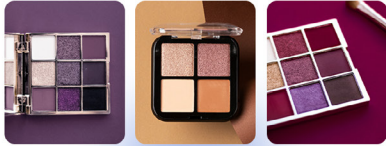




Can you suggest the best Eyeshadow?

Here are your best results:



AI-Driven Strategies for the Next Era of Retail

From Automation to Acceleration: How
AI Powers Growth Across Content and Media

Syndigo 

 Flywheel



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Structured content is the key to the AI-ready digital shelf

From product discovery to purchase decisions, AI (Artificial Intelligence) is reshaping how consumers interact with brands and how retailers compete.

Success in this new retail environment hinges on two critical pillars: structured, trusted product content, and intelligent media activation. Together, they form the foundation for visibility, engagement, and growth in an AI-powered marketplace.

For brands and retailers, the challenge becomes sourcing and supplying the data emerging AI technologies rely on. Product content—the information and multimedia related to an item—must be more than descriptive; it must be structured, accurate, and easily accessible. **Machine-readable content** is the foundation that enables algorithms to understand, categorize, and recommend products effectively.



What is product content?

Product content is all the information, data, images, and media related to a particular item. It includes basic facts like the product's name, barcodes, dimensions, ingredients, and materials, as well as depictions like marketing descriptions, images, and videos, and even third-party content like user ratings, product reviews, and social media posts.

Product content is fundamental to the customer experience at every touchpoint: it is present on store shelves, advertisements, paid retail media, e-commerce pages, packaging, loyalty programs, coupons, and more.



Agentic commerce: The \$1 trillion opportunity

AI agents, autonomous systems that execute tasks on behalf of consumers, are emerging as a transformative force. These agents don't just recommend products; they can complete transactions, manage subscriptions, and even negotiate prices. The potential value of this new digital shelf is tremendous.

McKinsey forecasts \$3–\$5 trillion in global agentic commerce sales by 2030, with \$1 trillion in U.S. retail alone ([source](#)). An EMARKETER forecast predicts global eCommerce will reach \$6.42 trillion by 2025 and \$7.9 trillion by 2028, and agentic commerce could capture a significant share of that growth ([source](#)).

- \$3–\$5 trillion in global agentic commerce sales by 2030
- \$1 trillion in U.S. retail alone

When content is structured, brands gain three critical advantages:

Discoverability

First, discoverability improves dramatically. AI-driven search engines and recommendation systems prioritize products with complete, well-organized, and easily accessible data, ensuring they appear in relevant queries and personalized suggestions. Structured content allows the Large Language Models (LLMs) that power AI to parse and organize data more effectively. For example, a product listing that includes standardized attributes like size, color, material, and compatibility with robust metadata for images will rank higher in AI-powered search results and chat interfaces than one with vague or missing details. If content isn't readable, products are functionally invisible not only to AI but to consumers using it to look for solutions.

Human-friendly Machine-readable



Nudes & Browns	802 Daylight Delight	803 Whiskey Business	804 Rumberry	755 Bare It All	637 Blushing Nude	044 Bare Affair	756 Nude Fury	130 Rose Velvet	325 Toast Of New York
Reds & Corals	807 Fire Peach	809 Wild Saffron	810 Uncut Ruby	225 Rosewine	674 Coralberry	750 Kiss Me Coral	677 Siren	720 Fire & Ice	725 Love That Red
Pinks & Roses	805 Candied Rose	806 Electric Melon	415 Pink In The Afternoon	762 Flushed	668 Primrose	766 Secret Club	423 Pink Velvet	778 Pink Promise	435 Love That Pink
Mauves & Berries	811 Laidback Lilac	473 Mauvy Night	764 On The Mauve	463 Sassy Mauve	535 Rum Raisin	510 Berry Rich	525 Wine With Everything	630 Raisin Rage	046 Bombshell Red

Relevance

Second, contextual relevance becomes possible. Rich attributes—such as dimensions, materials, and compatibility—allow AI to match products to consumer intent with precision, creating a better shopping experience. For instance, if a shopper asks an AI assistant for “gluten-free snacks under 100 calories,” only products with clearly structured dietary attributes will surface.

Trust

Finally, trust is established. Verified and governed content reduces misinformation and builds confidence, which is essential as consumers increasingly rely on AI-powered platforms for purchase decisions. This includes high-quality images, accurate dimensions, and authentic user-generated reviews; all formatted in ways that AI systems can interpret.

Failing to modernize content is a risk brands cannot afford. With 92% of consumers already encountering AI while shopping online and 76% expressing interest in AI-powered shopping assistants, structured content becomes a competitive necessity ([source](#)).

What does agentic commerce look like in practice?

Emerging AI technologies can influence many components of the shopping journey. A shopper might start their journey in ChatGPT asking, “Order my usual coffee pods and find me a new snack under 100 calories that I can take on the go.” The AI agent then searches across retailers, compares prices, checks availability, and completes the purchase; all without the shopper visiting a traditional product page.

But the experience can also begin on retailer-owned AI platforms like Amazon’s Rufus or Walmart’s Sparky. For example, a shopper browsing Amazon might ask Rufus, “Show me coffee pods compatible with my Keurig and a healthy snack for work.” Rufus can pull from Amazon’s catalog, apply filters, and even suggest bundle deals. Similarly, Walmart’s Sparky can guide a shopper through personalized recommendations, leveraging real-time inventory and pricing data.

Preparing for AI discovery and conversational search

2025 showed that more shoppers than ever are beginning their product searches through AI-driven conversations, whether in ChatGPT asking “Find me a sweater perfect for layering,” or on retailer platforms like Amazon’s Rufus and Walmart’s Sparky which deliver personalized recommendations and bundles directly within their ecosystems. For brands, this means discoverability depends on more than traditional SEO. While keyword optimization is still key to a successful discoverability strategy, AI-driven search prioritizes structured, context-rich content that aligns with natural language queries.

To stay visible, brands need to focus on AI-ready content strategies:



Structured data markup

AI systems rely on structured data to interpret product details accurately. Implementing schema markup for attributes like size, color, material, and compatibility ensures products are machine-readable and prioritized in AI-driven recommendations. Generative Engine Optimization (GEO) takes this a step further by structuring and enriching content so it’s optimized for generative AI platforms like ChatGPT, Amazon’s Rufus, and Walmart’s Sparky. GEO focuses on making data complete, context-rich, and semantically aligned with natural language queries—critical for conversational and agentic commerce.



Agentic engine optimization

Agentic Engine Optimization (AEO) represents the next evolution in content strategy, where AI agents autonomously make purchasing decisions on behalf of users. To succeed, brands must create content specifically designed for autonomous AI evaluation and recommendation. This means developing comprehensive product documentation, transparent supply chain data, third-party certifications, and comparative analysis that AI agents can trustfully evaluate without human oversight.

Content should address the full decision tree an AI system evaluates: performance metrics, cost efficiency, environmental impact, consumer feedback, and brand reputation indicators. By prioritizing factual accuracy, completeness, and machine-readable transparency, brands position themselves as preferred choices in agentic commerce ecosystems where AI intermediaries control product discovery and selection.



Context-rich descriptions

Write descriptions that answer real shopper questions instead of relying heavily on specific keywords. For example, include phrases like “ideal for on-the-go snacking” or “compatible with Keurig brewers” to align with conversational queries. This helps AI agents match products to intent, not just keywords.



Brand.com optimization

Direct-to-consumer success now hinges on optimizing brand properties for AI search and recommendation engines. On owned Brand.com sites, structured data markup must go beyond basic SEO to support AI-driven personalization, visual search, and conversational commerce.

By enriching product pages with detailed attributes, ingredient lists, sustainability metrics, and usage scenarios, brands enable AI systems to deliver hyper-relevant recommendations to visitors. Site architecture should prioritize semantic clarity, ensuring that AI can understand relationships between products, customer needs, and contextual use cases. This optimization transforms Brand.com from a static catalog into an AI-intelligent platform where machine learning algorithms surface products based on nuanced customer intent, dramatically improving conversion rates and customer lifetime value.



Governance and trust signals

AI platforms favor reliable sources. Verified reviews, ratings, and user-generated content (UGC)—such as authentic photos and testimonials—signal credibility. Beyond automation: AI as the growth engine for retail

AI has moved beyond its early role as a tool for operational efficiency and is now driving strategic growth in retail. Instead of simply automating repetitive tasks, AI is enabling brands to predict demand, personalize experiences, and optimize media investments in real time. This evolution positions AI as a catalyst for competitive advantage—helping retailers not only keep pace with consumer expectations but actively shape them.



Predictive insights

AI-powered analytics allow brands to forecast demand and allocate resources with precision. By analyzing historical trends, seasonality, and real-time signals, retailers can anticipate shifts before they happen. For example, a brand might use predictive models to increase ad spend for a trending product before competitors catch on.

Personalization at scale

Consumers expect relevance. 71% of consumers demand personalized experiences, and AI-driven personalization can boost revenue by up to 15% ([source](#)). AI enables dynamic targeting, tailoring messages and offers to individual shoppers in real time based on behavior and context. Imagine a shopper browsing for coffee pods; AI can serve an ad for a compatible brewer or suggest a bundle with a snack.

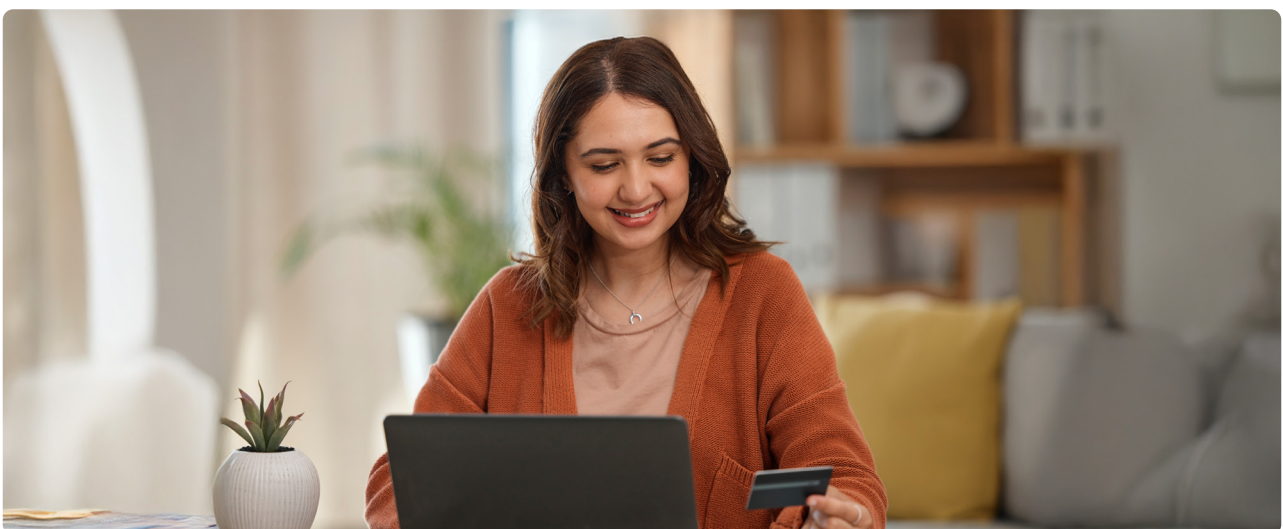
Dynamic media optimization

Retail media is fast-moving, and static campaigns can't keep up. AI-driven optimization adjusts bids, placements, and creative in real time, responding to competitive shifts and consumer behavior instantly. This agility translates into 10–30% cost efficiencies and 5–15% revenue growth for brands leveraging AI in their campaigns ([source](#)).

Earned media & agentic journalism

To maximize earned media visibility, brands must structure content for AI-powered journalism tools and press discovery platforms. Media outlets increasingly use AI to identify story sources, verify product claims, and aggregate competitive intelligence. By implementing semantic markup that highlights key differentiators, certifications, and newsworthy attributes, brands ensure their content appears prominently in journalist research workflows and AI-curated media briefings.

Rich, well-structured brand narratives with clear value propositions make it easier for AI systems to recommend companies as credible sources, while comprehensive product data ensures accurate representation in media coverage—reducing inaccuracies and amplifying authentic storytelling across earned channels.



Preparing for AI-powered commerce: A checklist

AI-driven commerce is rapidly transforming how consumers discover and purchase products. From conversational search on platforms like ChatGPT to retailer-specific AI assistants such as Amazon's Rufus and Walmart's Sparky, intelligent systems are shaping the buying journey in ways that demand new strategies.

Success depends on two critical capabilities: delivering structured, trusted content and activating optimized retail media. This checklist unifies the essential steps outlined in this paper, giving brands a practical roadmap to stay competitive in an AI-powered marketplace.

Checklist for AI-powered commerce readiness

Ensure structured, machine-readable product data

Implement schema markup and standardized attributes for size, color, material, and compatibility. Broadly-adopted industry data standards like GDSN are good starting points for a universally understood, consistent, comprehensive dataset.

Optimize for conversational search

Write descriptions that answer real shopper questions and include context-rich phrases aligned with natural language queries. This means writing descriptions that go beyond technical specs to include context-rich phrases such as “ideal for on-the-go snacking” or “compatible with Keurig brewers.” Pair this with structured data markup so AI systems can interpret attributes accurately.

Strengthen trust signals

Fuel discovery and recommendations with authentic user-generated content. Ratings, reviews, Q&A, and social content provide the real-world context AI systems use to summarize products, resolve uncertainty, and guide decisions. Actively collecting, curating, and governing user-generated content across channels ensures AI-driven experiences reflect accurate sentiment, common questions, and lived product experiences—building confidence at scale without relying on brand claims alone.

Prepare for agentic commerce

Make product data API-ready and ensure real-time availability for AI agents that execute transactions autonomously. Syndigo helps feed AI-ready product content straight to Open AI's Agentic Commerce Protocol (ACP), ensuring products are represented accurately. This structured ACP-compliant data covers product details such as: IDs, titles, nutrition, allergens, sustainability information, pricing, and availability.

□ Activate intelligent retail media

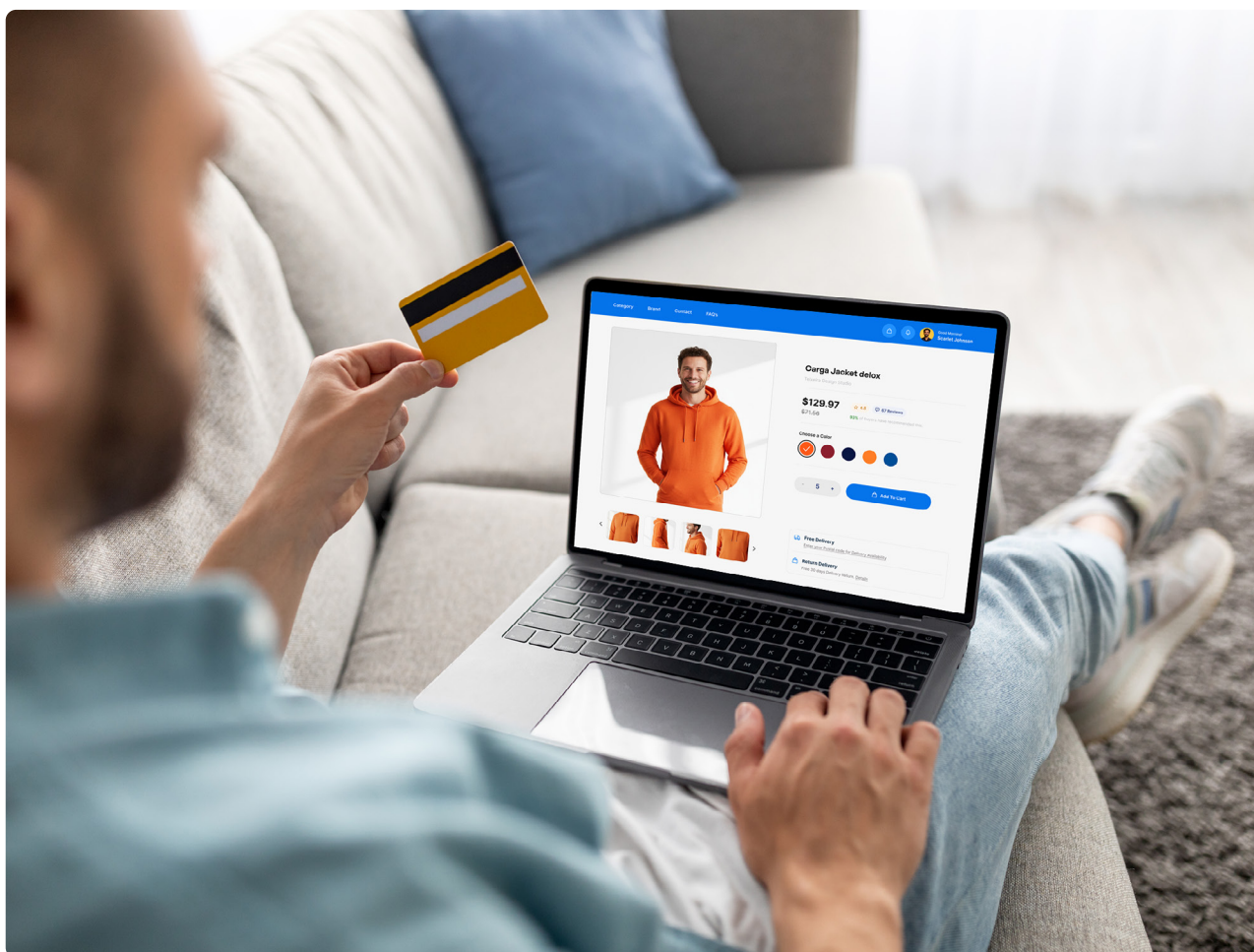
Align media investment with real-time retail conditions and shopper behavior to maximize impact. Adopt smart AI-driven tools that can dynamically adjust bids, placements, and creative based on signals like availability, demand shifts, and competitive pressure, ensuring spend is focused where products are available and shoppers are ready to convert.

□ Establish closed-loop campaign feedback

AI success depends on continuous improvement. Integrate media performance insights into content strategies for perpetual monitoring, autonomous testing, and a perpetual feedback loop of optimization.

□ Invest in scalable infrastructure

Future-proofing requires systems that can adapt as AI evolves. Unified data governance through tools like Product Information Management platforms ensures consistency, while composable architecture allows brands to integrate new AI tools without costly overhauls. This flexibility supports faster innovation and reduces friction across workflows.



How the agentic shift matters for commerce

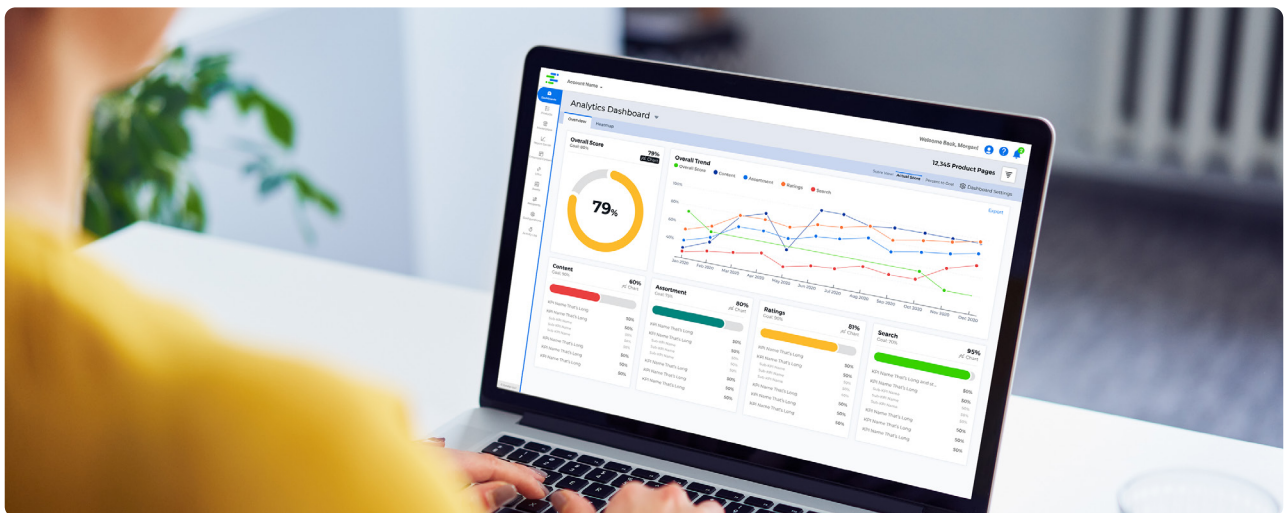
The rapid general adoption of AI and its growing uses across the buying journey call for urgent attention and action from retailers and brands alike. AI agents are increasingly guiding and making purchase decisions, circumventing many of the traditional paths to purchase like the product page or the store shelf.

If product data isn't API-ready, or if content lacks trust signals like verified reviews and accurate attributes, products may never surface in these AI-driven interactions.

This is where a comprehensive product experience management solution like **Syndigo** plays a role—ensuring product content is complete, structured, and governed so AI agents can interpret and trust it. Beyond core product data, Syndigo's ability to capture and manage user-generated content (UGC)—such as authentic reviews, ratings, and lifestyle imagery—adds powerful trust signals that influence AI-driven recommendations and consumer confidence.

At the same time, visibility in retailer ecosystems depends on optimized retail media strategies, and this is where a retail media activation and optimization solution like **Flywheel** plays a pivotal role. Flywheel's expertise in dynamic bidding, real-time placement, and performance analytics ensures products are prioritized when AI agents make recommendations.

Together, Syndigo and Flywheel create a closed-loop system: Syndigo powers the what (streamlined product data, trusted, enriched content, and UGC), and Flywheel powers the where and how (intelligent media activation). An integrated API connection between the two powers effortless data exchange and perfectly positions brands to win in an AI-driven marketplace.



About Flywheel and Syndigo

About Flywheel

Flywheel's best-in-class service combines tailored expertise with unparalleled software solutions to achieve a singular goal: drive incremental sales, share, and profitability for our clients. As the leader on every major marketplace platform, we pride ourselves on our size and influence, but what sets us apart is our unwavering commitment to providing a customized level of service. Client success is what drives us. With operations across the Americas, Europe, APAC, and China we're often thought of as a retail media company because of the scale of our buying power - but the truth is we drive value across the entire commerce experience. We'll do whatever it takes to make sure our clients thrive in the ever-changing commerce landscape. Flywheel is the designated digital commerce practice area of Omnicom (NYSE: OMC).

About Syndigo

Syndigo helps brands, retailers, and distributors drive growth and loyalty through exceptional product experiences. Connecting over 15,000 brands and 3,500 retailers on the leading commerce data pool, Syndigo offers the most complete and composable Product Experience Management (PXM) and product MDM solutions. Companies rely on Syndigo to organize and enrich their product data, publish it every place they sell, and optimize it through AI-powered insights. J.M. Smucker Company, Dole International, Stanley Black & Decker, Colgate-Palmolive, L'Occitane, Unilever, and Weber are among the companies driving growth with Syndigo. Learn more at www.syndigo.com.