

# AI Sparks

Cutting through the AI hype with one clear insight each week

## The Next Frontier of Retail Media

Retail media has been one of the biggest winners of the digital commerce era because it monetizes shopper attention at the moment of purchase. Brands bid for sponsored listings, prominent placements, and visibility in marketplaces where consumers are actively shopping.

AI may fundamentally change that model.

As AI shopping assistants become more capable, consumers may increasingly delegate purchase decisions to trusted agents. Instead of browsing pages of search results, comparing reviews, and evaluating prices, shoppers may simply ask: "Find me the best running shoes under \$150," or "Reorder my family's favorite pantry staples." The AI agent will do the work and recommend the optimal choice.

This creates a profound shift for retail media. The most valuable real estate may no longer be the first sponsored product on a search results page. It may be becoming the product, brand, or merchant that an AI agent chooses to recommend on behalf of the customer. Winning visibility with AI agents could become as important as winning shelf space in stores or top rankings in search engines.

Marketplaces such as Amazon have a meaningful advantage given the depth of their purchase, pricing, inventory, and behavioral data. Yet the long-term winners may ultimately be those who earn the trust of both consumers and AI agents by consistently delivering the best outcomes, not simply the loudest advertisements.



**Your spark for the week:**

Retail Media Today = Paying for Attention.

Retail Media Tomorrow = Paying for Agent Recommendations.

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.