KANA FOR RETAIL

Kana for Retail and eCommerce

Agentic marketing to power the decisions retail teams make every week

THE CHALLENGE

The challenge for retail marketing teams

Retail runs on narrow windows and thin margins, and most retail marketing teams are acting on what was true last week. A customer lapses in March and the retention report names them in May. A category shifts on a Tuesday and the trade meeting hears about it the following Monday. A promo window opens and closes while the audience request sits in a queue. Each gap is a margin decision made late.

- **Most revenue closes where measurement cannot see it.** eCommerce was 17.1% of US retail sales in Q2 2026, so roughly 83% closed somewhere other than a website. Every ad platform still grades its own homework, and finance is asked to accept a number no two systems agree on.
- **Discovery is being rebuilt around AI.** AI-referred traffic to US retail sites grew 393% year over year in Q1 2026, and by May it was converting 54% better than non-AI traffic. A channel that moves from worst to best in twelve months outpaces a quarterly planning cycle.
- **Channels operate as disconnected systems.** Creative, media, social, PR, and owned channels report separately, which makes it hard to prove which investment actually drives incremental traffic.
- **Readiness is overstated.** 86% of senior leaders call their data infrastructure ready for agentic marketing, yet data quality is the single most-cited challenge among marketers, and only 9% use AI for revenue generation rather than productivity.

THE SOLUTION

An agentic marketing operating layer built to learn

Kana is an agentic marketing operating layer built to learn, so a retail marketer's judgment and decisions compound instead of getting rebuilt from scratch every time. It's not another dashboard and not a chatbot. Kana agents pursue a goal, plan the steps, act across your systems, evaluate what happened, and adapt, all inside the policies you set.

Kana sits on top of the stack you already run. It connects by API to your commerce platform, POS, loyalty program, ESP, ad platforms, and warehouse (including Shopify, Salesforce, and Klaviyo) with zero-copy access, no data migration, and no rip-and-replace. The result is a single view of the business, and a better return on the martech and adtech investments you have already made.

HOW IT WORKS

Applications on a shared knowledge graph

Kana deploys a set of applications on a shared knowledge graph that maps your category structure, promotional calendar, store footprint, and loyalty economics. Each application starts with on-demand answers, progresses to always-on monitoring, and expands toward outcome-driven autonomy only as governance and confidence build. For retail companies, the common progression of agentic application deployment is as follows:

Kana Marketing Intelligence: connect digital spend to register revenue
Unifies ad, ecommerce, POS, and loyalty data so campaign spend, basket size, and customer lifetime value can be seen together. Plain-language questions replace hours of reconciliation, and the number that reaches the finance review holds up because it came from your own systems rather than platform-reported conversions.

Kana Personalization: catch churn weeks before the retention report
Reads the CRM, loyalty, and marketing automation data already in place to score churn risk ahead of the monthly report, explain why a customer is likely to lapse, and recommend the right intervention with a stated reason. Retention spend stops subsidizing shoppers who were already returning and starts saving the ones who were not. Every recommendation goes through your team's approval.

Kana Category Intelligence: walk into the Monday trade meeting with answers
Tracks category trends, competitor moves, and promo benchmarks continuously and answers merchant questions in seconds against a cited, dated record. Markdown and allocation calls get made while they still change the outcome, and the weekly trade pack assembles itself as a byproduct.

Kana Audience Builder: brief to live segment inside the promo window
Turns a brief into a live, activated segment in minutes, in plain language, without SQL or an engineering queue, with reach estimated across Meta, Google, and TikTok before budget commits. For new stores, markets, or categories with no history, synthetic audiences provide a defensible starting point on day one.

Kana Omni-Channel Media Planner: reallocate on modeled return
Models saturation curves against your own campaign history across Meta, YouTube, The Trade Desk, and DV360, so budget follows modeled marginal return rather than last year's allocation or a platform's self-assessment.

HOW IT WORKS — CONTINUED

Enterprise grade, by design

- **Integration that writes as well as reads:** agents update records, trigger workflows, and create tasks in the systems where retail work happens.
- **Governance enforced before the action:** role-based permissions, data-level visibility aligned to human permissions, and audit inheritance, treated as a threshold requirement for loyalty and payment-adjacent data.
- **A complete audit trail:** every decision, input, rejected alternative, and failure recorded immutably and searchably.
- **Continuous evaluation:** accuracy, tool use, safety, latency, and cost monitored against production, so a model validated in April is still trusted in November.
- **Bounded risk and determinism:** output grounded in verified sources and consistent across calls, with human review for high-stakes decisions.

From connection to value

Connection typically takes days to weeks and is handled by Kana's solutions team, with Forward Deployed Engineers working inside your environment through onboarding. Most retail teams see value inside 30 days by connecting their top three to five data sources, configuring Marketing Intelligence first, then layering in Personalization and Audience Builder once insights are flowing reliably.

HOW YOU BENEFIT

Decisions made while they can still change the outcome

Kana collapses the translation layer between a merchant's judgment and the systems that execute on it, so decisions are made while they can still change the outcome. For marketing leaders, that means one number finance trusts and faster action inside every promo window. For technology leaders, the knowledge graph becomes a durable data asset that compounds in value, governed by your policies and maintained by Kana. Although every customer's experience differs slightly, general other outcomes and benefits may include:

- Tie digital spend to register revenue with one reconciled view
- Protect margin by replacing blanket win-back discounts with targeted interventions
- Make markdown and allocation calls days earlier
- Activate audiences in minutes rather than days
- Shift budget toward modeled marginal return
- Get more value from your existing martech and adtech investments, with no migration
- Scale analysis and execution without scaling headcount

WHY KANA?

Why Kana builds with you

Retail marketing leaders have historically been offered two options: build, which is expensive and brittle and never finishes, or buy, which fits generically and then costs time, money, and resources to integrate. Kana represents a third way, which we call Build-With: a complete application shaped to your workflow, configured to your data, governed by your policies, and tuned to your tolerances, **with the precision of a custom build at the scale and speed of enterprise SaaS.**

Here are a few more ways in which we're proud to be unique:

- **Agentic AI Built by MarTech Architects:** Our founding team has spent decades at the intersection of AdTech and MarTech.
- **Data Governance and AI Policy Management:** Centralized data governance and policy enforcement provides a layer of trust and satisfies AI security audits. Your data remains your asset.
- **Speed to Action:** We deploy into your existing stack and move you from raw data to revenue-generating insight in minutes.
- **No Assembly Required:** No agent studios or toolkits to maintain. We carry the technical tax of model updates, platform changes, and regulatory shifts so your team does not have to.
- **Future-Proof Architecture:** As your business changes, the agentic layer evolves with it, and every interaction makes it smarter about your business.

Learn more about how we build with you here.

Ready to begin your agentic marketing era?

Book time with our team to discuss what this could look like with your own data.

www.kana.ai



Sources: Kana, Understanding AI Agents for Marketing; Kana, The Agentic Divide, June 2026 (n=225); US Census Bureau via FRED, E-Commerce Retail Sales as a Percent of Total Sales, Q2 2026; Adobe, AI traffic grows but retail sites lag in AI search visibility, April 2026; Digital Commerce 360 citing Adobe Analytics, June 2026; Epsilon, 2026 benchmark study: Marketing's AI inflection point, August 2026.