

LEGIBLE, NOT LOUD

Own the signals. Optimize the data.
Engineer the assets.





Your shopper is in the store. **Their decision is on their phone.**

Greek shoppers already ask AI before and during a store visit.

13%

photographed a product to ask AI about it

43%

have searched for products through AI

34%

asked AI about a product before visiting a store

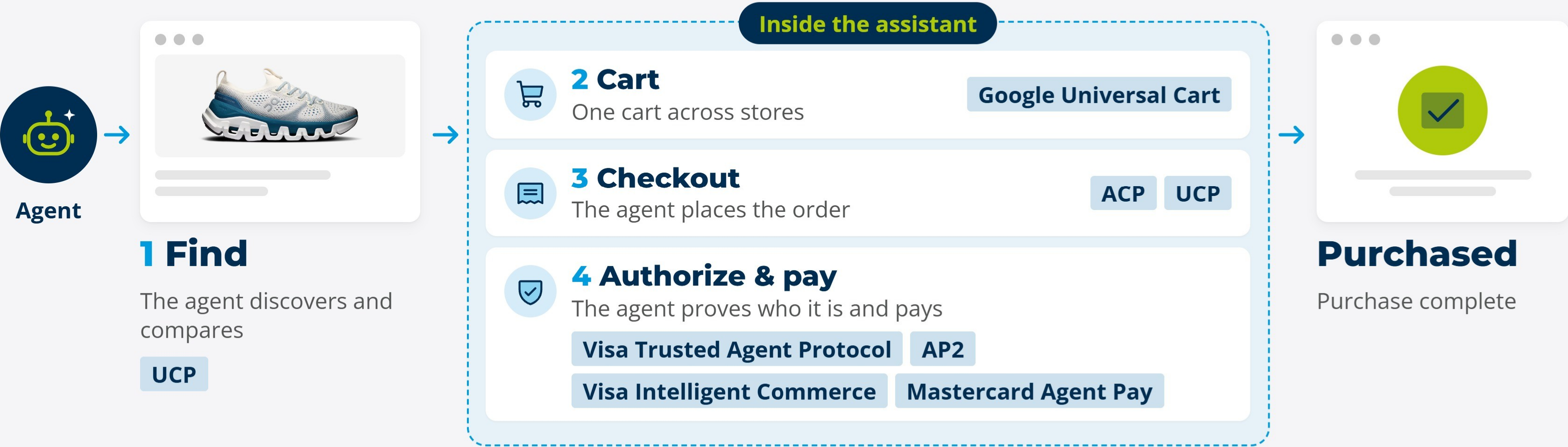
15%

asked AI while inside the store

Source: IELKA consumer survey, October 2025, 500 consumers

THE PROTOCOLS

Every new protocol reads the same thing: **your data.**



Your data | They read your catalog exactly as you left it.

— WHO READS

Your store has two readers now.

People fill the gaps with patience. Agents read only what your data says.



Human

Fills gaps kindly

Moved by images, scarcity and the perfect green button

May give you another chance



Agent

Skips what it can't read

Moved by structured, verifiable data

Moves to the next store

66%

average visibility of retail product pages to LLMs



The empty third is the part of your best page the second reader never sees.

Same mission. New reader.

Source: Adobe, 2026

— THE FRAMEWORK

Each step stands on the one before.

Three steps, in this order.

3

Engineer the assets

Win the shopper
no agent replaces

2

Optimize the data

Become readable
to agents and algorithms

1

Own the signals

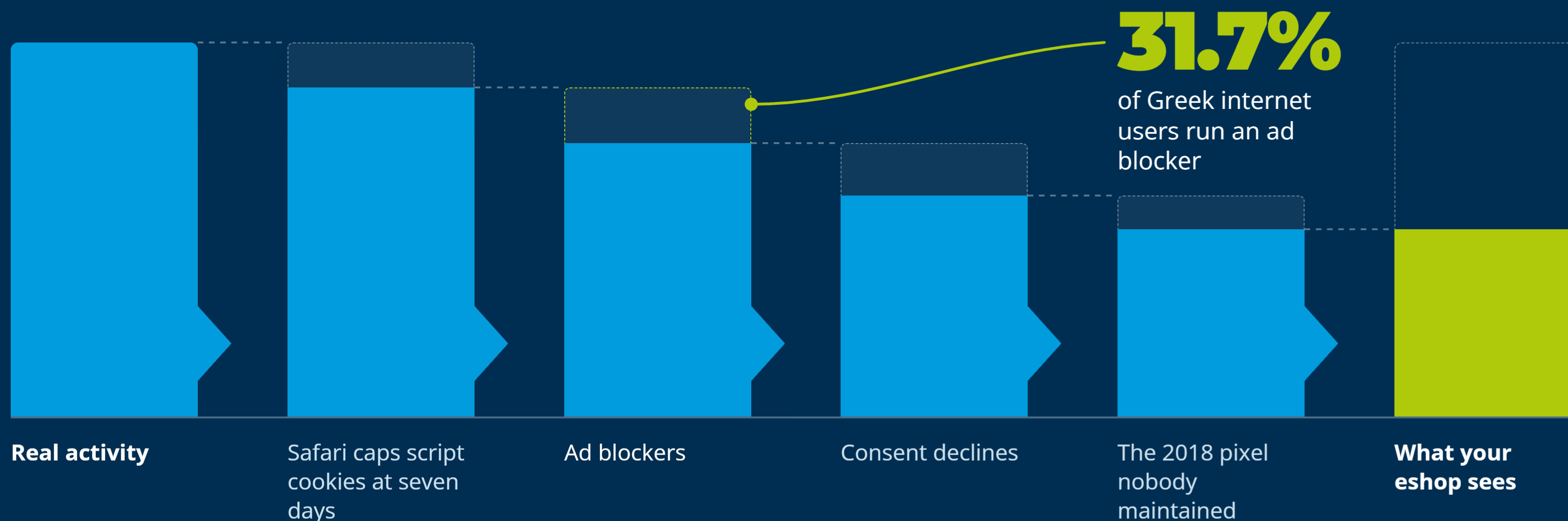
See what happens online
and in store

— 1. OWN THE SIGNALS

Your eshop sees only part of what happens.

STEP 1 OF 3

Server-side tracking turns what's left into first-party, consented, clean signals.

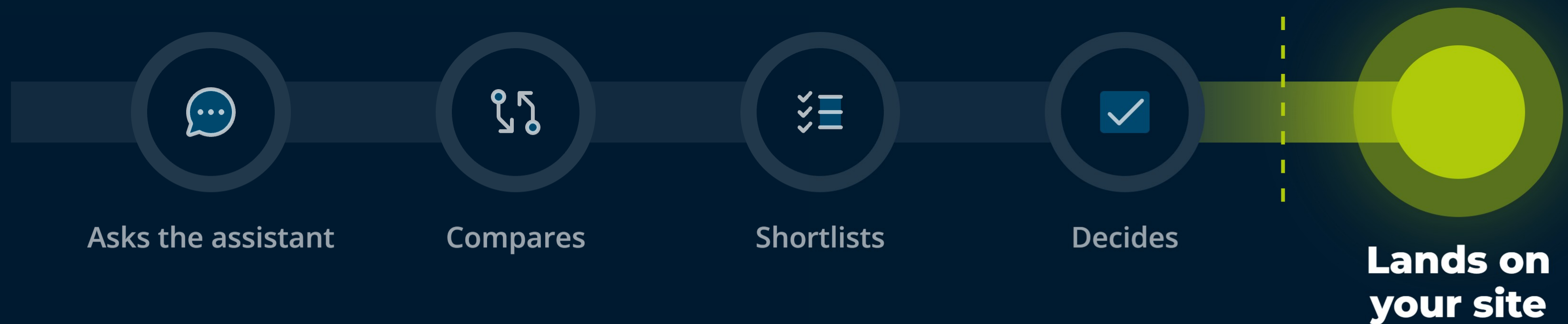


Illustrative. Actual loss varies by store and stack.

Source: GWI, 2025; WebKit Intelligent Tracking Prevention documentation

— 1. OWN THE SIGNALS

The AI journey stays dark until the last click.



The blinder the world gets, **the more valuable your own eyes.**

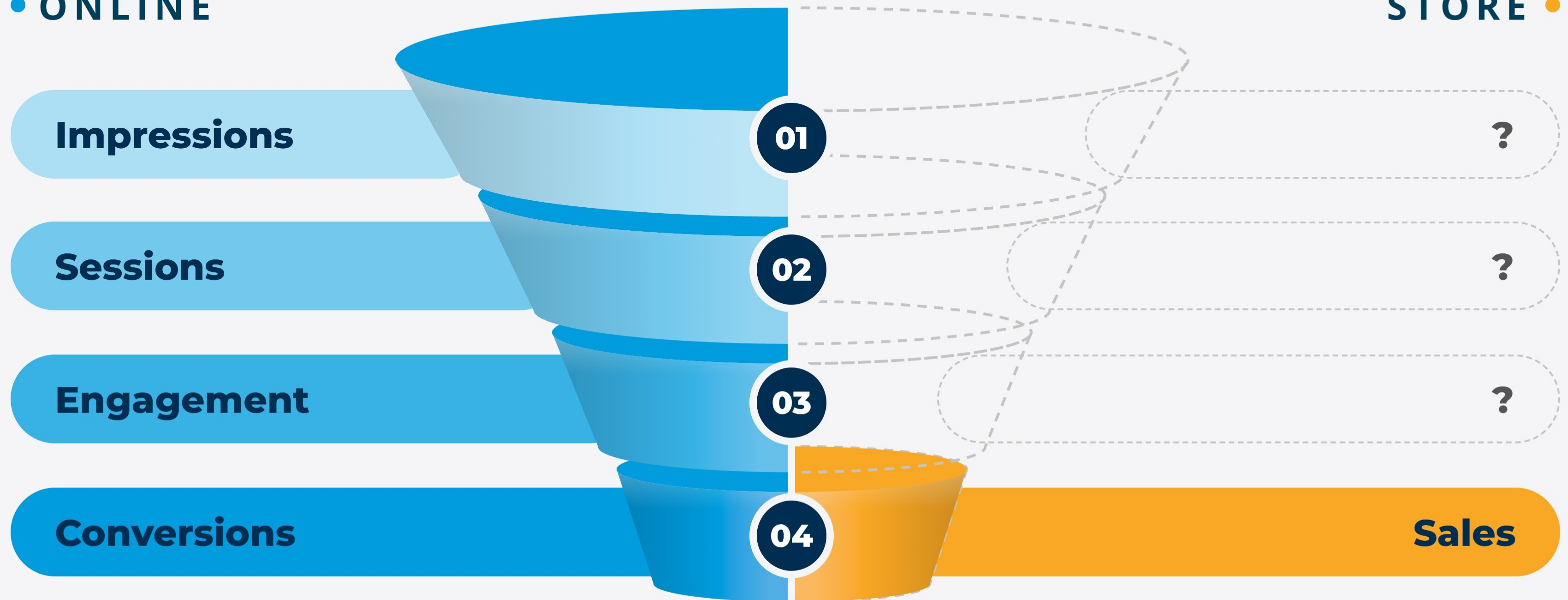
— 1. OWN THE SIGNALS

The physical store finally gets a funnel.

Passersby, visitors, interest and sales, measured the way you measure your eshop.

• ONLINE

STORE •



— 1. OWN THE SIGNALS

The physical store finally gets a funnel.

Passersby, visitors, interest and sales, measured the way you measure your eshop.

• ONLINE

STORE •



— 1. OWN THE SIGNALS

**Every zone of the store
becomes a signal.**



Anonymous by design.

— 1. OWN THE SIGNALS

Every zone of the store becomes a signal.



Anonymous by design.

— 1. OWN THE SIGNALS

Online and in-store signals teach each other.

One intelligence engine, with knowledge moving in both directions.



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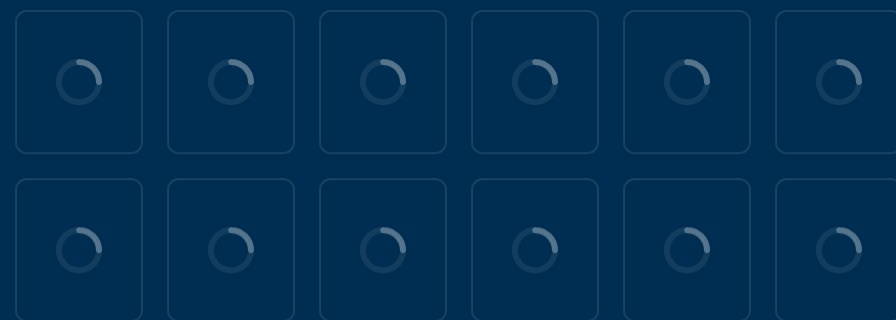
One intelligence engine, with knowledge moving in both directions.



The hard part is a decision: give the store the same attention as the site.

Agents are **lazy** by design.

Built to save compute, they take the shortest path to an answer.
That path is your product feed.



Path A · crawl the pages

product_feed

Path B · read the feed

Every
15'
minutes

How often ChatGPT
can re-read your feed,
with no crawling needed

— 2. OPTIMIZE THE DATA

Your feed now describes the sale.

Merchant Center added conversational attributes: answers, manuals, related products and popularity.

PRODUCT FEED

id

TR5-BLU-42

title

Trail Runner 5, blue, EU 42

price

€129.00

availability

in_stock

image_link

tr5-blue-42.jpg

variant_option

color · size

+ new

question_and_answer

Waterproof? Yes, IPX7

related_product

Trail Grip socks

document_link

care-guide.pdf

item_group_title

Trail Runner 5

popularity_rank

96.5

Up to 30 Q&A pairs per product



AI assistant

Is it waterproof? What else do I need for trail running?

Yes, rated IPX7. Most buyers add the Trail Grip socks. It's one of our best sellers. Care guide attached.

— 2. OPTIMIZE THE DATA

Market intelligence decides between two good feeds.

Competitor prices, live demand, competitiveness and cost turn your feed into a view of the market.



More context. Fewer assumptions.

INTENDED

“I need it.”

🔍 Cheapest flight to London this Friday

Assistant · 3 options found

ATH → LHR · direct 07:15 €89

ATH → LGW · direct 18:05 €74

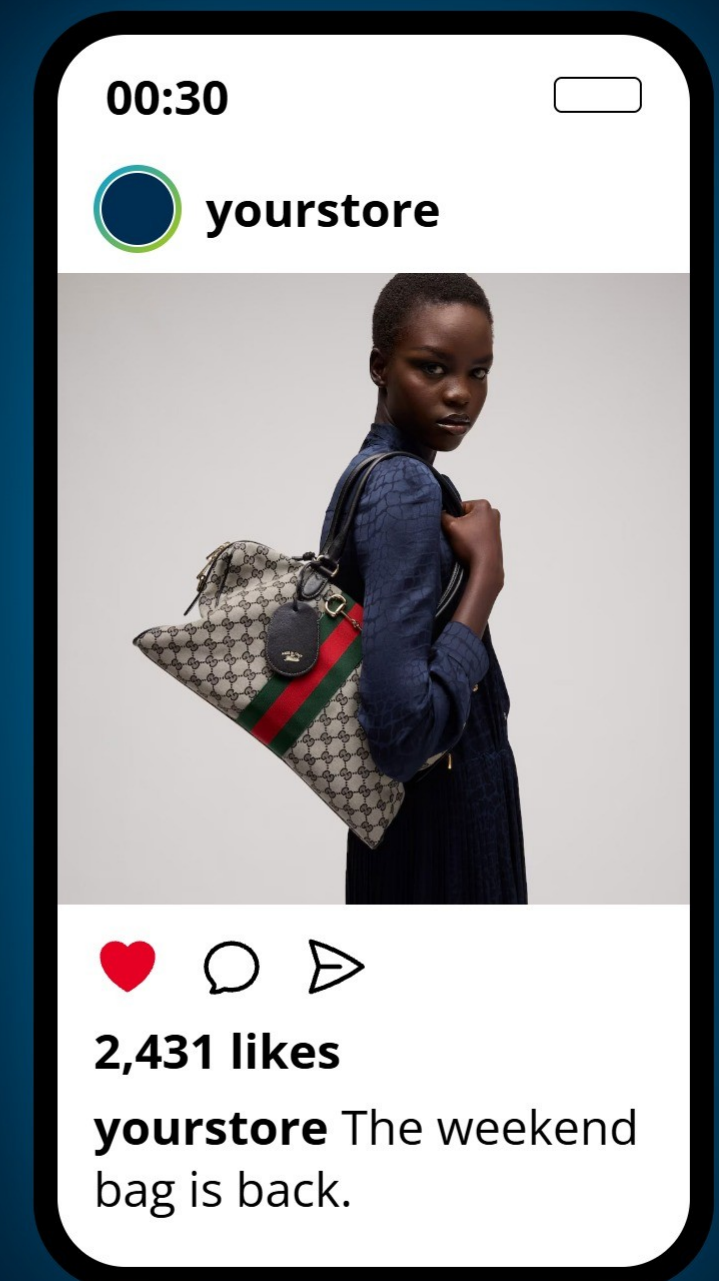
ATH → STN · 1 stop 11:40 €81

Agents will
handle this.

IMPULSE

“I saw it.
I want it.”

Yours to win
with assets.



— 3. ENGINEER THE ASSETS

AI drafts. The brand decides.

Take the human out and you get output, with no brand.

Structured product data, brand guidelines, a visual language and a human creative director steer every generated asset.

White background



The same product, in a life like your customer's



Product
data

Brand
guidelines

Visual
language

**Human creative
director**



★ GenAI



Assets

The same data feeds the agent and the creative brief.

Signals · product data · market intelligence

```
graph TD; A[Signals · product data · market intelligence] -- blue line --> B[Intended shopper  
won with data · engineering]; A -- yellow line --> C[Impulse shopper  
won with assets · creativity];
```

Intended shopper

won with data · engineering

Impulse shopper

won with assets · creativity

Engineering intention.
Designing impulse.

**Back in the
store, every
answer is ready.**



Back in the store, every answer is ready.

1



1

Own the signals

Her visit and her browsing flow into one system

Back in the store, every answer is ready.

1

2

2 Optimize the data
Her assistant finds structured, verifiable answers

1 Own the signals
Her visit and her browsing flow into one system

Back in the store, every answer is ready.

1

2

3

3

Engineer the assets

Her screen shows your product in a life like hers

2

Optimize the data

Her assistant finds structured, verifiable answers

1

Own the signals

Her visit and her browsing flow into one system

**Data tells us
what's worth saying.
Creativity finds
the way to say it.**

koolmetrix



Thank you.

Tasos Konstantatos

Creative Director & Solutions Architect

CONNECT ON LINKEDIN

