CEQUENCE

SOLUTION BRIEF

Let the agent shop. Stop the fraud.

How retailers can handle Meta's Muse and other AI shopping agents without losing customers or letting fraud in.

A Shopper You Can't See

Meta's Muse agent shops on behalf of real people, and to most security tools it doesn't look like a bot.

Looks like an ordinary Chrome browser

Logs in with your customer's real credentials

Fills the cart and checks out for them

More than half

of the customers Cequence studied had Muse traffic within two weeks of launch, and most didn't know it was there.

Blocking Every Agent and Trusting Every Agent Both Hurt the Business

BLOCK IT

Amazon did, but many Muse sessions come from real customers using their own assistant. AI agents drove about 20% of 2025 holiday orders, according to Salesforce, so blocking them blocks revenue.

POST /checkout · 403 · sale lost

LET IT THROUGH

Then you trust every agent by default, including one running on a stolen agent token. Identity checks let it pass by definition, because its credentials are valid, just stolen.

POST /giftcard/redeem · 200 · fraud shipped

Valid Credentials Don't Guarantee Safe Behavior

Credentials can be stolen, but behavioral analysis exposes impostors. Cequence fingerprints behavior to identify agents whose actions don't match their credentials.

Your customer's Muse

agent: Muse · token: valid
GET /search?q=boots
GET /product/2231
POST /cart/add
POST /checkout

LET IT SHOP.

Stolen agent token

agent: Muse · token: valid
PUT /account/address
GET /giftcard/balance
GET /giftcard/balance
POST /giftcard/redeem

STOP THE BAD BEHAVIOR.

How Cequence Minimizes Shopping Agent Fraud

Know which agents are there

Cequence inventories every agent on your site, including agents that look like a mainstream browser.

Understand their intent

Cequence builds a behavioral profile for every agent.

Check them against your controls

Cequence verifies agent identity through trusted brokers such as Visa TAP, Google AP2, ACP, and Skyfire.

Act on the interaction, not the agent

Cequence blocks the risky action or challenges it with a biometric check, so the legitimate sale still goes through.

ALREADY IN PRODUCTION

A travel and hospitality customer now blocks nearly 1 in 5 Muse requests, only the ones that behave abnormally; the rest keep booking.

Sources: Cequence Agent Trust research, October 2026; Salesforce 2025 holiday shopping estimate; public reporting on Amazon. Sessions shown are illustrative.

See it on your own traffic.

Find out which agents are shopping your site before the holidays. **Book a demo at cequence.ai/demo**

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