

ARE YOU AGENTIC-COMMERCE READY?

The way people shop online is changing. With PayPal and ChatGPT teaming up, we're stepping into "chat-to-checkout" territory where AI recommends, compares and even completes purchases on behalf of the customer. This isn't tomorrow's tech. It's already happening.

If you sell online, here's how to make sure your products are ready to show up (and show off) in this new buying journey.



Product Data Hygiene Tips

Good AI recommendations start with clean, clear product data

Detailed Descriptions

- Use real-world use cases, comparisons, and benefits that help AI (and people) understand your product's value.
- Example: "Perfect for city cycling commuters, this lightweight backpack fits a 15" laptop and has water-resistant zips. Compared to Brand X, it's 20% lighter and includes a hidden pocket."

Consistent Pricing & Availability

- Keep your stock levels and prices up to date. Mismatches confuse AI and annoy customers.

Structured Product Feeds

- Use tools like Google Merchant Centre or Shopify's built-in feeds to publish clean product data.



AI Friendly Copy

Make every product description do double duty: convince people, and feed the AI.

Talk like a helpful assistant

- Focus on use, comparison, and context. Less "features", more "why this one".

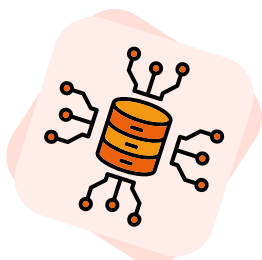
Answer real questions

- Add short Q&A blocks:
- "Is this waterproof?"
- "How does it compare to Brand X?"

Keep it snappy

- Short sentences. Plain English. No jargon.

Schema Markup Basics



Schema helps AI understand what your page is really about. Start with:

Product schema

- Name, price, availability, image, brand, review, SKU

FAQ schema

- Add helpful Q&As directly on your page to pre-answer what people ask AI.

BreadcrumbList and WebPage schema

- Helps AI understand site structure and context.

Platform Specfics

Different tools, different rules. Here's what to check:

✓ Shopify

- Already eligible for ChatGPT orders.
- Monitor your Shopify Admin for AI-placed orders.

✓ PayPal

- If you use PayPal, your products may already be indexed in ChatGPT.
- No extra integration needed – just keep your feed accurate.

✓ BigCommerce, Wix, Cymbio

- Use native integrations or connect through OpenAI's Merchant Programme.
<https://openai.com/agenti-commerce>

Track & Test



Treat Agentic Commerce like a new channel.

- Monitor product mentions in ChatGPT (using AI analytics tools or UTM tracking).
- Compare conversion rates from AI vs. website traffic.
- Train your support team to handle orders from customers who didn't visit your site.

Final tip



If a chatbot was your customer's only touchpoint, would they still buy from you?

Make sure the answer is yes.

Want to chat about your product pages?

If you're wondering how your product content stacks up or what "AI-ready" even looks like, let's have a chat.

No pressure, no pitch. Just practical advice from people who speak your language.

👉 www.koozai.com/contact

We'll help you spot quick wins and plan your next steps.

