AI AGENT COMMERCE · NEW RESEARCH · 2026

Agent-to-Agent Commerce Is Real, It's Here, and It Converts.

New data from Conviva shows that AI platforms — led by ChatGPT — are now sending pre-qualified buyers directly to e-commerce sites where they convert at more than 3× the site average. When those buyers engage the brand's own on-site agent, conversion rates reach 4×.

A new commercial channel has arrived.

3.5%
AI-REFERRED CONVERSION RATE VS. 1% SITE AVERAGE

4×
ON-SITE AGENT CONVERSION RATE VS. BASELINE

45.5%
CONVERSION RATE WHEN BUYER ASKS AGENT ABOUT PRICE

$0
CURRENT CUSTOMER ACQUISITION COST FOR AI CHANNEL

EXECUTIVE SUMMARY

A New Commercial Channel Is Operating at Scale — Untracked and Unoptimized

Conviva analyzed full-census behavioral data from e-commerce sites with more than 100 million sessions a week to quantify the emerging agent-to-agent (A2A) commerce channel. Consumers are using AI assistants to research and select products, then arriving at retail sites as pre-qualified buyers. When they engage the brand's own on-site agent, a second agent layer activates — and conversion rates climb further. This proves AI is a high-performing, zero-cost acquisition channel already generating tens of millions of dollars in revenue.

3.5%
Conversion rate (CVR) for AI-referred visitors — 3.5× the 1% site average. ChatGPT desktop peaks at 7%, the highest in the dataset.

100%
Of AI-attributed purchases happen within the same session the visitor arrives in.

$44M
Annualized revenue from AI-referred purchases at zero customer acquisition cost (CAC). 478 confirmed purchases per day on a single site.

83%
Of AI-referred visitors land directly on a product page because the AI recommended a specific item.

92%
Of AI-referred sessions involve just one page because the buying decision was already made.

45.5%
CVR when a buyer engages an on-site agent about pricing — highest converting segment in the dataset.

FINDINGS

1 A $44M / yr Revenue Channel Running at Zero Acquisition Cost

On a single site, Conviva confirmed 478 purchases per day directly attributed to AI platform referrals at an average order value (AOV) of $250 — approximately $44 million in annual revenue at zero paid media cost. There is no spend on chatgpt.com or other AI referral sources; this channel operates entirely outside current acquisition budgets.

The channel is also growing. On the same site, daily AI-referred sessions rose from 11,000 on May 4 to a stable floor of 13–14K by June 1 — a 25% increase in under 30 days, on pace to exceed 20K per day by Q3 2026. AI platforms have not yet introduced paid placement tiers, meaning the zero-cost window is finite.

2 AI-Referred Buyers Arrive Pre-Decided — 100% Purchase in the Same Session

Every purchase attributed to an AI referral in this dataset happens within the same session the visitor arrives in. The buying decision was made before they reached the site — inside the AI platform. This is a structurally different kind of buyer: one who has already completed research, selected a product, and is arriving to complete a transaction.

The product page's job for this cohort is to confirm the decision, not to create it. Every element that adds friction or introduces doubt works against conversion.

3 83% Land Directly on a Product Page — the AI Recommended a Specific Item

AI platforms are recommending specific named items, not brands or categories. 83% of AI-referred visitors land directly on a product page, and 92% of those sessions involve a single page — buyers arrive knowing what they want and either confirm the purchase or leave.

ChatGPT macOS desktop converts at 7% — more than 7× the 1% site average, the highest conversion rate (CVR) in the dataset. This reflects buyers who arrived with fully-formed intent and found what they came for.

4 When the On-Site Agent Activates, Conversion Reaches 4× the Baseline

The on-site agent converts at 4% — a 4× uplift over the 1% site baseline, matching the performance of external AI-referred traffic. Both agent channels perform at the same level, confirming that agent- assisted sessions attract buyers with fundamentally higher purchase intent than organic site traffic.

The most striking data point in this dataset: buyers who engage the on-site agent to ask about pricing convert at **45.5%** in nearly half the time, and the highest CVR of any segment in the dataset. Routing these sessions to a live offer or discount response is the single highest-yield optimization available.

5 AI Traffic Amplifies Peak Trading Days — +61% on Memorial Day

AI-referred sessions peaked at 18,000 devices on Memorial Day — 61% above the May baseline. Post-peak, the floor settled higher, confirming channel growth rather than a one-time event.

ChatGPT currently dominates the AI referral mix. Other platforms are growing but convert at meaningfully lower rates — as the source mix diversifies, aggregate AI channel CVR will compress unless product pages are optimized for buyers at different stages of intent.

Four Actions for Retail Leaders

The findings above describe a channel that is already operating at scale, generating revenue, and currently unoptimized by most retailers. Actions below are prioritized by revenue impact and implementation speed.

Optimize Product Pages for Buyers Who Already Know What They Want

92% of AI-referred sessions involve a single product page visit. These buyers arrive knowing the item they want.

Surface delivery confidence, return policy, and social proof above the fold.

Remove discovery overlays and cross-sell carousels from the initial viewport for AI-referred sessions. Test a stripped-down product page variant: specs + delivery + call to action only.

Activate on Pricing Signals in the On-Site Agent in Real Time

Buyers who open the on-site agent to ask about pricing convert at 45.5%. Brands should identify the AI-referred cohort on arrival and proactively route price-inquiry sessions to a live offer, loyalty prompt, or discount in the moment of intent.

Real-time agent topic classification — detecting a price inquiry as it happens — is the enabling step. That's the difference between reactive discounting and curated experience.

Track AI Platforms as Formal Acquisition Channels

ChatGPT and other AI referral sources should have their own CVR dashboards, revenue attribution lines, and optimization roadmaps.

As the source mix diversifies, source-level visibility becomes essential to protect the return on AI optimization and investment.

Invest in AI Discoverability Before It Becomes a Paid Advantage

Structured product data makes items more recommendable by AI systems. This is a content and data quality investment that compounds over time. AI search optimization (AEO/GEO) is the traffic-generation lever that feeds this channel: the marketing investment that determines which products get recommended, before the on-site agent closes the deal.

Better product data and AI-optimized content today means higher recommendation frequency as AI referral volume grows — and before acquisition cost enters the equation.

See the A2A channel in your own data.

Conviva helps brands identify AI-referred buyer cohorts, measure agent-to-agent conversion patterns, and quantify the on-site agent opportunity across apps, websites, and AI agents.

Ready to see how agents are impacting your conversion rate and user experience? **Let's talk.**

THE CONVIVA VIEW

The behaviors documented in this report are happening today, at scale, across e-commerce sites. Identifying the AI-referred buyer cohort, measuring same-session purchase patterns, quantifying the on-site agent conversion ceiling, and tracking the A2A handoff between external and on-site agents all require stateful, full-census, outcome-linked behavioral data.

Most brands do not yet have visibility into this channel. The ones who build it now will have a measurable advantage as AI-assisted commerce scales.

METHODOLOGY

This report is based on full-census, client-side behavioral telemetry across e-commerce sites with more than 100 million sessions a week. No sampling was applied. AI-referred traffic was identified and classified via utm_source and HTTP referrer signals across ChatGPT and other major AI platforms. Conversion rate was confirmed on both same-session and cross-session bases; the two measures returned identical results, confirming that all AI-attributed purchases in this dataset occur within the arrival session.

CVR figures reflect confirmed purchases divided by total devices per source. Platform-level breakdowns (macOS, Windows, Android, iOS) were derived from device and OS signals within the ChatGPT referral cohort. Landing page classification used URL pattern matching. On-site agent data was captured via engagement events across 156,000+ daily devices; agent CVR measured within a 60-minute engagement window. Trend data covers May 4 – June 2, 2026. Point-in-time CVR figures use June 1, 2026 as the reference date.

Revenue projection: 478 confirmed daily purchases on a single site in the dataset × $250 average order value (AOV) × 365 days = ~$44M annualized. AOV is an internal estimate provided by the retailer; projection is illustrative and assumes constant daily purchase volume.

ABOUT CONVIVA

Conviva is the digital intelligence platform for apps, websites, and AI agents — connecting real consumer interactions to real business outcomes. Conviva maps the full sequence of consumer behavior over time, surfacing the patterns that predict revenue, retention, and risk. With full-census, client-side telemetry and Stateful Pattern Analytics, Conviva sees what session-based tools cannot.

Learn more at conviva.ai and follow the company on LinkedIn.

© 2026 Conviva, Inc. All rights reserved. Analysis based on anonymized behavioral telemetry across e-commerce sites. · conviva.ai