

# AI Commerce Platform Selection Checklist

Eighteen criteria for choosing a camera-native or agentic commerce platform for beauty and fashion. Tick an item only when the vendor has **shown it with your products and data**, not in a standard demo.

| VENDOR | EVALUATED BY | DATE |
|--------|--------------|------|
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## EXPERIENCE LAYER What the shopper sees

\_\_\_\_ / 5 ticked

- ☐ 01 Works on mid-range phones and in everyday lighting, not only in the demo.
- ☐ 02 The camera measures something, such as skin indicators, undertone or fit, rather than only overlaying products.
- ☐ 03 Accuracy is shown across the full range of your customers' skin tones.
- ☐ 04 Shoppers can skip the camera and still get guidance.
- ☐ 05 Every recommendation leads straight to basket, bundle or checkout.

## INTELLIGENCE LAYER What sits behind the experience

\_\_\_\_ / 5 ticked

- ☐ 06 Combines what the camera sees with what the shopper says.
- ☐ 07 Explains why each product was recommended.
- ☐ 08 Reads your product truth: ingredients, shades, claims and use cases.
- ☐ 09 Knows live stock, price and promotions.
- ☐ 10 Follows your merchandising and margin rules.

## OPERATING FOUNDATIONS What decides whether a pilot can scale

\_\_\_\_ / 8 ticked

- ☐ 11 Connects to your PIM, ecommerce platform and CRM without a custom rebuild.
- ☐ 12 Stores each session's signal in a structured form your teams can reuse.
- ☐ 13 Has a clear consent basis for visual data, with defined retention and deletion.
- ☐ 14 Is transparent about whether your data trains models used for other brands.
- ☐ 15 Lets you set which actions agents can take without human approval.
- ☐ 16 Reports commercial outcomes against a control, not only engagement.
- ☐ 17 Agrees success and kill criteria before a pilot starts.
- ☐ 18 Discloses costs beyond the initial implementation, and what happens to your data if you leave.

**How to read it.** A vendor that ticks most experience items but few intelligence items is offering a point solution, however good the demo. Any unticked item in operating foundations is a question to resolve before a pilot, not after.