

AI shopping agents are comparing your prices.

Are they ready?

Find me the best price on
headphones.



\$199.95

★★★★☆ 4 (1,234)

BUY NOW



\$150.00

★★★★★ 4.5 (884)

BUY NOW



179.99

★★★ 5 (976)

BUY NOW

Executive Summary

AI assistants now sit between shoppers and your product page.

Amazon's Alexa for Shopping compares products side by side and can buy an item automatically once it hits a shopper's target price. **Google** is powering checkout on eligible listings in AI Mode and the Gemini app, and **Microsoft's Copilot Checkout** takes users from a conversational prompt to a completed purchase.

Whether an agent recommends your product, or buys it, depends on the price it can read in that moment. Research published in [Harvard Business Review](#) found that only star ratings consistently increased an AI agent's likelihood of choosing a product, while price reliably decreased it; scarcity cues, countdown timers and strike-through pricing produced unstable results.

Agents take away the margin for error. A price that is stale, inconsistent across channels or undercut by an unauthorized reseller is the price the agent works with. This paper covers what agent-ready pricing requires, the self-audit to run before Q4 and where Wiser fits for retailers and brands.

Find me wireless headphones under \$200.

Here are 3 options:



\$199.95

★★★★☆ 4 (1,234)

BUY NOW



\$150.00

★★★★☆ 4.5 (884)

BUY NOW



\$179.99

★★★★★ 5 (976)

BUY NOW

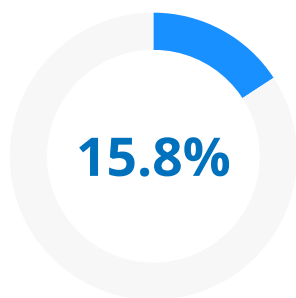
Agents Pick Stores Before The Shopper Does

Most AI-assisted shopping still ends on a retailer's own site. Shoppers use AI platforms such as ChatGPT, Muse, Gemini or Perplexity to research and compare, then click through to buy: only 10% of AI-assisted shoppers usually complete the purchase on the AI platform itself, while **69% go on to a retailer's website**.

That makes the agent's shortlist the step that matters. When a shopper asks for the best deal on a product, the agent compares the retailers selling it and decides which ones to show. The retailers it points to get the visit and that traffic is valuable: **Adobe found AI-referred traffic converted 31% better than other sources** over the 2025 holiday season.

Amazon's assistant can go a step further and place the order itself. With Auto Buy, a shopper sets a target price in advance and Amazon places the order automatically once the price falls to or below it.

Adoption is still early: PwC's 2026 holiday outlook found just 4% of consumers expect to buy gifts through AI tools. But most of the agent's influence happens before checkout: it decides which retailers make the shortlist and the shopper clicks through from there.



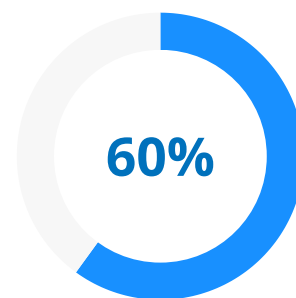
eMarketer's base case has AI-driven sales growing from 3.2% of US retail ecommerce in 2026 to 15.8% in 2030.

[eMarketer](#)



Growth in traffic from generative AI tools to US retail sites during the 2025 holiday season, per Adobe.

[Adobe](#)



Likelihood of Amazon shoppers using its AI assistant to complete a purchase, across 300 million customers who used it in 2025.

[PYMNTS](#)

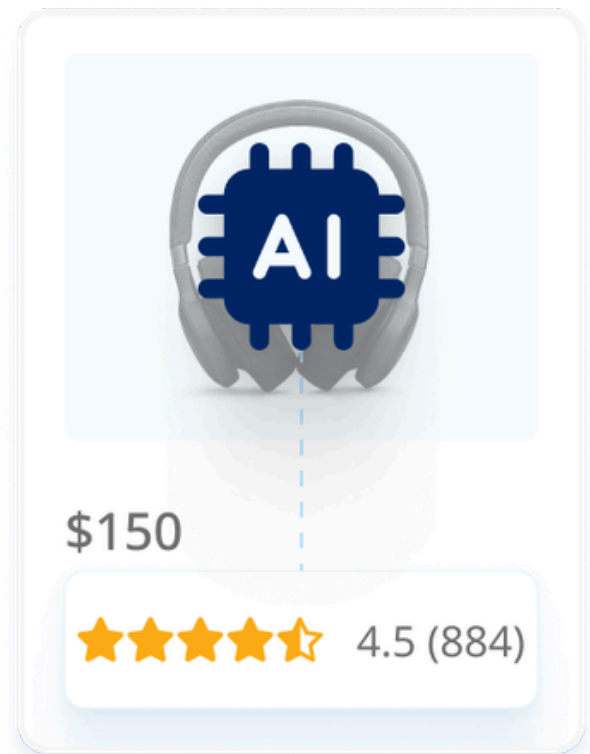
Agents Skip The Merchandising

The tactics pricing and merchandising teams have refined for years were built for human psychology.

Across thousands of simulated shopping rounds using 4 AI models, a study found scarcity messaging, countdown timers, strike-through pricing, vouchers and bundles did not reliably influence the agents.

The study also warns that more advanced agents may actively penalize overt marketing tactics rather than simply ignore them.

What held up was price and ratings. Everything else your merchandising team layers around the number is, at best, noise to an agent.



What influences an AI shopping agent's choice?

Price and product ratings:

Star ratings were the only cue that consistently raised an agent's likelihood of choosing a product and price reliably lowered it. Scarcity messaging, countdown timers and strike-through pricing produced inconsistent effects.

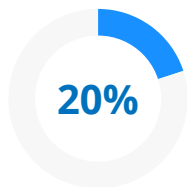
For retailers and brands, that means the accuracy, freshness and consistency of the price itself matters more than how it is presented.

Q4 Is The Stress Test

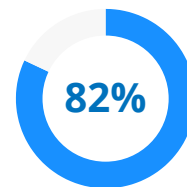
Holiday pricing plans lock in during September and October, just before agent-assisted shopping peaks. During Cyber Week 2025, Salesforce found AI and agents influenced 20% of all global orders, around \$67 billion in sales, through personalized product recommendations and conversational customer service.

The margin pressure is real this year. Deloitte's 2026 retail outlook found nearly all respondents expect rising costs due to trade policies, yet 82% still anticipate margin expansion, with plans that include gradual price increases and shifting product mix toward higher-margin items. **Those plans, however, depend on execution.** A price change that hasn't reached every channel or a reseller undercutting MAP each puts a different number in front of the shopper (and the agent) than the one your team set.

Shoppers will be watching closely too. 69% of consumers rank price and value among the most important factors in deciding what to buy, and increasingly an agent does that comparison for them.



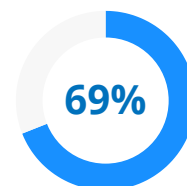
Global orders influenced
by AI agents



Retailers expecting
margin growth

\$67B

AI-influenced
Cyber Week sales



Shoppers prioritizing
price and value

Retailers & Brands Are Exposed Differently

RETAILERS

Retailers set their own prices but don't control what an agent compares them against.

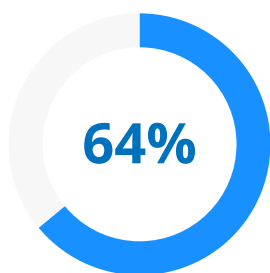
A competitor's overnight price move, a marketplace listing that lags your site, or a feed that hasn't refreshed can each put you on the wrong side of an agent's comparison before your team knows anything changed.

BRANDS

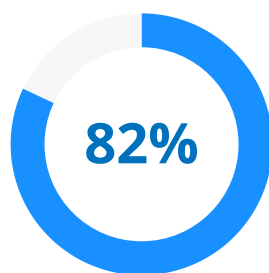
Brands typically don't set the shelf price at all, their retail partners, resellers and third-party marketplace sellers do.

When one of them breaks MAP, the agent reads the lower number, reports it back to the shopper and may act on it. With Amazon's Auto Buy automatically placing an order once an item's price drops to or below the shopper's target, a price dropping by mistake, or an unauthorized markdown, could trigger real orders and lost margin.

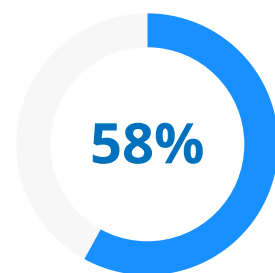
Priced below MAP at least once in the last 90 days



of monitored SKUs



of authorized sellers



of unauthorized sellers

Source: Wiser MAP Intelligence data July - October 2026

The Agent-Ready Pricing Standard

01 FRESHNESS

Your prices, and your competitors', checked continuously rather than on a review cycle. An agent uses whatever number is live when it looks, not the one from your last manual check.

02 COVERAGE

Every retailer and marketplace where your product is listed, including third-party sellers you don't directly control. A channel you aren't monitoring is still one the agent can see.

03 PARITY

The same price, verified, across your own site, your retail partners and marketplace listings. Mismatches cost margin, and they leave the agent choosing between numbers that should have been identical.

04 ESCALATION

A defined process for acting on exceptions as they happen. Mismatches and MAP violations trigger automated alerts to the person who owns them, so the team can resolve or flag them while they're live, not after the agent has acted.

7 Questions To Answer Before Black Friday



When a competitor changes price on a product you sell, how long before your team knows?



If a price on one of your listings is wrong right now, how would you find out?



How many retailers and marketplaces do you actively monitor beyond your own site?



Do you know every third-party seller currently listing your products?



Is your price the same across your own site, Amazon, Walmart and Google Shopping at this moment? How do you know?



Who reviews pricing exceptions and competitive moves today, and how quickly?



When a reseller or marketplace seller breaks MAP, how long does it take to detect it and act?

How Wiser Helps - For Retailers

The price an agent reads has to be right when it reads it. What that takes depends on whether you're a retailer setting your own prices, or a brand whose products are priced by the retailers, resellers and marketplace sellers that carry them.

Wiser's Price Intelligence tracks your prices against competitors continuously, across every product in your catalog. Parity gaps and stale listings surface as alerts as soon as they happen, before a customer notices, before a QBR surfaces the trend and before an agent sends the shopper elsewhere.



Continuous **competitive price tracking**

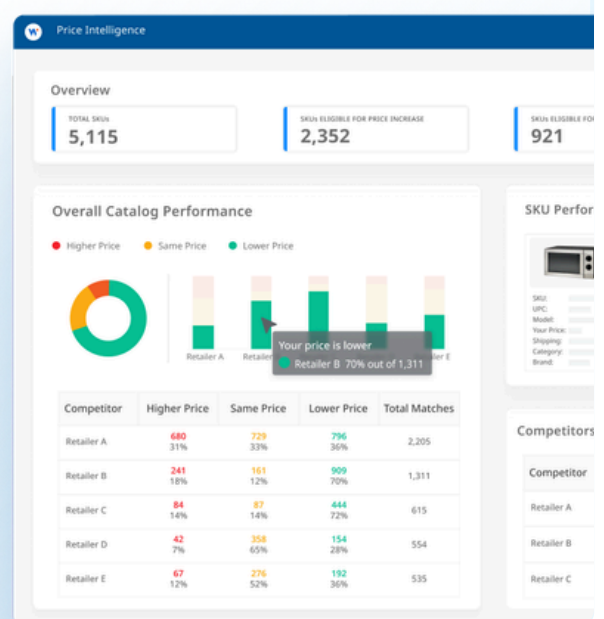


Alerts on price gaps and stale listings as they happen



A **live view** of what an agent would see on your site right now

"We have critical market insight at a category and product level, which informs our implementation of new pricing strategies."



How Wiser Helps - For Brands

You don't set the price a retailer lists, but you own the fallout when it's wrong.

Wiser's MAP Intelligence monitors your pricing agreements across every tracked retailer and marketplace where your products are sold, including third-party sellers you don't directly control. It flags violations before they erode margin, brand equity or the price an agent reports back to a shopper.



Automated MAP violation detection across authorized and unauthorized sellers.

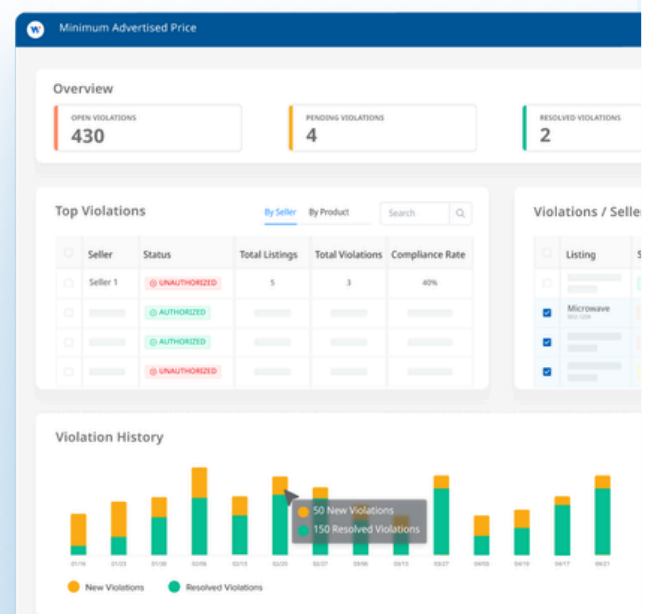


Enforcement workflows that track each violation from detection to resolution.



Documented evidence you can take to retail partners and resellers.

"MAP Monitoring results are shown to executives on a weekly basis and they can see a huge decline in violations. It's clear Wiser has been very effective for us."



How Wiser Helps - For Brands

An agent weighs your price against every competing product it can find, including ones your team hasn't spotted yet.

Wiser's Market Intelligence shows you that same competitive set:

- Which products sit in your price tier.
- Who is new to the shelf.
- How your position moves over time



New-on-Site Alerts when a competing product appears at a retailer you track.

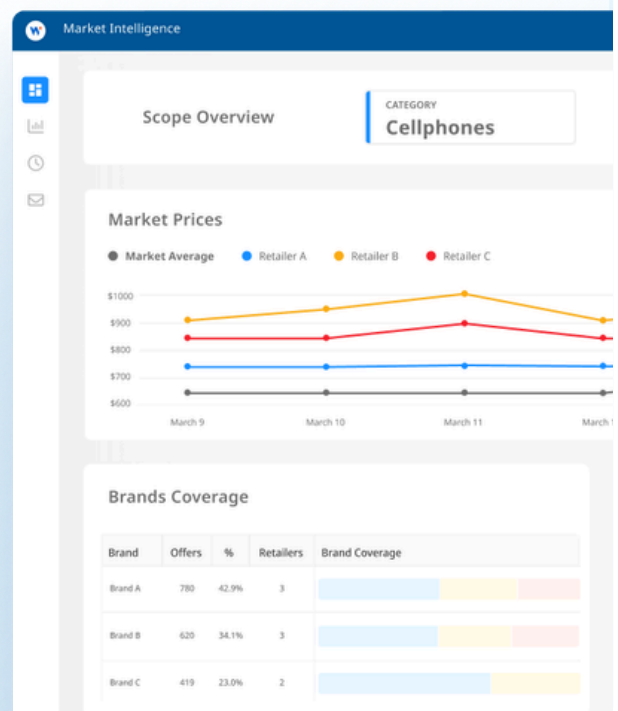


Price Banding to see where your products sit against competitors in each price tier.



Coverage by Brand to see where you and your competitors are listed, and where you're missing.

"With Wiser, we monitor category-wide price trends and the positioning of our brand by retail partners, whilst tracking our competitors, all in one place. This partnership has enabled us to stay ahead in a competitive market."





About Wiser Solutions

Wiser is the competitive intelligence platform brands and retailers trust to win more sales, starting where it matters most: price.

Our intelligence covers every attribute that shapes the buying decision and protects brand integrity — pricing, promotions, shipping cost, availability, ratings, reviews, compliance and market execution — spanning more than 443 million products, 716K sellers and 50 billion data points daily. Wiser's platform gives you the full picture and the tools to act, unlocking confident decision-making across your entire online shelf.

Accurate, complete and proactively monitored: Wiser's data infrastructure is built to outperform industry benchmarks, giving you the confidence to act faster and deliver stronger outcomes.



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