

# FIT INTELLIGENCE LAYER™

A Playbook for Turning Agentic Interactions into a  
Decisioning Conversion Engine

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Why fit uncertainty is the last mile problem  
How “*Will this fit me?*” drives abandonment and returns

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The difference between answers and decisions

## 03 The shift

From Conversational AI to  
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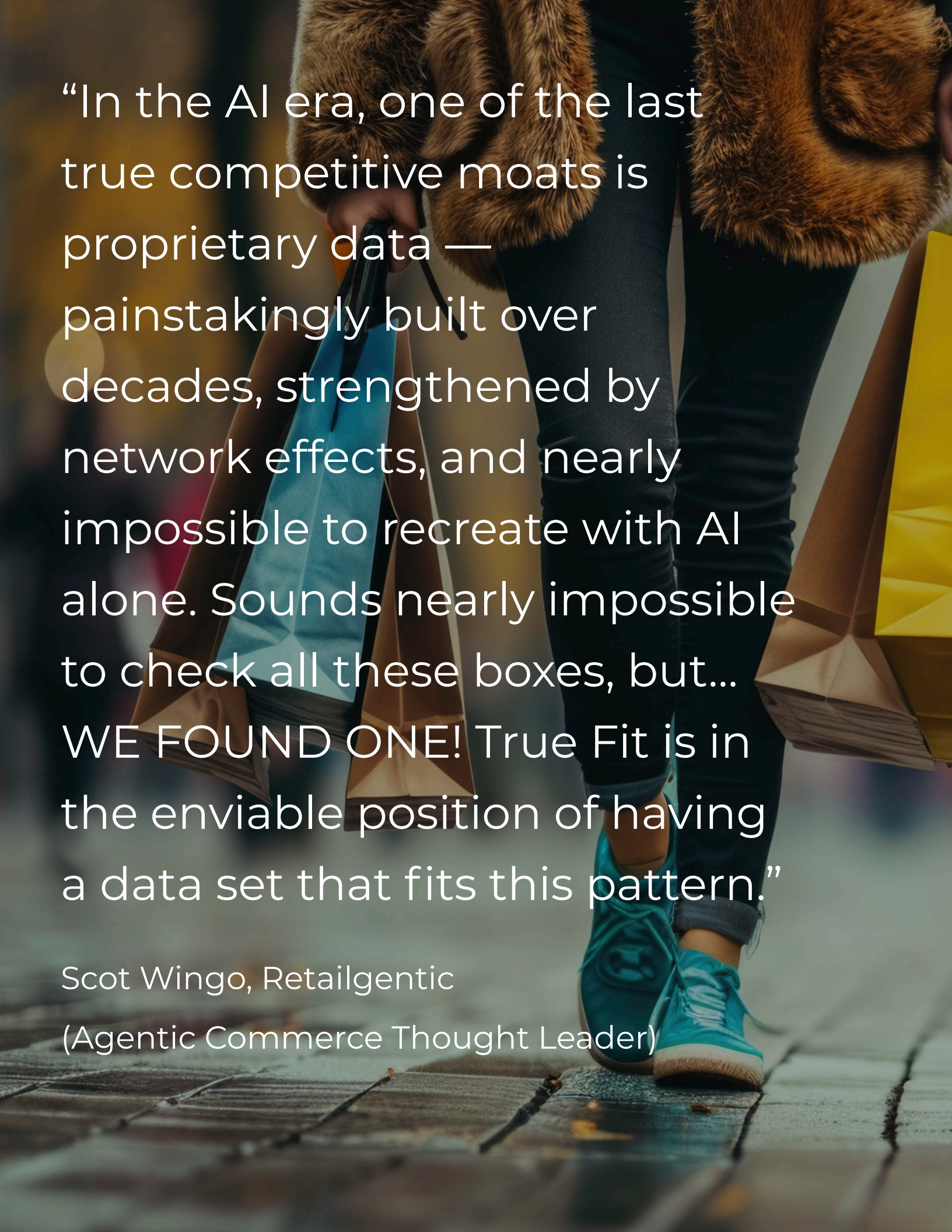
What the Fit Intelligence Layer is (and isn't)  
How it turns any agent into a fit expert

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How to evaluate solutions  
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What to measure: conversion, returns, loyalty

## 06 The Bottom Line

**Conversational AI Engages.  
Decision Intelligence Converts.**



“In the AI era, one of the last true competitive moats is proprietary data — painstakingly built over decades, strengthened by network effects, and nearly impossible to recreate with AI alone. Sounds nearly impossible to check all these boxes, but... **WE FOUND ONE!** True Fit is in the enviable position of having a data set that fits this pattern.”

Scot Wingo, Retailgentic

(Agentic Commerce Thought Leader)

# WHY FIT AND SIZING MATTERS FOR SHOPPING AGENTS

The stakes are high: By 2030, the US B2C retail market alone could see up to \$1 trillion in orchestrated revenue from agentic commerce, with global projections reaching as high as \$3 trillion to \$5 trillion, according to McKinsey research.

McKinsey  
& Company

## US MARKET BY 2030

# \$1T

in orchestrated revenue from agentic commerce, (McKinsey & Co)

## GLOBAL PROJECTION

# \$3T-5T

global agentic commerce (McKinsey & Co)

## FASHION IS THE LARGEST CONSUMER VERTICAL

# \$2T+ global apparel & footwear market

The most complex step of the consumer shopping journey

**FORTUNE**

# #1

Reason for purchase hesitancy

Unsure fit and sizing — among fashion shoppers. (Mintel)

# 70%

of AI agent conversations

are about fit and sizing — (True Fit analysis)

- 1 Fashion is the largest consumer vertical for agentic commerce, with apparel and footwear representing a \$2T+ global market (Fortune).
- 2 It's the most complex step of the consumer shopping journey.
- 3 Unsure fit and sizing is the number one reason for purchase hesitancy for fashion shoppers (Mintel).
- 4 Fit and sizing is the number one topic fashion shoppers ask AI Agents. In True Fit's analysis of thousands of real customer conversations with AI shopping agents, over 70% were about fit and sizing.

Every shopping journey, no matter how sophisticated, ultimately collapses into a single moment for shoppers:

## “Will this fit me?”

If that question is not resolved with confidence, the downstream effects are immediate and measurable:

- |   |  |
|---|--|
| ✗ <b>Abandonment</b><br>At the point of decision                  | ✗ <b>Multi-size ordering</b><br>As a hedge against uncertainty |
| ✗ <b>Elevated return rates</b><br>Costly for retailers and brands | ✗ <b>Erosion of trust</b><br>Over time, compounds negatively   |

This is not a discovery problem.  
**It is a decision problem.**

# THE DECISION MOMENT IS WHERE AGENTIC COMMERCE IS WON OR LOST

## “THE MOMENT OF TRUTH”

The industry has made enormous progress in helping shoppers discover products.



**Search**  
is better



**Recommendations**  
are smarter



**Personalization**  
is more refined

But discovery is not where transactions break.

**Decisions break at the moment of uncertainty.**

Conversational commerce has emerged as a promising interface because it introduces flexibility, allowing shoppers to ask questions, refine preferences, and explore options dynamically.

But its effectiveness is often misunderstood.

Conversational commerce combined with fit intelligence works not because it's “chat”... but because it reduces uncertainty at the moment of decision.

When uncertainty is resolved,  
**shoppers move forward.**

When it persists,  
**they hesitate or leave.**

# FIT IS A CONVERSATION

McKinsey  
& Company

~**23% already scaling agentic AI**  
and 39% experimenting

Gartner

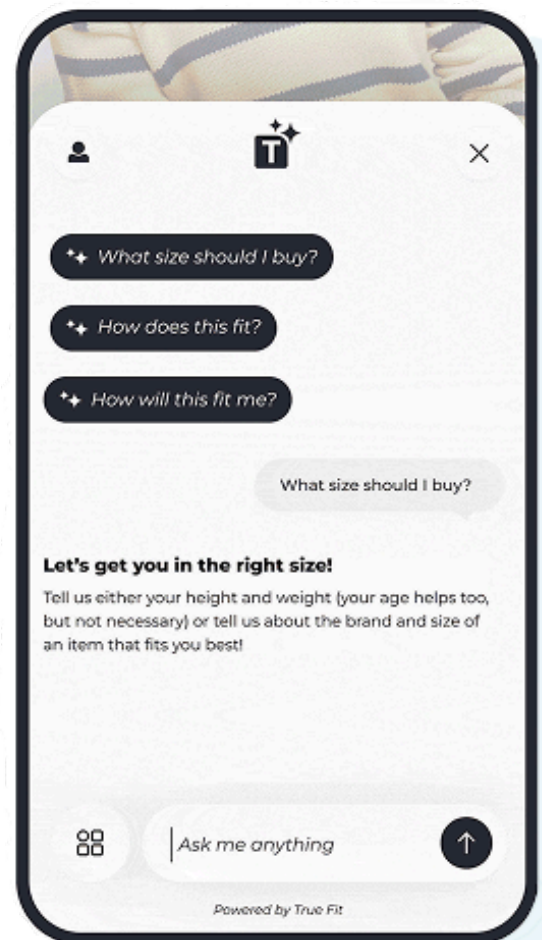
**80% of ecommerce execs plan**  
on increasing spend on AI in 2026

**Conversation is no longer the breakthrough. Understanding is.**

The beauty of conversation is that it's open ended, flexible, and two directional. In a conversation two parties can communicate, inquire, listen, adapt, refine ideas, or compromise towards solutions or mutual understanding.

Constrained by traditional user experiences, previous generations of fit technology tended to make fit and size binary, forcing shoppers into a right or wrong size decision. Past user experiences for fit and sizing lacked flexibility, struggled with nuance, and worked shoppers towards a narrow goal. And though state-of-the-art for a season, the goalposts have moved.

Now, with the sophistication of reasoning models combined with True Fit's rich structured fit data, shoppers can very flexibly and conversationally navigate complex, nuanced fit and size considerations just as if they were talking live with the world's foremost fit expert in store. It's True Fit's same trusted data, delivered more intuitively.



**Conversation alone does not solve the hardest problem in commerce:  
Helping a shopper confidently make fit and sizing decisions does.**



# OUTCOME MEMORY: 20 YEARS OF FIT DATA, EXPERTISE, AND REAL-WORLD OUTCOMES

True Fit's shopping agent is built on nearly 20 years of purchase and return data from a global network of retailers, analyzing over \$616 billion in transactions from hundreds of millions of shoppers, 60 million unique products from over 91k apparel and footwear brands. True Fit learns from the patterns of **what shoppers purchased and kept across retailers**, guiding every shopper to the fit and styles they'll actually keep.

**Over \$616B**  
transactions

**100M+**  
of shoppers

**60M**  
unique active products

**91K**  
apparel / footwear brands

This dataset reflects real-world behavior across a global network of retailers.

## IT LEARNS FROM WHAT SHOPPERS:

✓ Purchased

✓ Kept

✗ Returned

## UNDERSTANDING:

### The shopper

Body, preferences, behavior

### The product

Cut, material, brand sizing, buying trends

### The relationship between them

Item-specific fit intelligence



## Not what they said — but what they did.

True Fit has **65% market share**, making its structured Fit Intelligence data set larger than all other fit tech companies put together. (Datanyze)

### FIT INTELLIGENCE MARKET SHARE



# HOW FIT INTELLIGENCE HELPS AI SHOPPING AGENTS ELIMINATE FIT FRICTION

*“Conversational experiences are evaluated based on how well they help shoppers make confident decisions throughout the shopping journey.”*

FORRESTER®

**True Fit's AI shopping agent intercepts and resolves fit doubt by:**



**Catching hesitation** signals and responding with targeted, plain language guidance and visualizations.



**Recommending the right size and fit** based on real outcomes, not just publicly available data, static guidance size charts, or ratings and reviews from a vocal few.



**Reducing multi-size orders** by giving sufficient confidence to choose a single option with expert guidance.

It's True Fit's same trusted data, delivered more intuitively. For retailers and brands, this means shoppers have less size and fit uncertainty, which results in more completed checkouts, fewer fit-related returns, and more shoppers coming back after a positive first-time fit experience.

**Conversational commerce works not because it's “chat”... but because it reduces uncertainty at the moment of decision, the “moment of truth”.**

# FROM CONVERSATIONAL AI TO DECISION INTELLIGENCE

This shift defines a new category:

## Decision Intelligence for Fit and Sizing

True Fit's Fit Intelligence Layer does not just participate in the conversation.

It grounds the conversation in **truth**.

“Companies have spent decades refining consumer journeys, fine-tuning every click, scroll, and tap. But in the era of agentic commerce, the consumer no longer travels alone. Their digital proxies now navigate the commerce ecosystem, making millions of microdecisions daily. To thrive, brands must rethink the full stack of engagement—not for the people they've worked to understand but for the agents now acting on their behalf.”

**Becca Coggins**

McKinsey senior partner and global leader of the Retail and Consumer Packaged Goods Practices

McKinsey  
& Company

# DECISION-GRADE DATA IS THE DIFFERENCE BETWEEN SMART AND CERTAIN.

AI has never been more capable. Today's systems can interpret both structured and unstructured data with remarkable sophistication, extracting meaning from product descriptions, reviews, and loosely formatted content.

**But in commerce, understanding isn't enough.**

Agentic systems are not just generating answers and conversation, they're making decisions. And decisions require precision, consistency, and repeatability at scale.

While AI can reason over unstructured inputs, those signals are often inconsistent and difficult to standardize across brands, categories, and contexts. Often with short memories, these systems too often stack inference upon inference resulting in brittleness and unreliability.

Structured data reduces that ambiguity.

But structure alone is no longer the differentiator.

What matters is whether data is decision-grade, built on real outcomes, continuously enriched, and able to adapt to feedback loops as behavior evolves.

True Fit's Fit Intelligence Layer is grounded in nearly two decades of purchase and return data, capturing what shoppers actually buy, keep, and return. This data is not static. It is continuously updated and refined with every transaction, forming a living system that reflects how shoppers and products behave in the real world.

The result is intelligence that is:

- **Less brittle**

- **More adoptive**

- **More realible at scale**

- **And ultimately, more trustworthy**

## IN AGENTIC COMMERCE:

1 Unstructured data requires **interpretation**

2 Structured data enables **precision**

3 **Decision-grade data enables confidence at scale**

This distinction is critical in commerce, where small inaccuracies directly impact conversion and returns.

Industry research has consistently highlighted the importance of data quality in AI performance. McKinsey & Company has noted that organizations capturing value from AI tend to invest heavily in improving data quality and accessibility. Gartner research similarly emphasizes the role of well-structured, high-quality data in improving the reliability and efficiency of AI-driven systems.

The implication is straightforward: as AI capabilities advance, data quality and increasingly, data dynamism, becomes the limiting factor.

“*The systems that win won't just be the most intelligent,” says Murphy. “They'll be the most reliable, because they are built on data that learns, adapts, and reflects real-world outcomes.”*

That's the foundation of True Fit's Fit Intelligence Layer is its transforming billions of real-world interactions into **decision-grade intelligence** that AI systems can trust, act on, and scale with confidence.

# ONE LAYER. MULTIPLE ENTRY POINTS.

In a world where every point solution is building its own agent.

The current market is fragmenting. Every SaaS vendor is building “their” agent.

But retailers don’t want a patchwork of competing copilots across the shopping journey. They want a **cohesive system**.

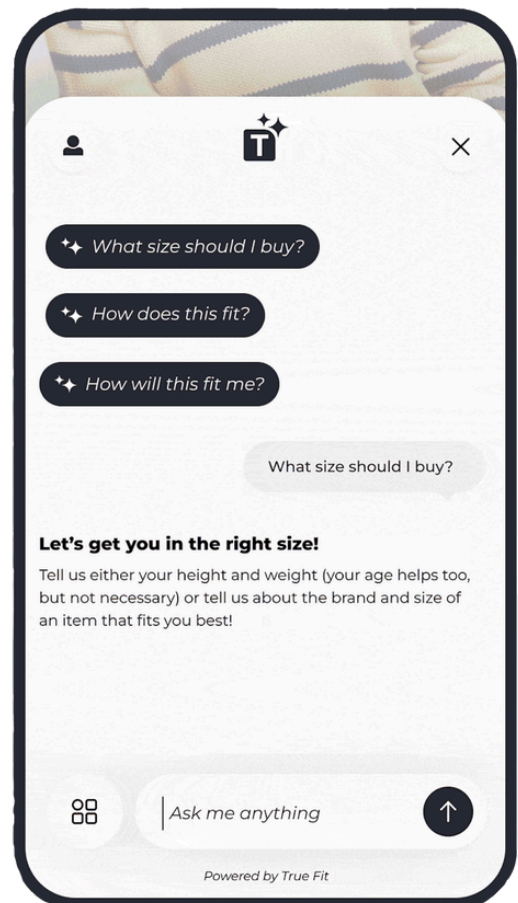
True Fit is designed as a **layer**, not a point solution.

Two ways to activate it:

1

## Out-of-the-box Fit Agent

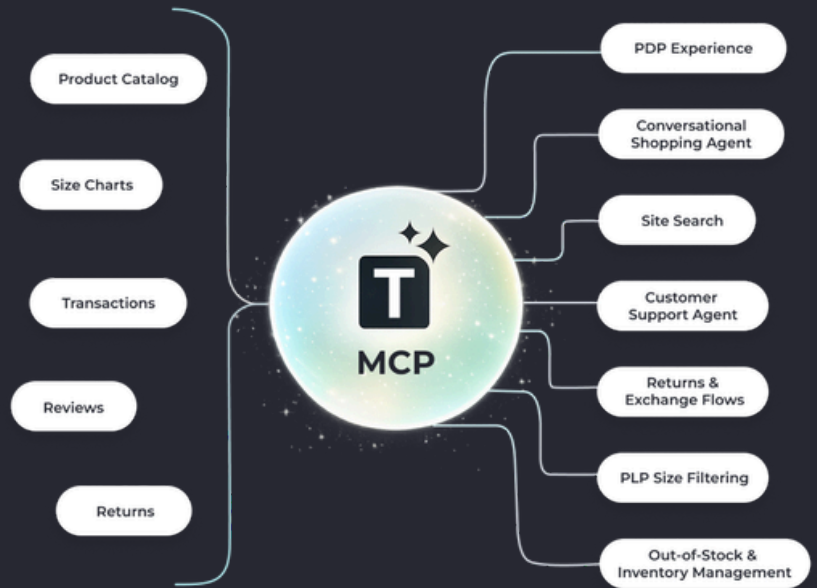
A purpose-built agent optimized to solve fit and sizing, representing over 70% of shopper questions.



2

## Fit Intelligence Layer via MCP

A modular integration that plugs directly into existing agent ecosystems, instantly upgrading any agent into a fit expert.



**One layer.**

**Multiple entry points.**

**Built for how agentic commerce actually scales.**



# TRUST ENABLES PERSONALIZATION AT SCALE

## MCP Security & Privacy: Built for Control, Not Compromise

MCPs don't increase risk, they standardize and strengthen how data is securely accessed, governed, and controlled in AI systems. They enable interoperability between various agents.

Model Context Protocols (MCPs) are designed from the ground up for secure, governed data exchange. They replace fragmented, inconsistent integrations with a standardized, controllable interface, giving technical and security teams a more observable and enforceable way to manage how AI systems access and use data.

“*The safest data is the data you never expose. MCPs ensure AI systems operate on intelligence, not raw sensitive information.*”

This enables something more powerful:

**Deep personalization with privacy at the core.**

True Fit synthesizes multiple signals into a unified understanding, delivered securely, without exposing underlying sensitive data.

**Security is not a constraint.**

**It is the enabler of superior experience.**

# TRUST ENABLES PERSONALIZATION AT SCALE

Agentic commerce has clarified a fundamental truth:

**Efficiency is not about reducing interaction.  
It's about maximizing confidence per interaction.**

When fit confidence increases:

↑ **Conversation rates rise**

↓ **Multu-size orders decline**

↓ **Returns decrease**

↑ **More loyal compaunds**

# 80%

**of shoppers are more likely to purchase again after  
a positive fit experience**

— MINTEL

This is what high-performance commerce looks like:

**1 Fewer steps between intent and decision**

**2 More accurate recommendations**

**3 Less friction more trust**


# Conversational AI engages. Decision Intelligence converts.


The next generation of commerce will not be defined by who has the most conversational AI.

**It will be defined by who delivers the most trusted experience.**

True Fit defines this shift:

From conversation  to confidence

From approximation  to precision

From interaction  to outcome

And in a world where every extra step risks abandonment:

The ability to move a shopper from uncertainty to certainty quickly, personally, and at scale is not an optimization.

## It is the future of commerce.

# Playbook: How to Evaluate and Implement Fit Intelligence:

## Evaluation Checklist

Does the system have a superior cross market data graph or does it just read publicly available size charts and pdp descriptions?

Does the system have access to cross market real purchase + return outcomes?

Can it deliver deterministic size recommendations—not just probabilities?

Does it normalize fit across brands and categories?

Are recommendations explainable and auditable?

Can it operate as both a standalone agent, and as an intelligence layer within a broader agent ecosystem?

Does it work across all apparel and footwear categories?

Does it work across all apparel and footwear categories?

Does it work across all languages, regions, and size systems?

Does it remember users across merchants for seamless UX?

Does it allow shoppers to create sub profiles and efficiently shop for others?

Can it give size recommendations across adults and kids categories?

Can it recognize and help shoppers based on their past purchase history?

Can it benefit non-engaged shoppers by proactively providing size guidance to 100% of shoppers prior to engagement.

## Security & Privacy Checklist

Role-based access controls (RBAC)

Scoped authentication tokens

Data minimization (no raw PII exposure)

Encryption (in transit and at rest)

Full audit logging and traceability

Real-time monitoring and revocation controls

## Integration Paths

Deploy out-of-the-box fit agent on PDP and discovery surfaces

Integrate Fit Intelligence Layer via MCP into existing agents

Enhance “super agents” with fit-specific decision intelligence

Extend across full funnel: search → PDP → checkout

## Success Metrics

Conversion rate lift

Reduction in return rates

Decrease in multi-size orders

Increase in repeat purchase rate

Improvement in customer satisfaction (CSAT)

“

*This is not a wait-and-see moment. Before long, nearly all retailers will have to grapple with the fact that a significant percentage of their customers will not be human users but rather AI agents. The challenge will be to get out in front of it now, before your rivals do. The companies that move first, even in small ways, will be the ones that help shape the future.”*

**Lareina Yee**

senior partner, director of technology research at the McKinsey Global Institute, and cohead of global ecosystems and alliances

# CITATIONS & SOURCES

## Market & Consumer Behavior

### **Fortune Business Insights.**

Apparel Market Size.

<https://www.fortunebusinessinsights.com/apparel-market-102993>

### **Mintel**

Apparel Shopping Behavior Research

<https://www.mintel.com>

## AI & Data Research

### **McKinsey & Company.**

The State of AI.

<https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

### **McKinsey & Company.**

The agentic commerce opportunity: How AI agents are ushering in a new era for consumers and merchants

<https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-agentic-commerce-opportunity-how-ai-agents-are-ushering-in-a-new-era-for-consumers-and-merchants>

### **Gartner.**

AI Adoption & Data Strategy Insights

<https://www.gartner.com/en/articles>

## Market Position

### **Datanyze.**

Technology Market Share Data

<https://www.datanyze.com>

## True Fit Proprietary Data

- Analysis of real shopper interactions with AI agents (70%+ fit-related queries)
- Aggregated dataset: **\$616B+** transactions · **60M+** products · **91K+** brands