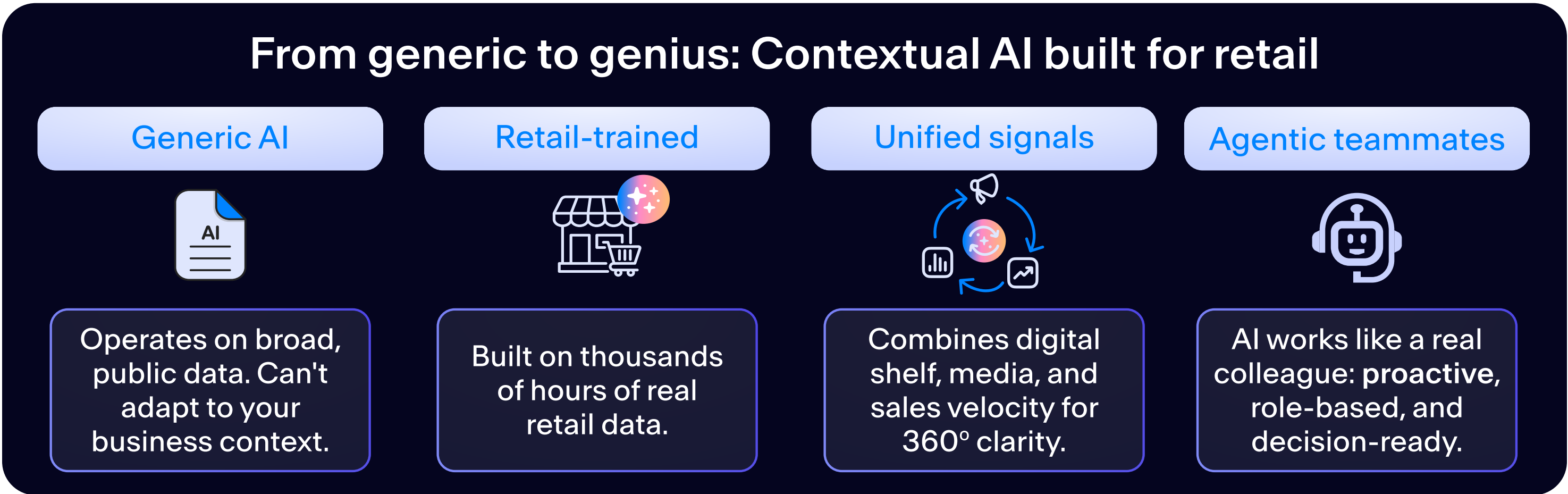
From insight to impact: The promise of agentic AI for retail

Agentic AI, powered by a retail context engine, addresses the challenges facing ecommerce teams by moving beyond generic AI outputs to deliver goal-oriented, context-aware and action-ready intelligence. Here’s how:

Contextual understanding vs. generic responses

Many AI tools operate on broad, generic data sets—but with industry-specific agentic AI, retail professionals get access to personalized, role-based teammates that are built for their industry.

These teammates use hundreds of thousands of hours of training on *real* retail data to understand each brand’s unique goals, product lines, retailer relationships and competitive dynamics. Then, by unifying sales velocity, digital shelf signals and retail media data, they deliver a complete picture of what’s happening, why, *and* how to react at any given moment.



Smart metrics, smarter actions

✓ iROAS

Shift budget from keyword A (high ROAS/ low incrementality) to keyword B (high ROAS/ high incrementality) ↑



📈 Sales spike



78% of sales attributed to paid media are new customers

Specialized metrics for meaningful action

Whereas general metrics like ROAS can obscure performance (rewarding ad spend that doesn't actually contribute to incremental sales), agentic AI can focus on specialized industry metrics like iROAS (incremental ROAS) that evaluate true business impact, not vanity KPIs.

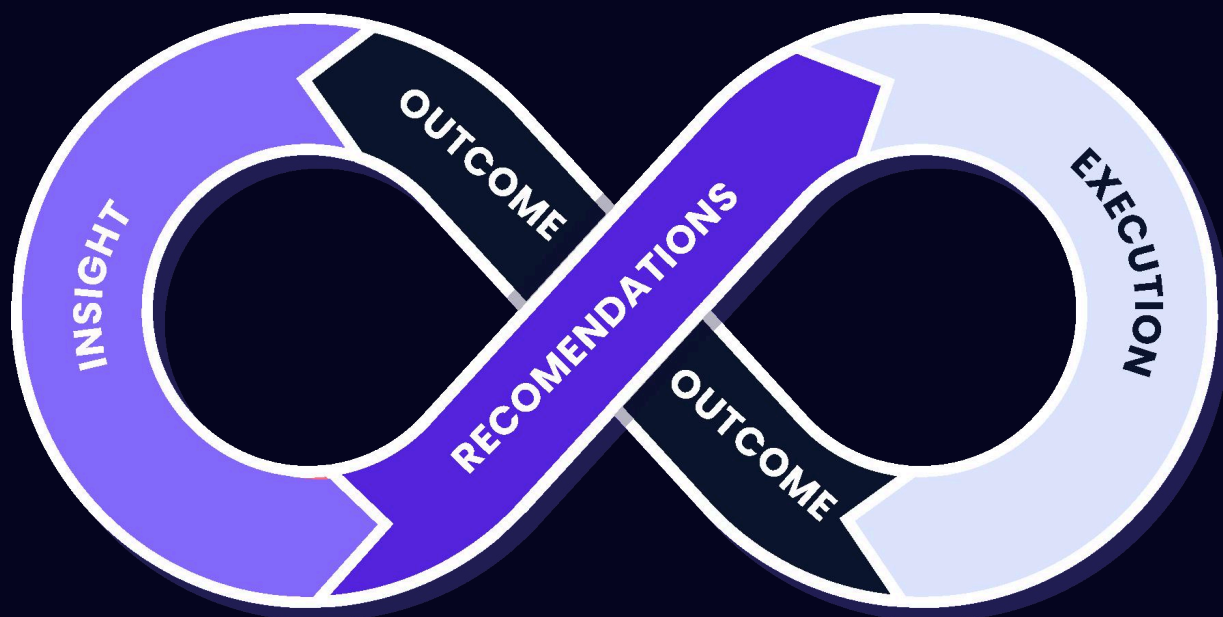
With the proper training, it interprets signals within the context of your business (and the market) to identify the root cause of a given metric and enable smarter, faster decision-making. For example, agentic AI will determine whether a sales spike is due to acquiring a *new* customer, not one who would have purchased anyway. No guesswork, just actionable insights.

Agentic AI makes artificial intelligence truly useful for retail commerce ... not by doing everything, but by doing the right things in the right context, to drive measurable outcomes at speed and scale.

End-to-end decision support

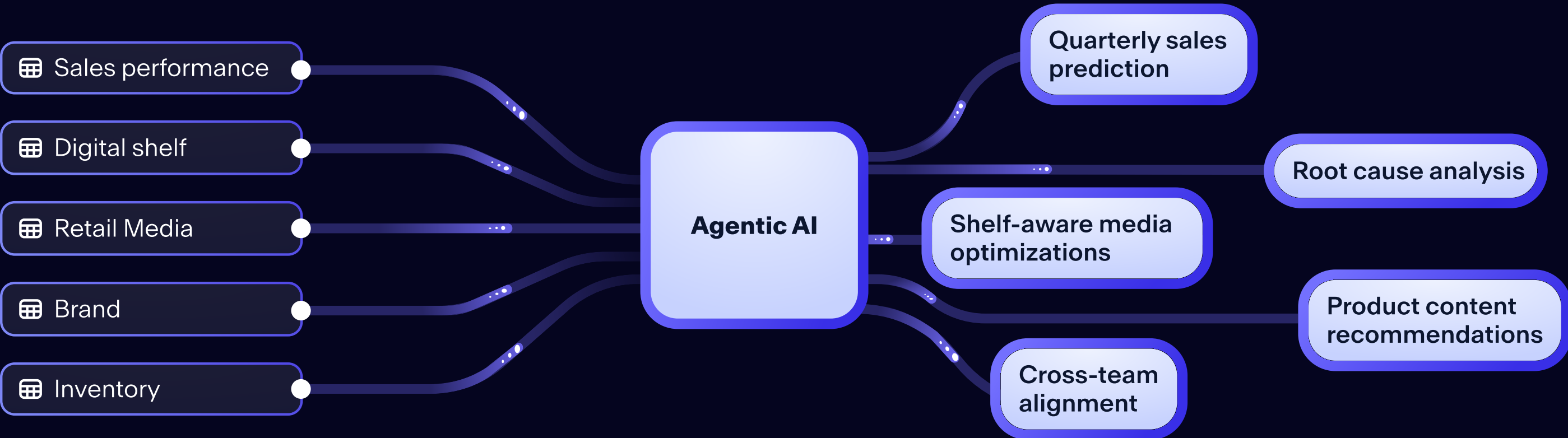
Agentic AI that’s built for retail doesn’t just surface insights; it recommends specific, prioritized actions to improve outcomes across sales, marketing, supply chain and operations. This closes the loop between insight and execution, automating routine tasks and accelerating strategic ones—so your team can free up time and resources to focus on the decisions that drive profitable growth.

Close the loop between insight and execution



Truly unified retail operations

Most ecommerce teams struggle to connect data across siloed tools and teams, leading to delayed or even inaccurate view of performance. Agentic AI centralizes data, connects workflows, and enables every team – from ecommerce managers to supply chain analysts – empowering them to make profitable decisions in unison from the same real-time intelligence.

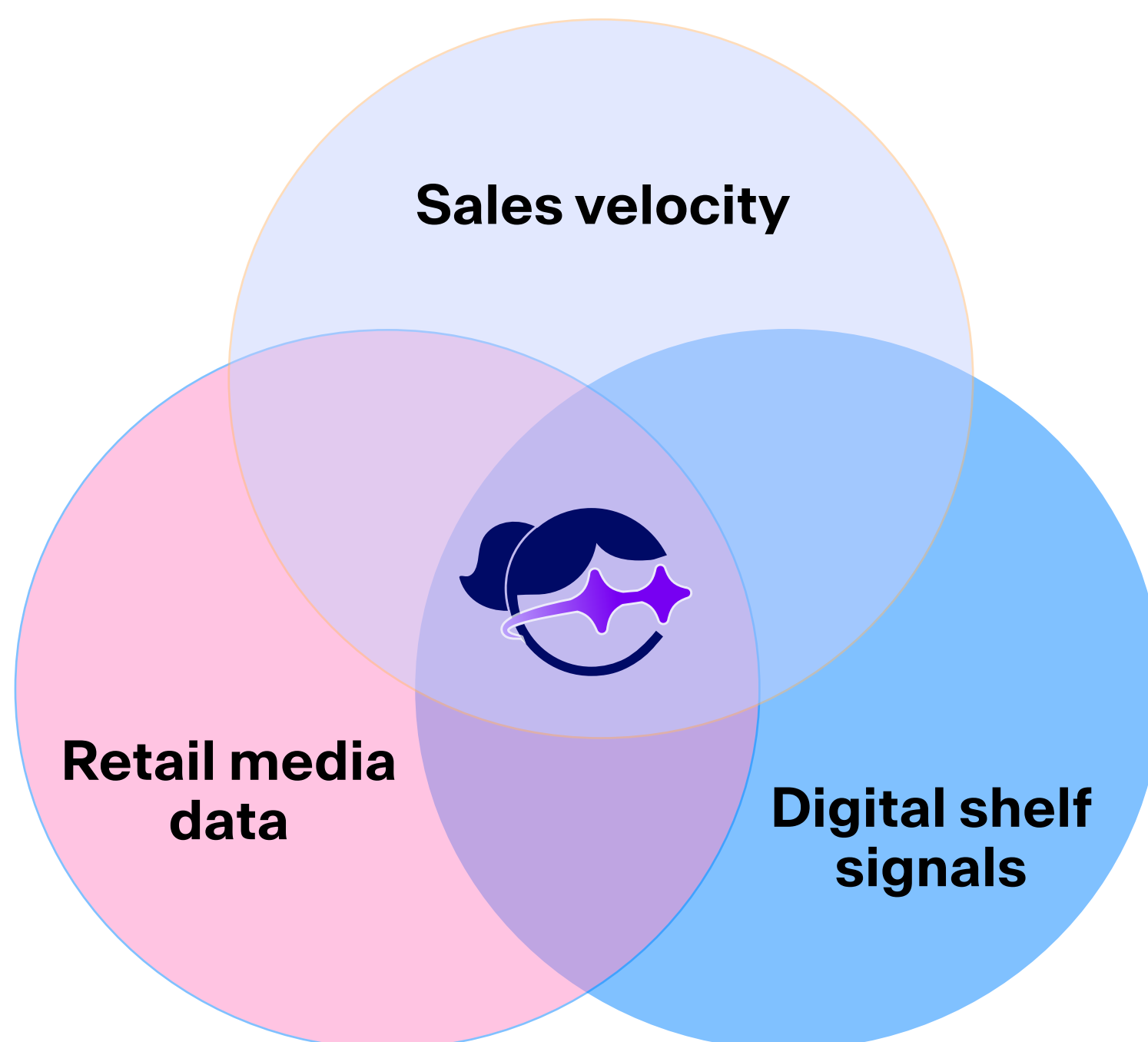


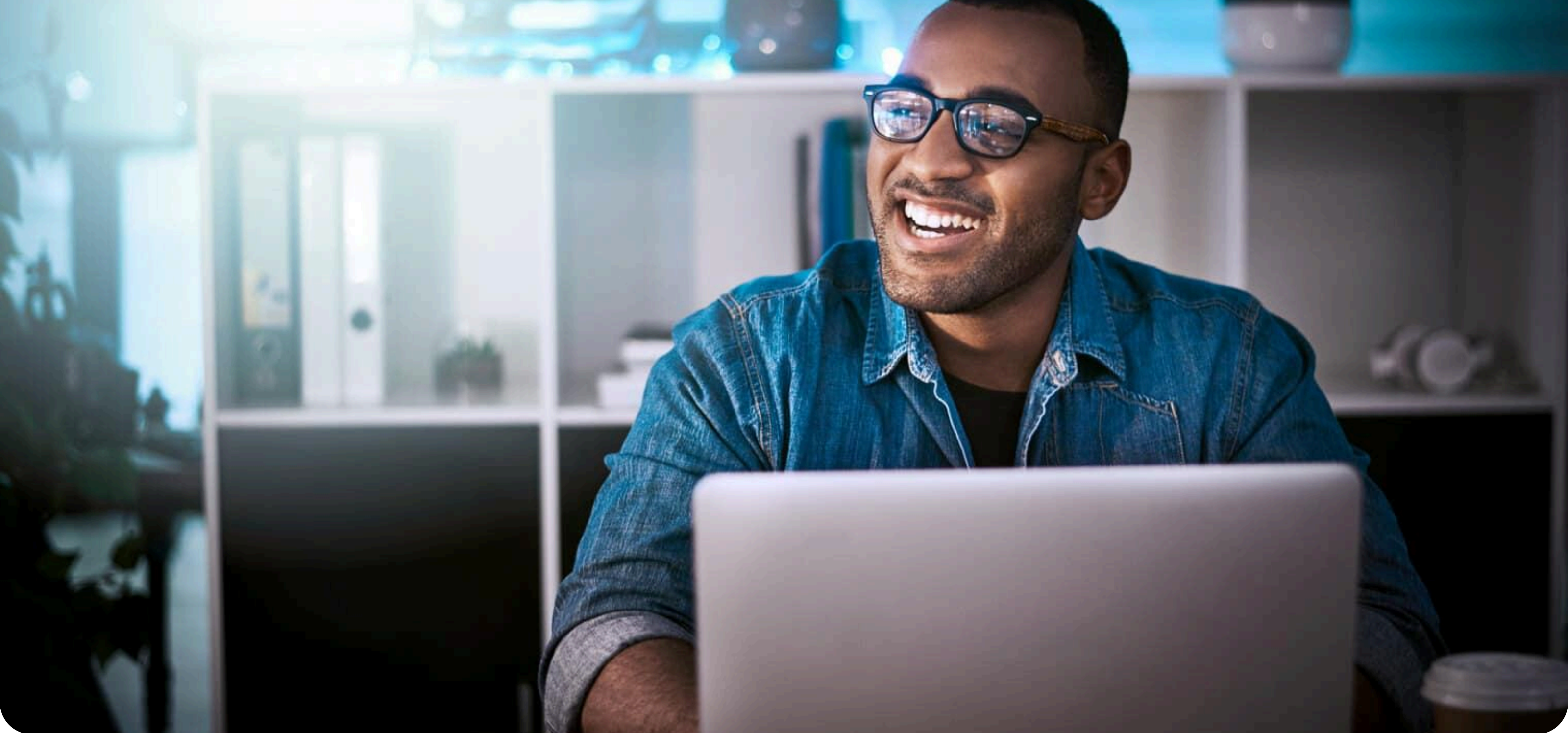
CommercelQ's approach to agentic AI: Ally^{AI} teammates

Ally^{AI} is the industry's first suite of role-specific AI teammates trained on unified commerce data across platforms like Amazon, Walmart and Target.

With AI teammates for digital shelf, retail media and sales, Ally^{AI} helps you hit sales goals, optimize media spend and perfect your digital shelf with ease—turning thousands of hours of manual work into minutes with automated, actionable intelligence.

Powered by Ally^{AI}, CommercelQ built a retail context engine that unifies:





Trained on billions of data points across sales, media and digital shelf, Ally^{AI} diagnoses gaps in performance with root cause analysis, optimizes your media spend for sales incrementality, takes reporting off your plate, highlights the insights that matter and helps you act faster on what truly drives growth.

- ✓ Generate tailored reports in minutes
- ✓ Surface performance drivers and root causes
- ✓ Deliver optimization recommendations by role, platform, and brand priority

Ally^{AI} teammates

Media teammate

Optimize bids & budgets in real time using 50+ digital signals (e.g., Buy Box, inventory, organic rank)

Sales teammate

Identify actions & make recommendations to hit sales targets across retail partners

Category teammate

Improve digital shelf performance & search discoverability

Ally^{AI} value drivers: Time savings + business optimizations

Early adopters of agentic AI in retail commerce are reporting measurable benefits. Initial deployments with more than 20 brands demonstrate a material improvement in automating reporting tasks as well as providing decision support and optimizations to drive sales performance.

✓ Optimization with media & sales performance

Ally^{AI} Media Teammate is in use with several brands across numerous product categories. Brands can choose their performance goals (e.g. iROAS, ROAS, SOV) and Ally^{AI} does the rest—using a proprietary model of 50+ data signals to make intraday bid and budget adjustments that produce the highest yield. It dynamically reallocates budget, suppresses inefficient SKUs and drives better results across platforms.

Composite results across 5 categories

KPI	Average change
iROAS	↑ +41.83%
ROAS	↑ +39.98%
Ad sales	↑ +58.62%
CPC	↓ -16.21%
Impressions	↑ +37.34%
Clicks	↑ +51.2%

Ally^{AI} drove double-digit incremental sales while reducing spend.

✓ Time savings through embedded insights & report automation

Ally^{AI} Teammates have also proven to save considerable reporting time. These efficiency gains aren't just about speed—they're about accuracy, consistency and focus. By automating routine tasks and surfacing the most impactful actions, AI agents like Ally^{AI} free up human talent to focus on what they do best: strategic thinking, customer empathy and creative problem-solving.

Ally^{AI} results demonstrate that commerce teams saw a reduction in reporting time of over 50%, resulting in hundreds of hours saved per quarter.

Instead of hours spent compiling reports, brands can now:

- Get 1-click exports to PowerPoint & Excel
- See role-specific insights on what happened & why
- Take immediate action on recommended next steps



Retail AI that finally delivers on its promise

Ecommerce teams have been told that AI would make their lives easier—faster insights, smarter decisions, better results. But too often, the tools didn't live up to the hype. Generic models lacked retail know-how, and teams were left stitching together siloed data and doing heavy lifting to make sense of it all. Agentic AI is changing all that.

With context-aware, role-specific teammates like Ally^{AI}, brands can finally turn insight into action—automatically, intelligently and at scale. Whether it's reallocating media spend, diagnosing performance drops or prioritizing your next move across the digital shelf, Ally^{AI} works—for your brand, your goals and your bottom line.

Rather than relying on outdated metrics or siloed tools, leading brands that use Ally^{AI} can now operate with:

- Unified data across media, shelf & sales
- Embedded AI teammates to automate insights & decisions
- Performance aligned to real business goals like incremental growth

In a world where not all sales are created equal, CommerceIQ delivers the intelligence to prioritize the ones that matter most—and the automation to act on them in real time.

Ready to transform your
commerce strategy with
purpose-built AI for retail?

[Request a demo](#)