

The Agentic Commerce Bridge

A Platform-Agnostic Service Layer for AI-Powered Product Discovery and Purchasing

Enterprise Framework and Best Practices

693% AI Traffic Growth Holiday 2025	58% Consumers Using AI for Product Discovery	31% Higher Conversion from AI Referrals
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Executive Summary

A fundamental shift in e-commerce is underway. **AI agents are no longer just recommending products — they are purchasing them.** As of early 2026, consumers can discover and buy products directly within ChatGPT, Google AI Mode, Gemini, and Microsoft Copilot, without ever visiting a brand's website.

Two open protocols now govern this new commerce channel: the Agentic Commerce Protocol (ACP), co-developed by OpenAI and Stripe, and the Universal Commerce Protocol (UCP), co-developed by Google and Shopify. Together, these standards enable AI agents to browse product catalogs, initiate checkout sessions, process payments, and complete transactions on behalf of consumers.

Shopify merchants have been live on these protocols since September 2025. However, enterprise brands on platforms like Adobe Commerce, Salesforce Commerce Cloud, and SAP face a significant readiness gap. **These platforms have committed to supporting agentic protocols but have not published implementation schedules, leaving enterprise merchants invisible to AI purchasing agents for an indeterminate period.**

The Agentic Commerce Bridge is a platform-agnostic service layer that sits between any e-commerce backend and the emerging AI purchasing ecosystem. It provides the ACP and UCP-compliant endpoints, structured product feeds, and payment handler integrations that enterprise merchants need to sell through AI agents — regardless of their commerce platform's native roadmap.

The Enterprise Opportunity

Brands that already operate product feed syndication infrastructure (such as GoDataFeed, Feedonomics, or Productsup) hold a significant advantage. Existing feed infrastructure can be extended and enriched for agentic commerce protocols, dramatically accelerating time to market. The Agentic Commerce Bridge leverages this existing investment rather than requiring merchants to build from scratch.

The Opportunity in Numbers

\$262B

AI-Influenced Retail
Sales, Holiday 2025

254%

More Revenue Per Visit
from AI Referrals

40%

More Traffic with
Dual Protocol Support

The Market Shift: Agentic Commerce Is Live

Agentic commerce has moved from concept to production in a matter of months. The convergence of conversational AI adoption, open protocol standardization, and platform investment has created a new commerce channel that enterprise brands must address.

What Has Changed

September 2025: OpenAI and Stripe launch the Agentic Commerce Protocol (ACP) alongside Instant Checkout in ChatGPT. U.S. Etsy sellers go live immediately; Shopify merchants follow shortly after with brands like Glossier, SKIMS, Spanx, and Vuori.

January 2026: Google and Shopify launch the Universal Commerce Protocol (UCP) at NRF 2026, endorsed by more than 20 partners including Walmart, Target, Wayfair, Best Buy, Visa, Mastercard, Stripe, and PayPal. Native checkout begins rolling out in Google’s AI Mode in Search and the Gemini app.

January 2026: Shopify opens its Agentic plan to non-Shopify merchants, allowing any brand to list products in Shopify Catalog and sell through AI channels — positioning Shopify as the default middleware for agentic commerce.

February 2026: Adobe Commerce announces commitment to supporting both ACP and UCP but provides no detailed implementation schedule.

The Two Protocols

Dimension	ACP (OpenAI + Stripe)	UCP (Google + Shopify)
Primary Surface	ChatGPT Instant Checkout	Google AI Mode, Gemini App
Focus	Chat-to-buy checkout flows	Full commerce lifecycle: discovery through post-purchase
Payment Layer	Stripe Shared Payment Tokens (SPT)	Agent Payments Protocol (AP2)
Transport	REST API	REST, MCP, Agent2Agent (A2A)
Status	Live in production since Sept 2025	Rolling out to eligible US retailers
License	Apache 2.0 (open source)	Apache 2.0 (open source)
Merchant Control	Merchant of Record retained	Merchant of Record retained

Strategic Consensus

Industry analysts and e-commerce leaders agree: merchants should implement both protocols. ACP captures conversational purchase intent in ChatGPT; UCP captures search-driven purchase intent in Google’s AI surfaces. Together, they represent the two dominant pathways through which AI-mediated commerce will flow in 2026 and beyond.

Why Consumers Are Shifting

According to Capgemini research, the percentage of consumers replacing traditional search with AI platforms for product recommendations has grown from near zero in 2022 to 58% in 2025. Adobe's own Digital Insights report confirms that AI-referred shoppers convert at 31% higher rates, generate 254% more revenue per visit, and spend 45% more time on-site than traditionally referred traffic.

Gartner projects that by the end of 2026, 40% of enterprise applications will feature task-specific AI agents. The global agentic AI market is estimated at \$10.86 billion in 2026, projected to reach \$93.2 billion by 2032. For e-commerce specifically, Mordor Intelligence forecasts a \$60.43 billion market in 2026, growing to \$218.37 billion by 2031.

The critical implication: **if a brand's products are not discoverable and purchasable through AI agents, competitors who are protocol-ready will capture that demand.**

The Platform Gap: Why Enterprise Brands Are Falling Behind

Enterprise e-commerce platforms — Adobe Commerce, Salesforce Commerce Cloud, SAP Commerce, and others — form the backbone of B2C and B2B digital commerce. However, their approach to agentic commerce protocol support creates a readiness gap that must be addressed independently.

Where the Major Platforms Stand

On February 23, 2026, Adobe Commerce published a blog post committing to support both UCP and ACP. The announcement emphasized three layers of strategy: discovery (via LLM Optimizer), agent-to-agent commerce (via protocol support), and brand-owned experiences (via Brand Concierge and Commerce Optimizer).

The Critical Detail

Adobe “did not provide a detailed rollout schedule but said it has planned additional capabilities throughout 2026.” — Digital Commerce 360, February 23, 2026. Similar commitments without published delivery dates are common across enterprise platform vendors. The result: enterprise merchants are left waiting while Shopify-native brands sell through AI agents today.

Platform Readiness Comparison

Platform	ACP Support	UCP Support	Non-Native Merchants
Shopify	Live since Sept 2025	Live since Jan 2026	Agentic Plan available now
WooCommerce	Via Stripe Agentic Suite	Community plugins emerging	N/A (open source)
BigCommerce	Stripe integration path	In development	N/A
Adobe Commerce	Committed, no schedule published	Committed, no schedule published	Not available
Salesforce Commerce	No public commitment	No public commitment	Not available
Agentic Commerce Bridge	Ready for deployment	Ready for deployment	Platform-agnostic

What This Means for Enterprise Brands

Waiting for a commerce platform to deliver native ACP and UCP support means a brand’s products remain invisible to AI purchasing agents for an indeterminate period. During this window, competitors whose products are discoverable and purchasable through AI agents will capture demand that non-protocol-ready brands cannot.

A recent Mirakl partner survey of major retailers found that brands prioritizing structured catalog and pricing data are beginning to pull ahead, while most have not prioritized AI agent readiness to the extent needed. Partners gave the lowest readiness scores to AI-driven search monitoring — brands don't know which queries trigger their products in LLM responses or where they rank.

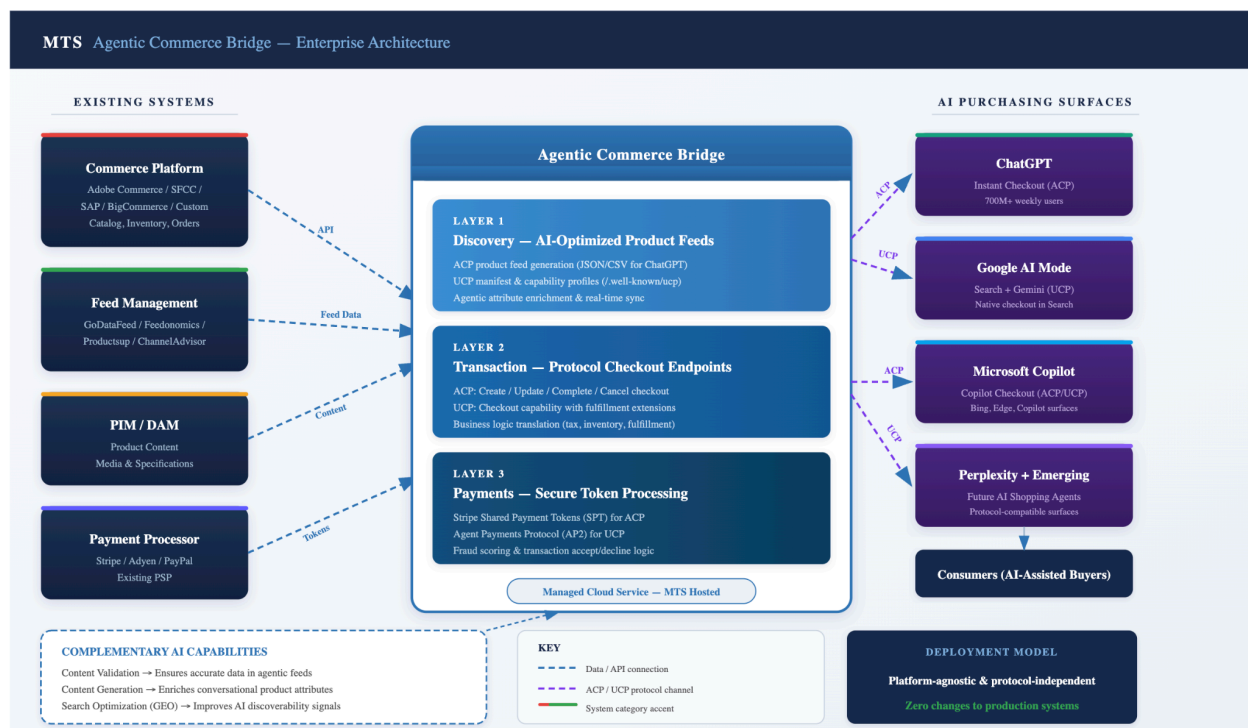
The Agentic Commerce Bridge eliminates the platform dependency entirely. It operates as an independent service layer that connects any enterprise e-commerce backend to both ACP and UCP — without requiring changes to the underlying platform, IT infrastructure modifications, or dependency on any vendor's development roadmap.

The Agentic Commerce Bridge Framework

The Agentic Commerce Bridge is a managed service layer that makes any enterprise e-commerce implementation discoverable and purchasable through AI agents across all major platforms. It is designed as a platform-agnostic solution that works with Adobe Commerce, Salesforce Commerce Cloud, SAP, BigCommerce, custom builds, or any system that exposes product and order APIs.

Architecture Overview

The Bridge operates in three layers, each addressing a distinct component of the agentic commerce value chain:



Layer 1: Discovery — AI-Optimized Product Feeds

This layer transforms existing product data into structured, AI-agent-readable feeds compliant with both ACP product feed specifications and UCP discovery capabilities. It enriches product attributes beyond traditional e-commerce requirements to include conversational context: use-case descriptions, compatibility answers, dimensional context, and natural-language query optimization.

- Connects to existing product data sources (PIM, commerce catalog, feed management platforms)
- Generates ACP-compliant product feeds (JSON/CSV) for ChatGPT Instant Checkout
- Publishes UCP manifest (/.well-known/ucp) and capability profiles for Google AI surfaces

- Enriches product attributes with new Merchant Center data attributes for conversational discovery
- Automated daily snapshots with real-time inventory and pricing synchronization

Layer 2: Transaction — Protocol-Compliant Checkout Endpoints

This layer provides the REST API endpoints that AI agents call to create, update, complete, and cancel checkout sessions. It translates between the standardized protocol requests and the merchant's specific business logic — pricing rules, tax calculation, inventory validation, fulfillment options, and order management.

- Four ACP checkout endpoints: Create, Update, Complete, Cancel
- UCP checkout capability implementation with fulfillment and discount extensions
- Real-time integration with the merchant's commerce backend for inventory, pricing, and tax
- Order routing back to the merchant's existing OMS for fulfillment
- Webhook handlers for order status notifications back to AI platforms

Layer 3: Payments — Secure Token-Based Payment Processing

This layer handles the secure payment credential exchange that agentic commerce requires. Rather than exposing card information to AI agents, both protocols use tokenized payment flows where the AI platform issues a scoped, limited-use payment token that the merchant's payment processor charges.

- Stripe Shared Payment Token (SPT) integration for ACP transactions
- Agent Payments Protocol (AP2) handler for UCP transactions with Google Pay and PayPal
- Stripe Radar risk scoring for fraud assessment on agent-initiated transactions
- Compatible with existing payment processors — no payment infrastructure changes required

Leveraging Existing Feed Infrastructure

Infrastructure Accelerator

Brands that already syndicate product data through feed management platforms (GoDataFeed, Feedonomics, Productsup, ChannelAdvisor, etc.) hold a significant advantage. These platforms are rapidly adding support for UCP and agentic commerce feed requirements. The discovery layer of the Agentic Commerce Bridge can leverage existing feed infrastructure rather than building from scratch — significantly reducing implementation complexity.

Feed management platforms address the syndication and attribute enrichment that AI agents need for product discovery. The Bridge's core technical value — and the component no feed management platform provides — is the checkout protocol endpoints and payment handler integrations that transform discovery into completed transactions.

Complementary AI Capabilities

The Bridge framework is designed to integrate with broader AI and content quality initiatives. Organizations investing in AI-powered content operations will find that these capabilities directly amplify the Bridge's effectiveness:

- **Content Validation:** AI-powered validation of product specifications ensures the accuracy that agentic feeds require. Agents encountering inaccurate data will deprioritize or bypass a merchant entirely.
- **Content Generation:** AI-generated product narratives enhance the conversational attributes that agentic feeds require — use-case descriptions, benefit statements, and comparison context that agents use to match products to consumer queries.
- **Search Optimization (GEO):** Generative Engine Optimization recommendations directly improve the quality of data flowing through the Bridge's discovery layer. Better-structured content means better representation in AI agent conversations.
- **Escalation Prevention:** As agentic transactions introduce a new order channel, escalation prevention systems should incorporate agent-originated orders into their pattern analysis to identify and prevent data-related issues.

Implementation Approach

Phased Rollout

Phase	Scope	Outcome
Phase 1: Discovery	AI-optimized product feeds deployed to ACP and UCP specifications; existing feed infrastructure enriched for agentic attributes	Products visible and accurately represented in ChatGPT, Google AI Mode, and Gemini
Phase 2: Transaction	ACP checkout endpoints built and tested; UCP checkout capability implementation; integration with commerce backend	AI agents can initiate and complete purchases
Phase 3: Certification	OpenAI conformance testing for Instant Checkout; Google certification for UCP eligibility; end-to-end payment flow validation	Live on ChatGPT Instant Checkout and Google AI Mode purchasing
Phase 4: Optimization	Performance monitoring; feed enrichment refinement; protocol spec updates; expansion to additional AI surfaces (Microsoft Copilot, Perplexity)	Continuous improvement and multi-platform expansion

Deployment Model

The Agentic Commerce Bridge is deployed as a managed cloud service, hosted and maintained by MTS. This approach ensures zero risk to production systems — no changes to existing e-commerce infrastructure, no IT resource requirements during initial deployment.

- Cloud-hosted service layer (AWS/GCP) managed entirely by MTS
- Read-only API access to the commerce backend for product data, inventory, and pricing
- Order creation via commerce platform API for fulfillment routing
- IT involvement limited to API credential provisioning
- Optional migration to the merchant's own cloud infrastructure once value is proven

Investment Framework

The following framework outlines the investment categories for enterprise evaluation.

Component	Type	Description
Platform Implementation	One-time	Bridge architecture, protocol endpoint development, feed integration, payment handler setup, and certification
Managed Service	Monthly recurring	Cloud hosting, protocol spec monitoring and updates, feed management, performance optimization, and technical support
Platform Licensing	Annual	Agentic Commerce Bridge license; includes protocol updates as ACP/UCP specifications evolve

Transaction Fees	Per-transaction	Standard payment processing fees through the merchant's existing payment processor; AI platform transaction fees vary by surface
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ROI Indicators

While direct revenue projections require analysis of each merchant's product catalog and traffic patterns, the following industry benchmarks provide a framework for expected returns:

- AI-referred shoppers generate 254% more revenue per visit than traditional referrals (Adobe Digital Insights, January 2026)
- AI-referred traffic converts at 31% higher rates than organic or paid search traffic
- Merchants with dual ACP/UCP implementation capture an estimated 40% more agentic traffic than single-protocol merchants
- The 2025 holiday season saw a 693% increase in AI-driven traffic to retail sites year over year
- AI-influenced retail sales contributed approximately \$262 billion during the 2025 holiday season

Risk Assessment

A transparent evaluation of implementation risks is essential for informed decision-making. The following assessment addresses both technical and strategic risks, along with mitigation strategies for each.

Protocol & Platform Risks

Protocol Maturity and Specification Changes

Risk: Both ACP and UCP are in active beta. ACP has undergone four specification revisions since its September 2025 launch. UCP launched in January 2026 and will continue evolving. Building on actively changing protocols creates ongoing maintenance obligations and potential breaking changes.

Mitigation: The Bridge architecture abstracts protocol compliance into a managed layer, so specification changes are handled centrally without requiring merchant-side rebuilds. Both protocols are governed under Apache 2.0 open-source licenses with published change processes, making updates visible and predictable. MTS manages ongoing protocol updates as part of the managed service.

Protocol Fragmentation

Risk: A third major protocol could emerge (e.g., from Amazon or Meta), requiring the Bridge to support three or more standards simultaneously.

Mitigation: The Bridge's platform-agnostic design is inherently extensible to additional protocols. Both ACP and UCP share similar architectural primitives (product feeds, checkout sessions, tokenized payments), so a third protocol would likely follow the same patterns. The incremental cost of supporting an additional protocol is significantly lower than the initial build.

AI Platform Certification Gatekeeping

Risk: OpenAI requires merchants to pass conformance checks and apply to participate in Instant Checkout — it is not open enrollment. Google maintains a waitlist for UCP. Neither platform guarantees acceptance or provides a predictable approval schedule.

Mitigation: MTS initiates certification applications early in Phase 1, running the approval process in parallel with Bridge development. The Bridge implementation follows published conformance specifications precisely, reducing the likelihood of certification issues. MTS pursues integrator-level relationships with both OpenAI and Google to streamline the certification pathway.

Competitive & Strategic Risks

Shopify Agentic Plan as Alternative

Risk: Shopify's Agentic plan allows non-Shopify merchants (including Adobe Commerce and other platform stores) to list products in Shopify Catalog and sell through AI channels. This creates a competing path to market that leadership may evaluate as a simpler alternative.

Mitigation: The Shopify Agentic plan requires handing catalog control to Shopify's infrastructure, paying Shopify transaction fees, and accepting Shopify's product data enrichment. For enterprise brands managing complex product relationships, compatibility rules, and multi-channel pricing, this loss of control introduces data accuracy risks. The Bridge keeps the merchant in full control of product data, business logic, and customer relationships.

Native Platform Support Overlap

Risk: When commerce platforms eventually deliver native ACP and UCP support, the merchant would have two systems providing similar functionality.

Mitigation: The Bridge is designed to complement, not compete with, native platform capabilities. If a platform delivers protocol support, the Bridge can be transitioned or run in parallel. The Bridge's value extends beyond raw protocol endpoints to include feed enrichment, certification management, multi-protocol optimization, and the agentic-specific product attribute layer — capabilities a native platform feature is unlikely to replicate fully.

Consumer Adoption Uncertainty

Risk: Adobe's own 2026 research shows that organizations consistently overestimate consumer comfort with agent-driven purchasing. While AI discovery traffic is growing rapidly, in-chat purchasing is still nascent.

Mitigation: The Bridge's phased approach means Discovery (Phase 1) delivers value even without transactional volume — having products accurately represented in AI conversations improves brand visibility regardless of whether purchases happen in-chat or on the brand's website. The investment profile is structured so merchants realize value at each phase rather than requiring full deployment to see returns.

Operational Risks

IT Cooperation and System Access

Risk: The Bridge requires read API access to the commerce backend for catalog, inventory, and pricing data, plus write access for order creation. In enterprise environments, obtaining API credentials, security review, and compliance sign-off can extend project schedules.

Mitigation: Phase 1 (Discovery) can proceed using existing feed management data and publicly available product information, requiring zero IT involvement. This allows MTS to demonstrate value before requesting deeper system access for subsequent phases.

Product Catalog Complexity

Risk: Enterprise product catalogs often include complex compatibility relationships, configurable products, and accessory dependencies. An AI agent completing an incorrect purchase (e.g., wrong consumable for a device) is more costly through agentic commerce than through a website visit where the customer can self-correct.

Mitigation: The Bridge’s feed layer incorporates validated product compatibility data, and checkout endpoint logic includes compatibility verification before completing transactions. Merchants retain the ability to accept or decline any agent-initiated transaction, providing a safety mechanism against incorrect purchases. AI-powered content validation capabilities further strengthen data accuracy.

Revenue Attribution and Measurement

Risk: Agentic transactions represent a new channel that most analytics and attribution systems are not configured to track. Without clean measurement, proving ROI becomes difficult.

Mitigation: The Bridge includes attribution tagging from Phase 1, with distinct source identifiers for each AI platform. Orders routed through the Bridge carry channel metadata enabling standard reporting. MTS provides a measurement framework as part of the implementation.

Transaction Cost Economics

Risk: Agentic commerce introduces layered transaction costs: AI platform fees, payment processing fees, and Bridge managed service costs. These stack and must be modeled against product margins.

Mitigation: Detailed unit economics analysis is part of the scoping engagement, modeling per-transaction costs against margin structures across product categories. The Bridge’s managed service model does not include per-transaction fees from MTS — platform and payment processing fees are pass-through. Merchants can also limit which products are available through agentic channels based on margin thresholds.

The Competitive Risk of Inaction

When a consumer asks an AI assistant to recommend a product, the agent will prioritize products it can complete a transaction on. Brands that are not protocol-ready become invisible at the point of purchase intent — regardless of their brand equity, product quality, or traditional SEO positioning.

As one industry analysis noted: “Product content optimized for humans and Google doesn’t work for AI agents.” The rules of discoverability are being rewritten, and the window to establish early presence is closing as competitors adopt these protocols.

Recommended Next Steps

MTS recommends that enterprise brands evaluate the Agentic Commerce Bridge with the following actions:

1. Assess current platform readiness by determining whether your commerce platform has a published schedule for native ACP and UCP support. If not, the Bridge provides an independent path to market.
2. Audit existing feed infrastructure to identify which product feed management platforms are in use and their current support for agentic commerce attributes. Existing feed investments can dramatically accelerate Phase 1.
3. Initiate a scoping engagement with MTS to define technical requirements, integration points with the existing commerce backend, and certification pathways for both ACP (ChatGPT) and UCP (Google AI Mode).
4. Align Bridge implementation with broader AI and content quality initiatives, ensuring that content validation, generation, and search optimization capabilities feed into the Bridge's discovery layer for maximum effectiveness.
5. Prioritize early-mover advantage by initiating the Bridge ahead of native platform protocol support, establishing presence on AI purchasing surfaces before competitors consolidate their positions.

The Bottom Line

AI agents are buying products today. The protocols are live, the platforms are scaling, and the consumer behavior shift is accelerating. Enterprise commerce platforms will support these protocols eventually — but the competitive window is now. The Agentic Commerce Bridge enables enterprise brands to reach AI purchasing surfaces without touching production systems or waiting for any platform's roadmap.

MTS (Make Technology Solutions, Inc.)

For questions regarding this framework or to initiate a scoping engagement, please contact your MTS account team.