# Leading the shift to agentic commerce with enriched catalogs

The rise of agentic commerce, where intelligent shopping agents and AI assistants influence purchasing decisions, has transformed how products are discovered and sold. In this new landscape, a static product catalog is no longer enough. Retailers that continue to see their catalogs as fixed repositories risk losing visibility and relevance in AI-driven marketplaces. Those who instead build dynamic, enriched, and AI-native catalogs unlock higher conversion rates, faster adaptability, and a sustainable competitive edge.

Why traditional catalogs fail agentic discovery
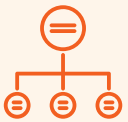
Sparse attributes and inconsistent taxonomies

Large multichannel catalogs often contain missing or mismatched attributes (size, material, use case, regulatory flags), leading agents to return generic matches or omit SKUs entirely.

Surface-only text and poor semantic signals

Short titles and marketing blurbs don't express product intent, constraints, or buyer contexts that agents need to answer long conversational queries.

Static update cycles

Catalog refreshes tied to manual workflows create stale metadata that lags seasonal, lifecycle, or regulatory changes.

Scale and heterogeneity

Multi-supplier feeds, marketplaces, and private-label SKUs introduce format drift and conflicting taxonomies, breaking automated enrichment pipelines.

Overreliance on LLMs to "fill gaps"

Large language models can paraphrase and synthesize, but when foundational attribute data is missing or wrong, automated enrichment produces unreliable outputs and downstream errors (e.g., incorrect suitability claims, compliance issues).

The meaning of "enriched" in an AI native catalog

An enriched catalog integrates structured signals that enable AI to reason and make decisions. It combines complete core attributes with contextual tags, detailed performance data, and compliance indicators. It also includes merchandising metadata, provenance metrics, and content variants optimized for agent interaction, together forming a dynamic data layer that allows products to be understood, compared, and recommended intelligently.

Provenance metrics

Provenance metrics reveal source, update trail, and trust cues, giving a catalog verifiable authenticity and quality context.

They let AI agents compare items with confidence by exposing reliability, version integrity, and source credibility in a compact signal.

What happens when you enrich at scale?

Global retailers that adopted enrichment at scale have demonstrated measurable impact. Walmart's generative AI program enhanced over 850 million catalog entries. At the same time, early adopter panels report that approximately 88% see positive ROI from at least one generative AI use case, with enriched catalog pipelines. Retailers using enriched, AI-native data have seen significant increases in engagement, conversion rates, and fulfillment speed. Across categories, structured product data delivers a 6–10% revenue lift when paired with dynamic pricing and multi-agent optimization.

How enriched catalogs unlock growth

AI-powered enrichment adds a new layer of precision and context to every product, filling in missing attributes, semantic tags, and buyer-relevant language (like "eco-friendly," "suitable for winter," "lightweight hiking," "allergy safe").

Enhanced data enables personalized offers and automated merchandising, boosting average order value and reducing cart abandonment rates.

Real-world use cases show that enriched catalogs drive superior new listing onboarding speeds and minimize "invisible inventory" with leading retailers cutting onboarding times from days to minutes.

Detailed, compliant, and Schema.org/ACP-ready data empowers retailers to participate proactively in future agentic affiliate marketplaces, creating new revenue channels without additional media spend.

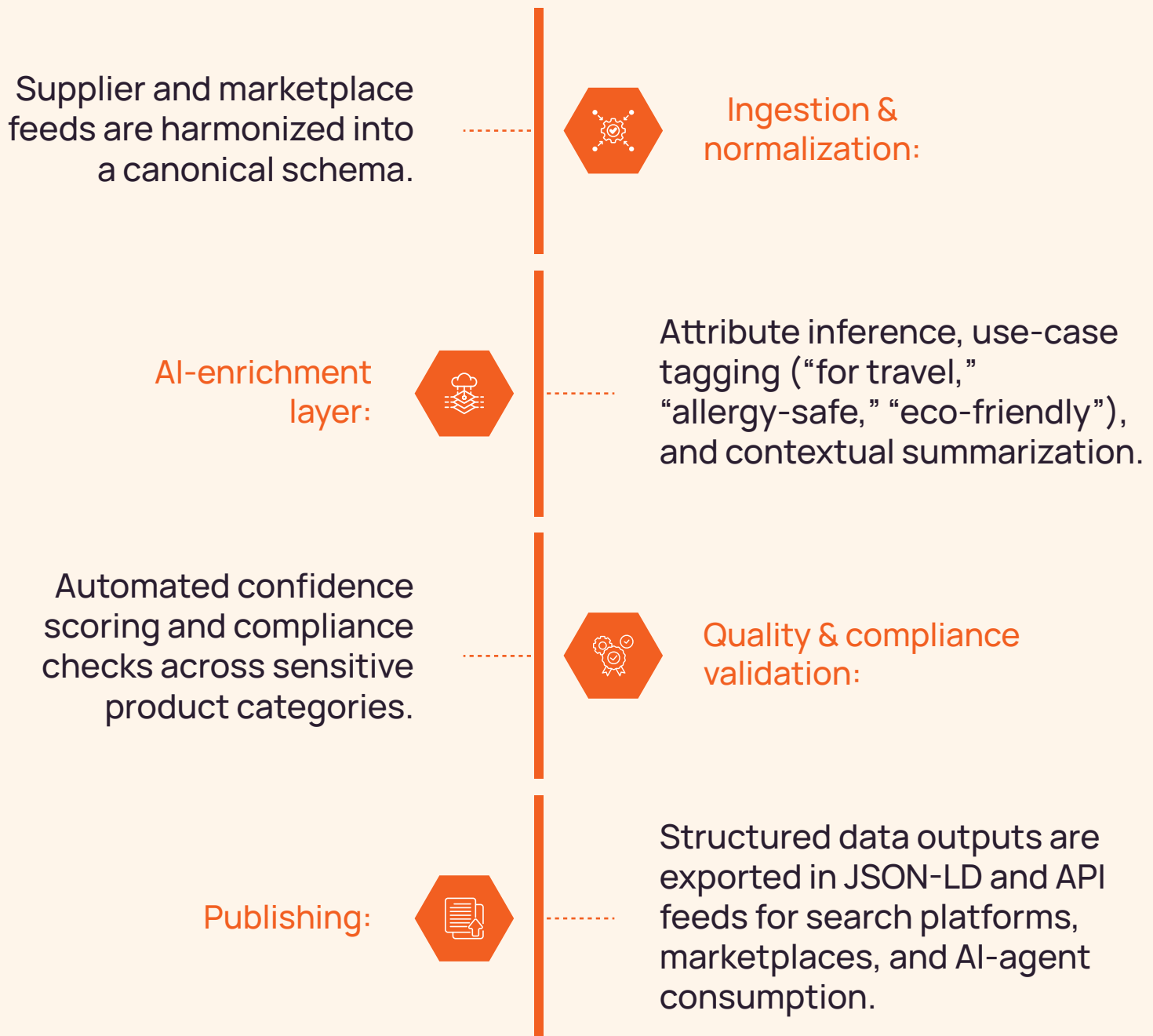# Case study: Operationalizing enrichment at scale

As retailers confront the shift to AI-mediated discovery, several have turned to specialized enrichment platforms designed for agent-readiness. Netcore Unbxd's Enrichment for Agentic Commerce illustrates how a production-grade solution can translate enrichment theory into measurable commercial outcomes.

Approach

The platform ingests raw catalog feeds, automatically identifies missing or inconsistent attributes, and applies AI-driven enrichment layers. These layers include semantic tagging, attribute inference, and schema-compliant structuring aligned with standards such as **Schema.org** and **Agentic Catalog Protocol (ACP)**.

Natural language generation models then synthesize product titles, meta-descriptions, and contextual phrases optimized for AI assistants like ChatGPT and Gemini, while maintaining category-specific accuracy through a governed taxonomy engine.

Implementation architecture

Supplier and marketplace feeds are harmonized into a canonical schema.

Ingestion & normalization:

AI-enrichment layer:

Attribute inference, use-case tagging ("for travel," "allergy-safe," "eco-friendly"), and contextual summarization.

Automated confidence scoring and compliance checks across sensitive product categories.

Quality & compliance validation:

Publishing:

Structured data outputs are exported in JSON-LD and API feeds for search platforms, marketplaces, and AI-agent consumption.

Impact metrics

While exact performance varies by category, early adopters reported:

~30–35% increase in **agent discoverability** across conversational queries

25–40% improvement in **conversion rates** on enriched SKUs

Significant reduction in **time-to-onboard new listings,** with enrichment pipelines operating continuously at scale

Key takeaway

The Netcore Unbxd case demonstrates that scalable enrichment requires more than keyword optimization. It depends on structured semantics, continuous data governance, and agent-native content formats that ensure visibility in AI-first shopping ecosystems.

Future-proofing for agentic commerce

Leaders with AI-ready, enriched catalogs will be positioned as "first movers" for this value. At the same time, those clinging to legacy data risk near-complete invisibility as buying migrates from search boxes to AI recommendations.

Retailers must think not of catalogs as static assets, but as living, agent-facing platforms ready to drive the next wave of commerce transformation.

About Netcore Unbxd

Netcore Unbxd is an AI-powered product discovery platform consistently recognized as a leader by independent analysts. Named a Leader in Gartner's 2025 Magic Quadrant™ for Commerce Search and Product Discovery for the second consecutive year and earning the highest score in Current Offering & In-Session Personalization in The Forrester Wave™: Commerce Search and Product Discovery Solutions, Q3 2025,

Netcore Unbxd stands at the forefront of the category. Powered by advanced search, merchandising, personalization, and Agentic ecommerce, Netcore Unbxd ensures shoppers find the right

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