

18-Month Agentic Commerce Roadmap

A practical execution plan to move from 'agent-unready' to 'agent-optimized' in six 90-day sprints.

Principle

Agents reward what is machine-readable (structured data), accessible (APIs), trustworthy (reputation), and clearly best-fit (differentiation). This roadmap sequences work so each sprint unlocks the next.

How to use

- Pick 1-2 categories or 20-50 SKUs to start (your 'agent pilot').
- Assign owners for data, engineering, marketing/reputation, and product/positioning.
- At the end of each sprint, re-run the Agent-Readiness Audit and visibility tests.

Six sprints

Sprint 1 (Days 1-90) - Data foundation

Deliverables

- Audit structured product data for pilot SKUs; fix top missing attributes/specs/use-case fields.
- Implement schema.org Product markup + a clean product feed from a single source of truth.
- Define product relationship fields (variants, accessories, complements).

KPIs

- % pilot SKUs with complete schema
- Top 10 missing fields eliminated
- Feed refresh cadence in place

Sprint 2 (Days 91-180) - Real-time + APIs

Deliverables

- Expose real-time inventory/pricing and shipping ETA endpoints (direct or via platform).
- Make checkout agent-accessible (documented flow, auth approach, safe limits).
- Set up monitoring for data drift between channels.

KPIs

- API uptime & latency
- Inventory accuracy rate
- Checkout success rate (test)

Sprint 3 (Days 181-270) - Distribution and discovery

Deliverables

- Syndicate product data to the sources agents query (category databases, aggregators, marketplaces).
- Standardize naming/attributes across sources; create governance rules for updates.
- Publish a public product catalog endpoint or feed for partners.

KPIs

- Coverage of target data sources
- Cross-channel consistency score
- Mentions in agent tests

Sprint 4 (Days 271-360) - Reputation acceleration

Deliverables

- Increase review volume + recency (post-purchase flows, support-driven outreach).
- Fix the top 3 negative review themes and ship product/ops changes.
- Upgrade merchant trust signals (returns, shipping reliability, customer service SLAs).

KPIs

- Review velocity
- Return rate trend
- CS response time / rating

Sprint 5 (Days 361-450) - Differentiation for best-fit segments

Deliverables

- Write a 'best for' matrix per hero product: segments, use cases, constraints, proof.
- Encode differentiation into structured data and content agents can read.
- Create comparison assets and expert validation that agents will cite.

KPIs

- Segment-level conversion
- Agent recommendation win-rate
- Expert/source coverage

Sprint 6 (Days 451-540) - AEO flywheel + org maturity

Deliverables

- Create a monthly 'share of model' and recommendation moment testing cadence.
- Add continuous improvement: data QA, review ops, API monitoring, competitive scans.
- Align org: exec owner, OKRs, budget, and a cross-functional AEO working group.

KPIs

- Share-of-model baseline + trend
- Audit score improvement
- Time-to-fix for AEO issues

Need accountability and peers to execute this? Join the Instant Checkout community at instantcheckout.ai.