

AI Commerce Executive Brief

# When AI Takes Over E-Commerce

The Delivery  
Experience Is  
Your Only Game Plan

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Part 1

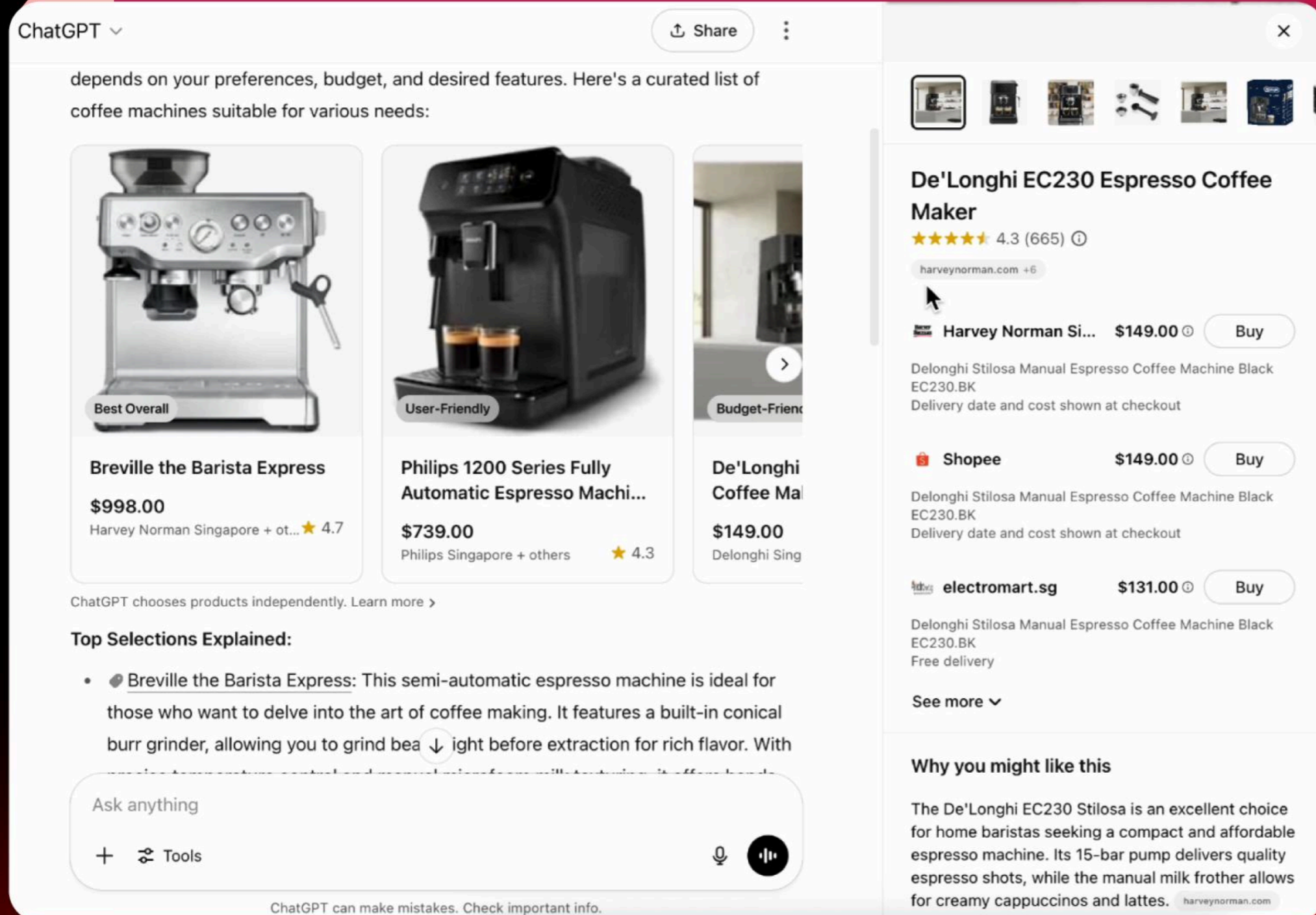
# The New Reality

# AI Commerce is Here (And It's a New Stack)

“This is not just... the future of anything. This is already happening as of today. 70% of US adults [are] using AI already to shop.”

Dr. Arne Jeroschewski - Parcel Perform's Co-Founder & CEO

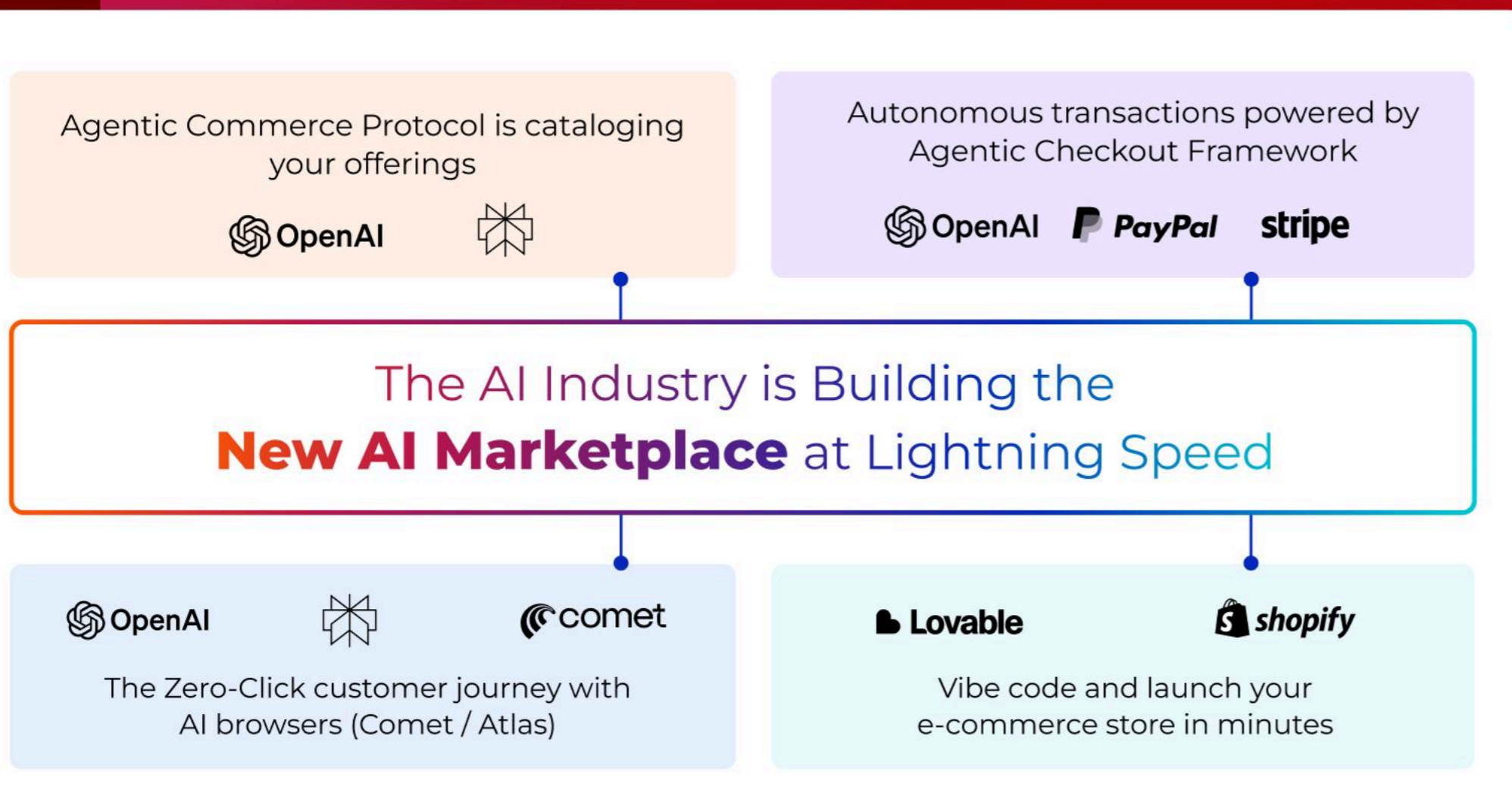
## For Consumers: A New Assistant



AI Commerce is not a future-tense concept; it is happening now. For consumers, the shift is simple and has already been adopted. Around 70% of US adults are already using AI to shop, using tools like ChatGPT as a personal shopping assistant to get recommendations and find products. But this is only half the story. While consumers see a new assistant, the tech industry is building an entirely new, decentralized infrastructure.

New 'agentic commerce protocols' from OpenAI, autonomous checkout frameworks with Stripe and PayPal, and AI-native browsers are creating a "stack" for AI agents to discover, research, and purchase products on their own. This is a fundamental re-architecting of how commerce works.

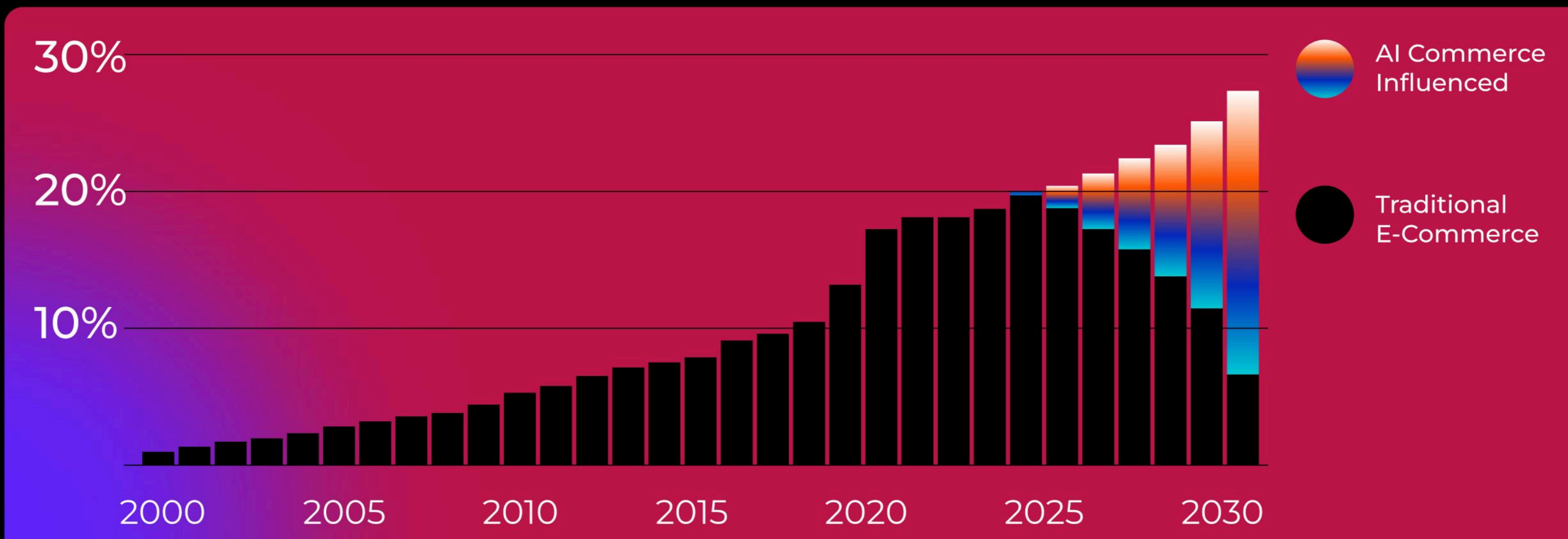
## For Industry: A New Stack



# The Market Has Shifted: Meet the AI Gatekeeper

“The traditional e-commerce model that we all know... actually peaked last year. If you're not on AI commerce, your business is probably going to do a lot of a nosedive.”

Dr. Arne Jeroschewski - Parcel Perform's Co-Founder & CEO



The data is clear: the era of traditional e-commerce has peaked. As this graph shows, all future growth will be driven or influenced by AI Commerce. By 2030, more than \$4 trillion in purchases will be AI-influenced. This is not just a new channel; it's a fundamental replacement. This new reality creates a new "AI Gatekeeper" that stands between you and your customers. This gatekeeper - the AI shopping assistant - doesn't browse your website, watch your ads, or respond to traditional marketing.

This new reality creates a new "AI Gatekeeper" that stands between you and your customers. This gatekeeper - the AI shopping assistant - doesn't browse your website, watch your ads, or respond to traditional marketing. It is a "hyper-rational" agent executing a simple command: find the best option. Your primary challenge is no longer just attracting customers, but proving to this new gatekeeper that you are the best, most reliable choice.



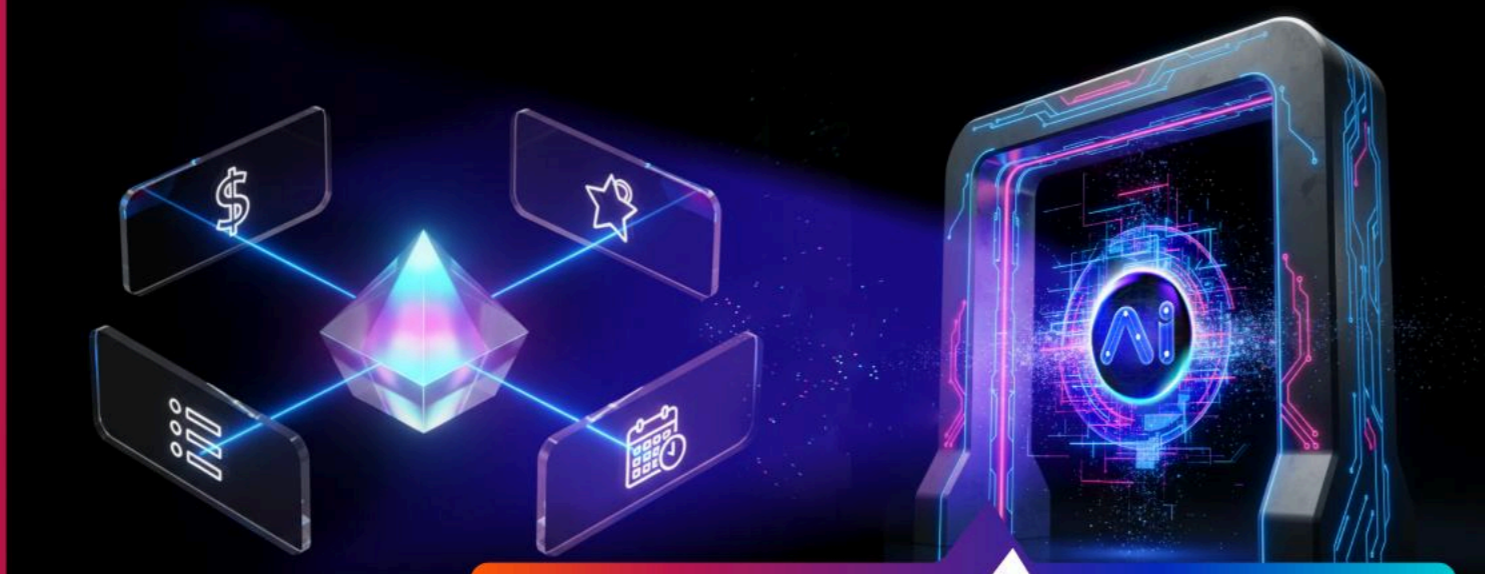
# The Two New Battles Every Merchant Must Win

“If you're blocking off crawlers, you're also blocking off AI agents and they can't bring you any business. You need to be sure that all your content is accessible.”

Dr. Arne Jeroschewski - Parcel Perform's Co-Founder & CEO



**Battle 1: Visibility**  
(Getting Found & Understood)



**Battle 2: Competitiveness**  
(Getting Chosen by AI Agents)



To win over the AI Gatekeeper, merchants must fight and win two new battles.

## 1. Battle 1: Visibility (Getting Found & Being Understood)

This is not just about being seen, it's about being understood. AI agents ignore marketing noise and demand reliable data. This means your product data, pricing, and policies must be in a machine-readable format that AI can access and parse. If your data is locked in a PDF, you are invisible.

## 2. Battle 2: Competitiveness (Getting Chosen by AI Agents)

Once you are visible and understood, you must win the final recommendation. The AI will compare your product features and price against all competitors. More importantly, it will analyze your "Trust Signals"—like reliable delivery and easy returns - to determine if you are the best and most trustworthy choice.

Part 2

★  
**New Tactical  
Recommendations  
for Merchants**

# The New Consumer Reality

“We're moving to a world where every transaction will be decided based on what you have to offer... If you screw up for a few customers, they can impact your entire business.”

Dr. Arne Jeroschewski - Parcel Perform's Co-Founder & CEO

This new AI-driven landscape creates three harsh realities for merchants.

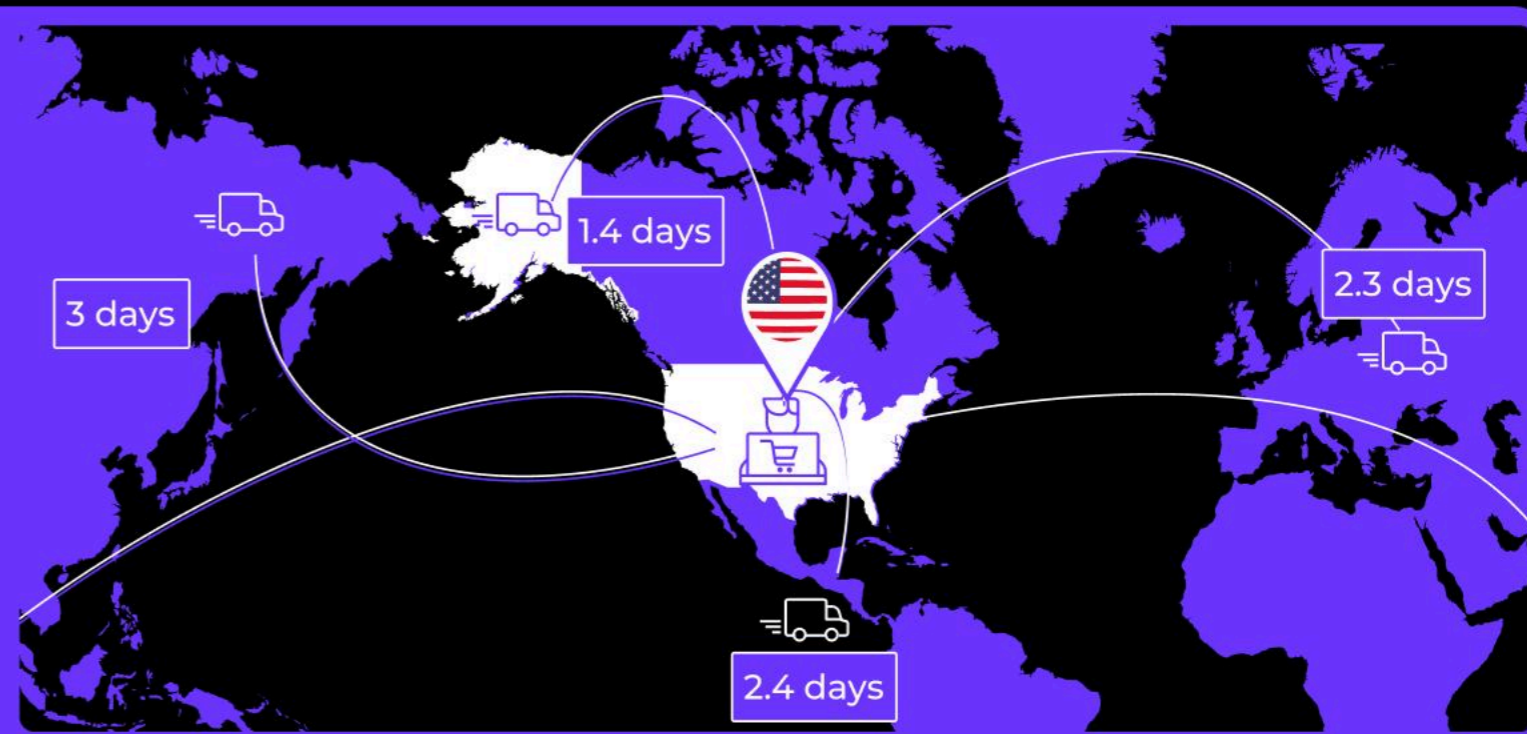
## 1. Loyalty is Dead:

The "AI-Augmented Hyper-Rational Consumer" means every transaction is a cold calculation. An AI agent will find the objectively best option, regardless of past purchases or brand loyalty.



## 2. Competition is Global:

AI agents act as universal translators and logistics-finders. The barriers to entry have collapsed. You are no longer competing with local brands; you are competing with every merchant in the world who can ship to your customer.



## 3. Only Verifiable Performance Matters:

AI agents watch every package. They see the gap between your marketing promise (e.g., "Next-Day Delivery") and your verified reality (e.g., "17% Late Deliveries"). In this world, a single bad experience doesn't just lose one customer; it creates a negative data point that can damage your reputation with all future AI-driven customers.

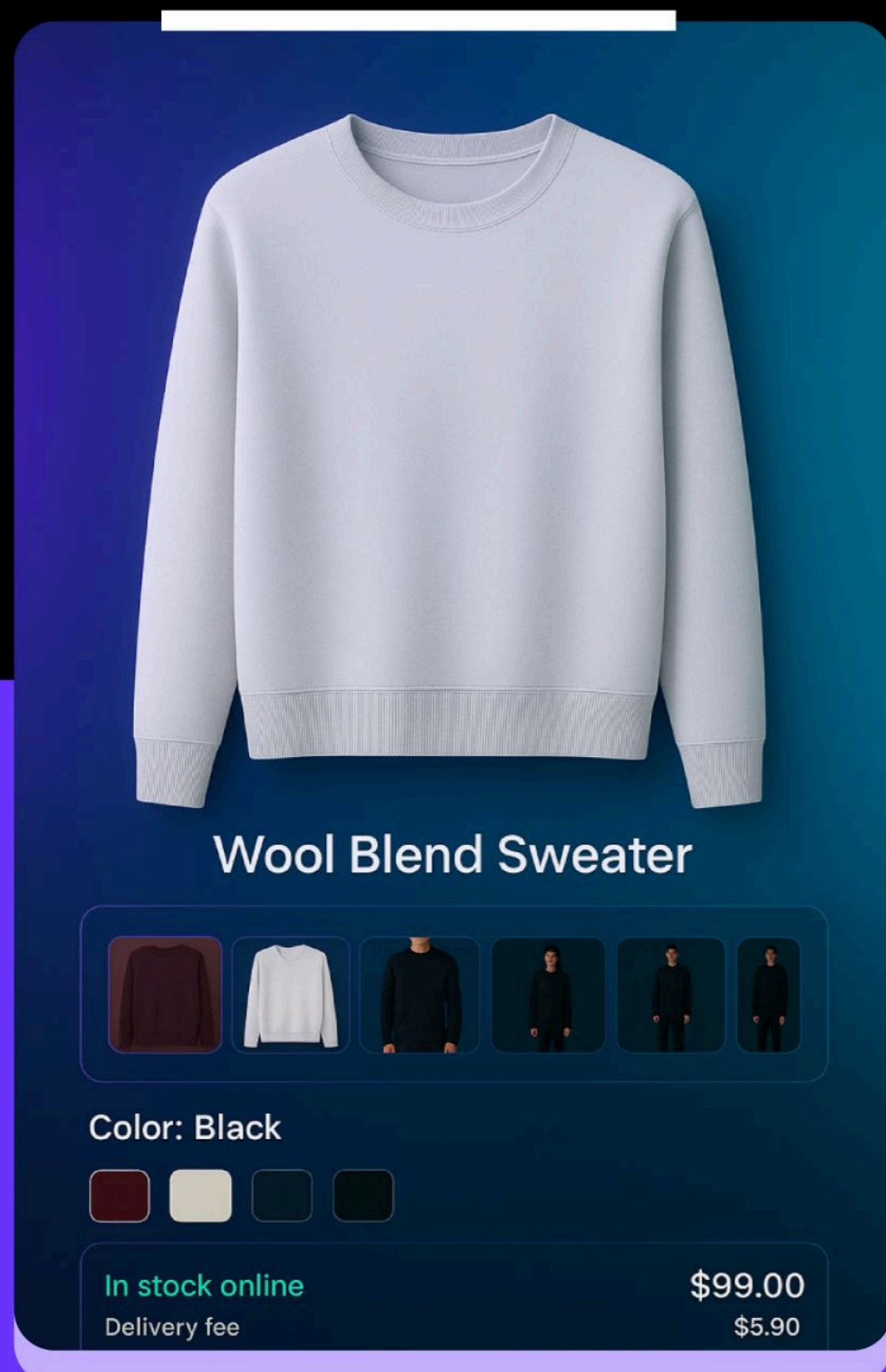


# Tactic 1: Make All Content AI-Available

“ You not just have to have a store for all the humans... you also have to have all the information ready [and] accessible for the AI agents... If you don't do this, you're invisible to AI. ”

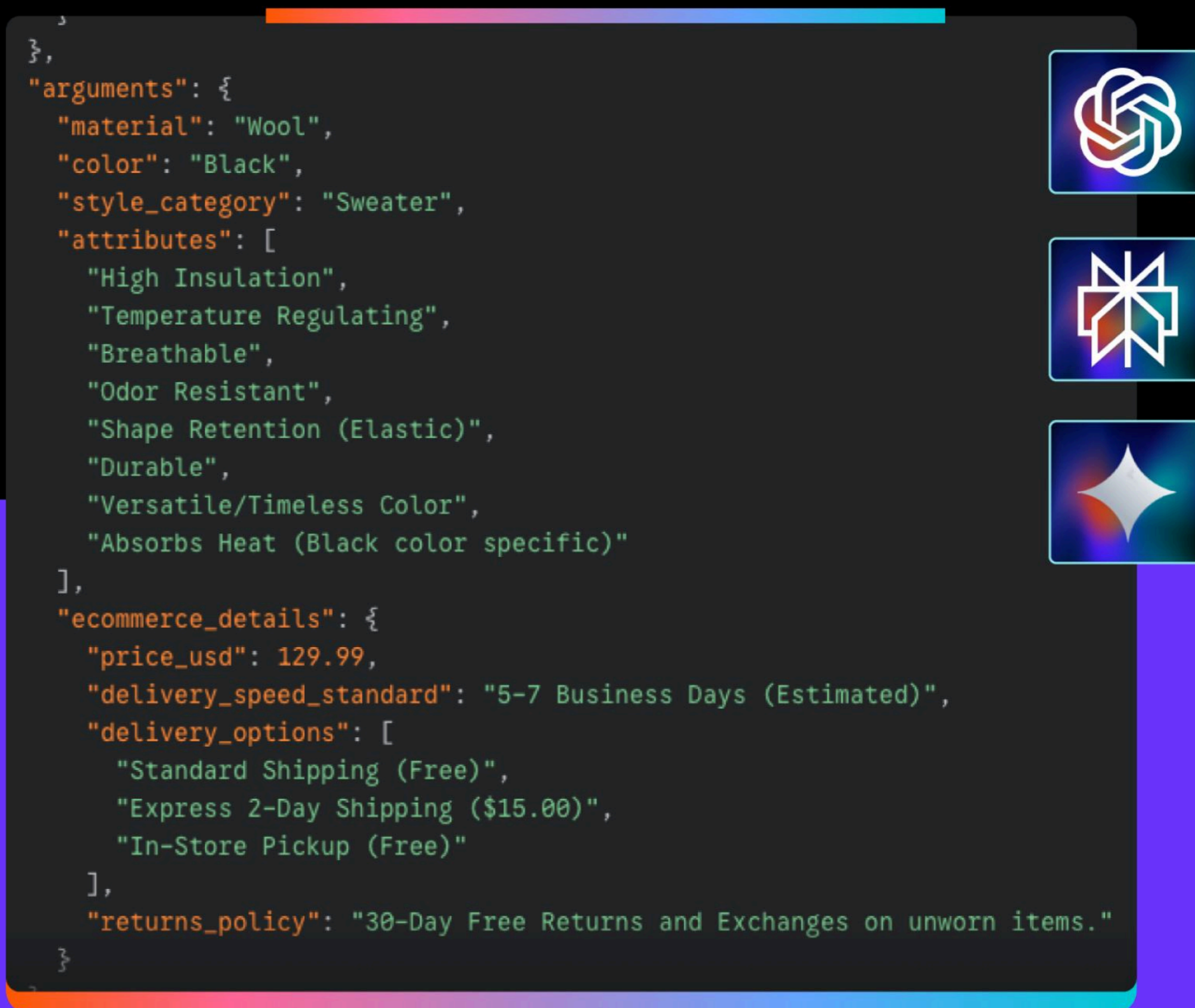
Dr. Arne Jeroschewski - Parcel Perform's Co-Founder & CEO

## Your shop for Humans



A screenshot of a product page for a 'Wool Blend Sweater'. The main image shows a white crew-neck sweater. Below it, there are smaller images showing the sweater in different colors (brown, white, black) and on a person. The text 'Wool Blend Sweater' is centered below the main image. Below that, there are color swatches for 'Color: Black' and other options. At the bottom, it says 'In stock online' and 'Delivery fee' with prices: '\$99.00' and '\$5.90'.

## Your shop for AI



A screenshot of an AI shop interface. It displays a JSON object representing product data. To the right of the JSON are three icons: the OpenAI logo, a stylized geometric logo, and a starburst logo. The JSON data includes:

```
3,
{
  "arguments": {
    "material": "Wool",
    "color": "Black",
    "style_category": "Sweater",
    "attributes": [
      "High Insulation",
      "Temperature Regulating",
      "Breathable",
      "Odor Resistant",
      "Shape Retention (Elastic)",
      "Durable",
      "Versatile/Timeless Color",
      "Absorbs Heat (Black color specific)"
    ],
    "ecommerce_details": {
      "price_usd": 129.99,
      "delivery_speed_standard": "5-7 Business Days (Estimated)",
      "delivery_options": [
        "Standard Shipping (Free)",
        "Express 2-Day Shipping ($15.00)",
        "In-Store Pickup (Free)"
      ],
      "returns_policy": "30-Day Free Returns and Exchanges on unworn items."
    }
  }
}
```

This is the most critical tactical step. You must build a "Dual Storefront." Your "Human Shop" remains the same - it's built for emotion, with lifestyle photos and persuasive copy. Your "AI Shop," however, is built for machines. It is a layer of clean, structured, machine-readable data (like JSON) that AI agents can access. This AI-facing store must include your factual attributes, price, stock levels, return policies, and accurate delivery dates. This includes implementing all new "AI Agent Frameworks" (like OpenAI's) as they are released.

# Tactic 2: Re-invest Marketing Budget into Price & Delivery

“In the past, a lot of money was spent on finding the customer... with AI commerce, the consumer is finding the merchant because the AI agent does all the work.”

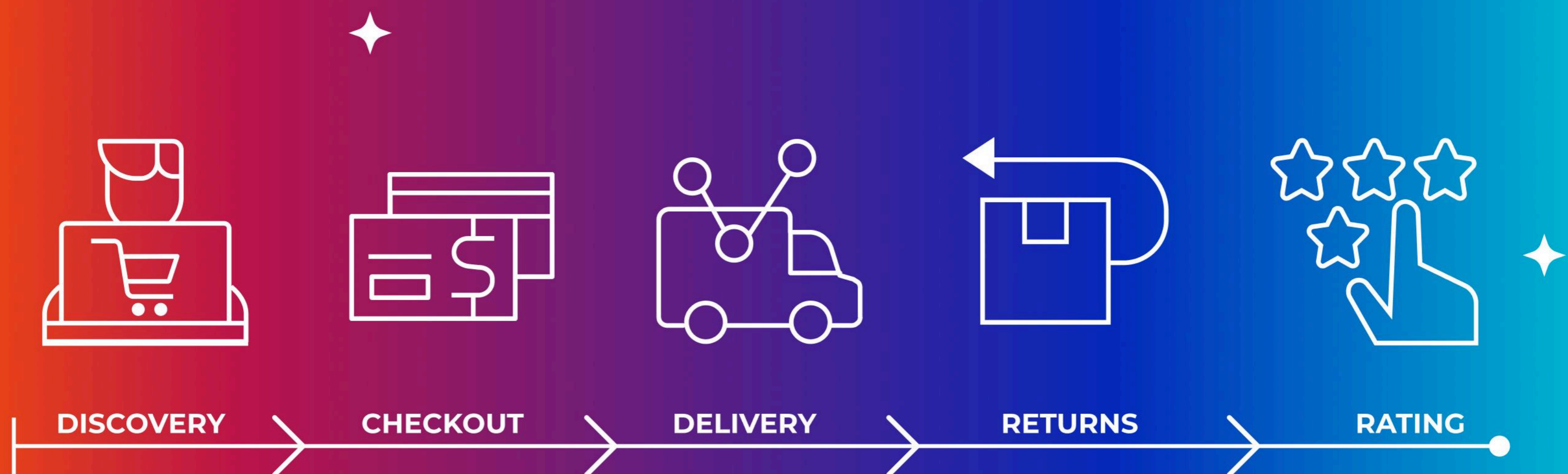
Dr. Arne Jeroschewski - Parcel Perform's Co-Founder & CEO



## Tactic 3: Win by Delivering Verifiable Trust

“In this day and age... you're not just losing one customer [with a bad experience], you put a lot of more business at risk.”

Dr. Arne Jeroschewski - Parcel Perform's Co-Founder & CEO



The winning strategy is to deliver verifiable "Trust Signals" at every step. Your brand "Rating" is no longer a simple star average. It is a real-time, composite score calculated by AI agents based on your actual, verifiable performance. This includes fixing and producing positive third-party content (like reviews) that AI agents use for "root cause analysis." If you fail at any step—like offering a bad returns process—you create a negative Trust Signal that damages your overall score and makes you less likely to be recommended.



Part 3

# The Technology That Wins

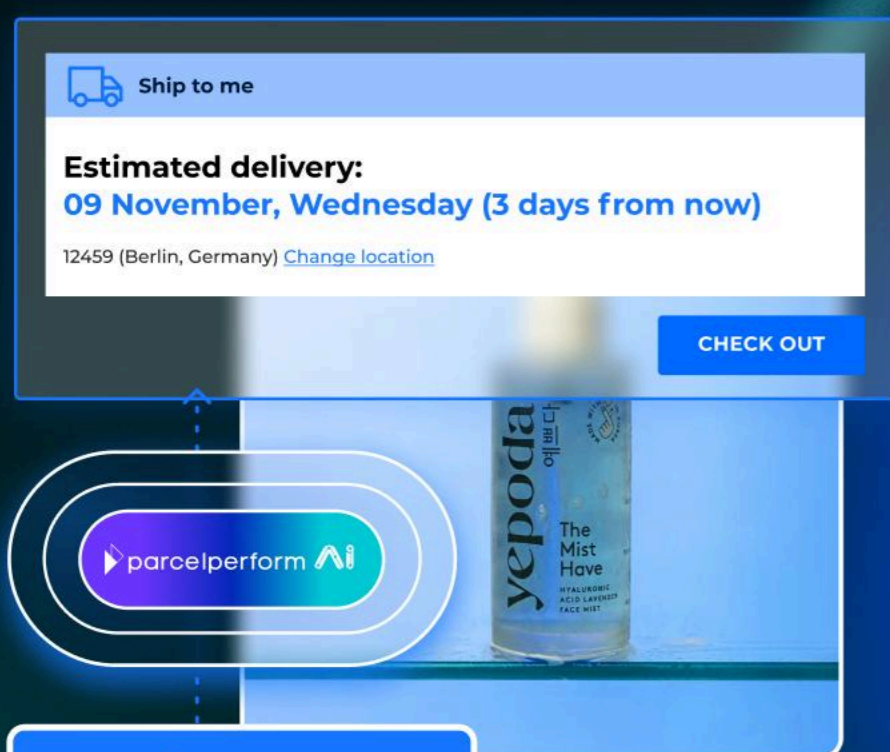
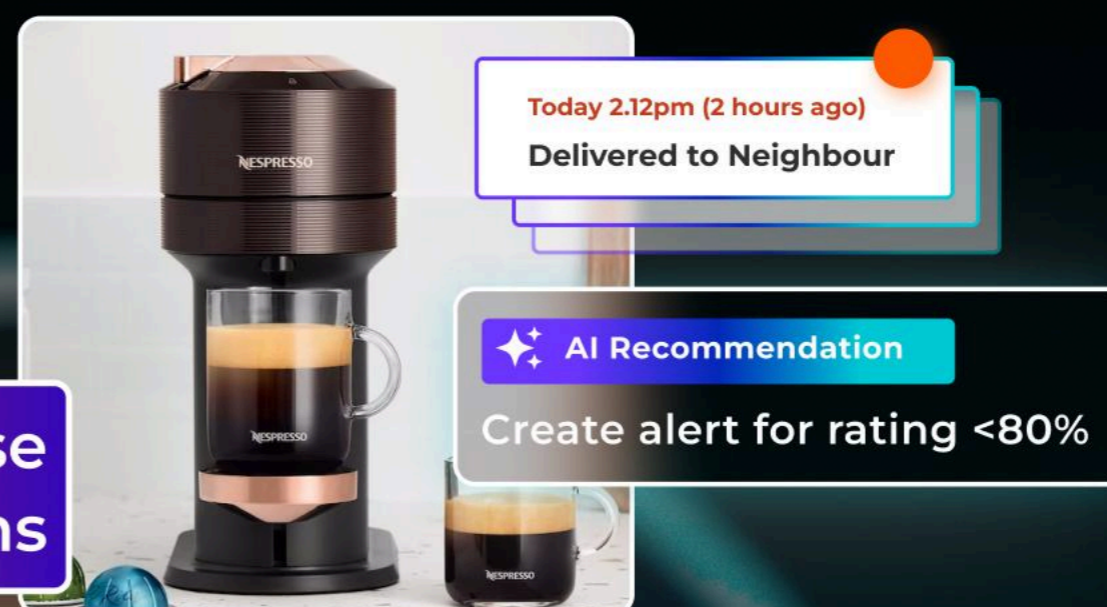
# The AI Delivery Experience Platform

“ Instead of you monitoring your 10 reports on a daily basis, we have close to 500 reports that we are looking at using AI. We only tell you these are the five things you should spend time on today. ”

Dr. Arne Jeroschewski - Parcel Perform's Co-Founder & CEO

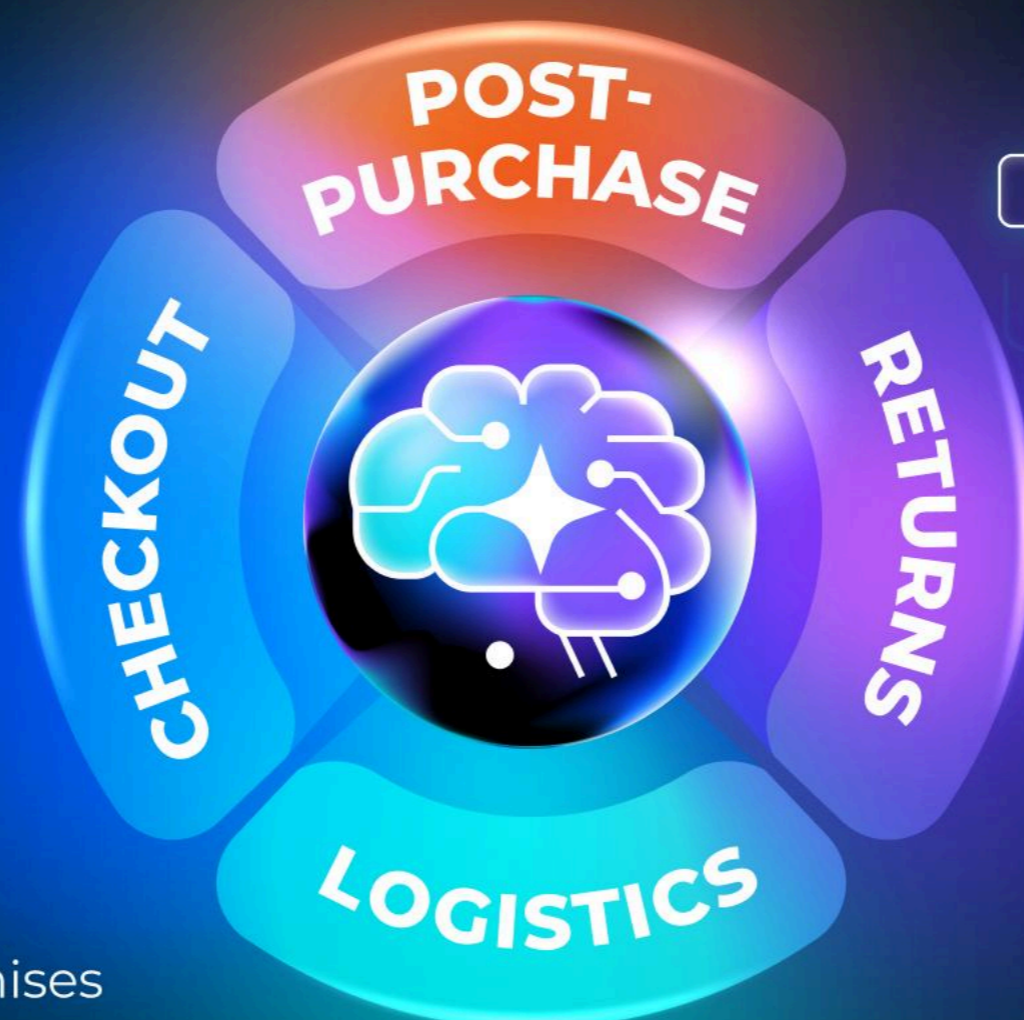
Turns a cost center into a Trust Signal with proactive notifications and seamless, automated returns.

Flawless Post-Purchase & Returns



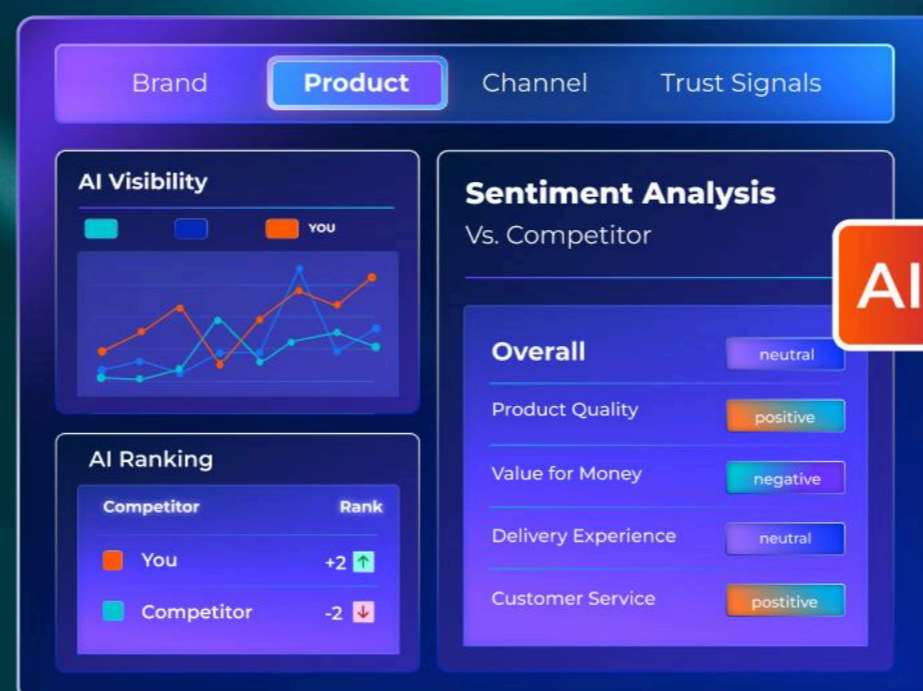
AI-First EDD:

Wins the conversion by providing hyper-accurate, competitive delivery promises that AI agents and humans can trust.



Agile Logistics:

The operational backbone, enabling dynamic carrier selection to optimize for cost, speed, and reliability.



AI Commerce Visibility

The tool that shows you the **Prompt**, the **AI's Result**, and the **Root Cause Analysis** so you can take action.

Fragmented, legacy "point solutions" cannot win these new battles. You cannot deliver verifiable trust if your checkout, logistics, and returns systems don't talk to each other. Winning requires a single, unified "Trust Signal Flywheel"—an end-to-end Delivery Experience Platform where every component works together. This platform is built on five pillars, all powered by a central "brain" called AI Decision Intelligence, which monitors performance 24/7 to ensure your promises are kept.

# Get Ready Now

*“What's gonna happen with AI commerce... is gonna be very, very transformational. You just want to make sure that you're the one who's benefiting from it and who will be the winner.”*

**Dr. Arne Jeroschewski** - Parcel Perform's Co-Founder & CEO



Many merchants thought 2023 was a bad year, but the transformation coming with AI Commerce will be faster and more profound. This shift is not a threat; it's an opportunity for agile brands to win. The choice is clear: continue wrestling with fragmented, inefficient systems, or adopt the unified, intelligent infrastructure required to win in the age of AI. This transition is exciting, and the time to prepare is now. You want to be the one who benefits from this new reality - the one who is found by AI and chosen by shoppers.

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