Primelis

DMEXCO 2026 · COLOGNE · 23–24 SEPTEMBER

What DMEXCO 2026 tells us about brand discovery in the age of AI

Eight trends and five moves for marketing and e-commerce leaders · October 2026

The question is no longer what AI can do, but how it creates value

89%

of companies already use AI regularly

37%

report a measurable impact on operating profit (EBIT)

6%

grow EBIT by 5% or more through AI

What the 6% do differently

They redesign workflows around AI, measure its impact in the P&L, favor focus over endless pilots, and aim for growth, not just efficiency.

For marketing, the opportunity is real, as long as you start from customer value rather than from the tool.

Source: "Scaling Intelligence in Numbers", DMEXCO / BVDW opening session, DMEXCO 2026.

Primelis

Your next customer may find you without ever typing your name

×8

Growth of automated AI traffic, compared with human traffic.

The human web, the LLM web and the agentic web now coexist. Customers move between all three.

01 **See**

Can AI access what you offer? Catalog, feed attributes, metadata and pricing must be easy to read.

02 **Understand**

Can it match your offer to a specific need? Who it's for, what it does well, the trade-offs.

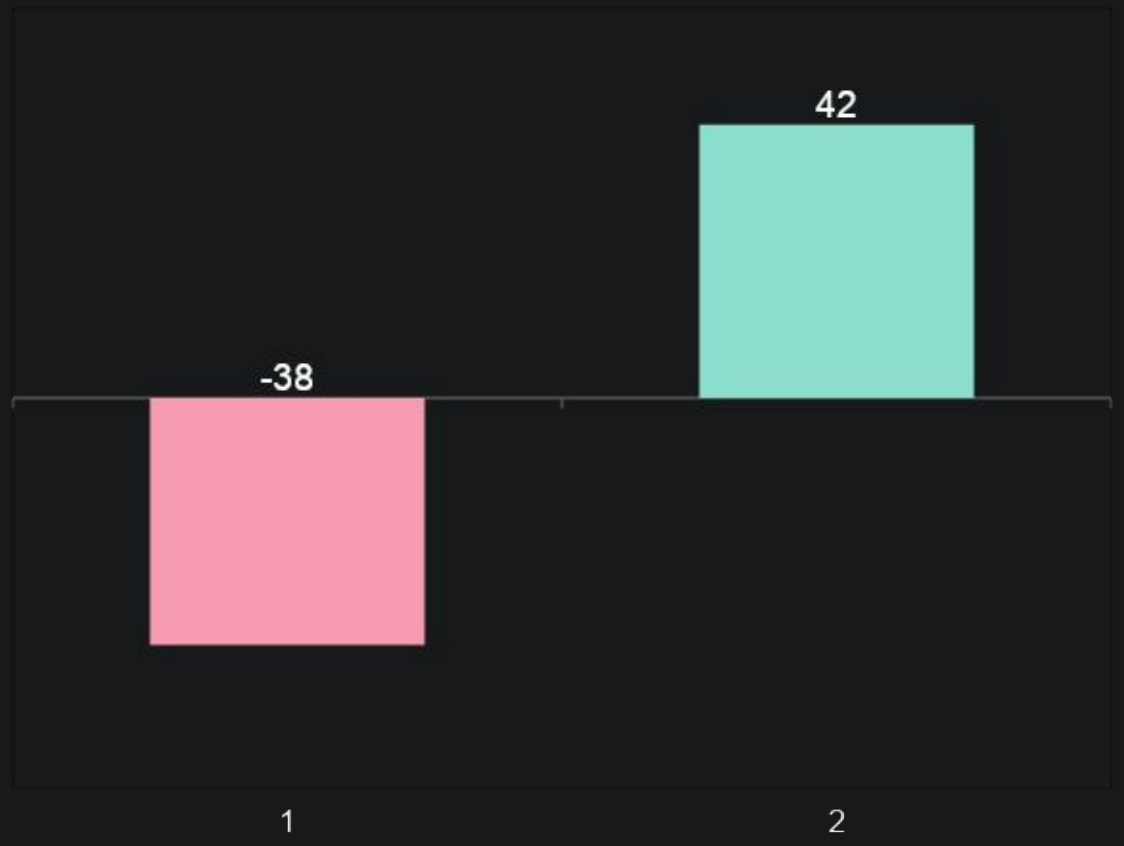
03 **Recommend**

Is there enough credible evidence to shortlist you? Your claims matter, but so do reviews and third-party sources.

Source: "How the AI Economy is Rewriting Brand Discovery", Microsoft Advertising, DMEXCO 2026. AI "fan-out" queries rarely match your keyword list.

Primelis

AI traffic now converts better than any other source



+393%
AI-referred traffic to US retail sites (Q1 2026 vs Q1 2025)

×2
ChatGPT's new-customer acquisition rate vs search engines

80%
of customers coming from ChatGPT ads are new to the brand

22% · 50%
have bought inside an AI tool · have bought after researching with one

Figures cited at DMEXCO 2026 by ShopAgentic ("Amazon said no. Shopify said yes", based on Adobe Analytics) and Criteo ("The Hidden Intelligence Behind AI Assisted Commerce"). AI is a discovery channel first; checkout follows trust.

Primelis

Your product data is your new storefront

THE 2027 CUSTOMER

- Doesn't see your design
- Reads extremely fast
- Takes everything literally
- Compares 200 shops in parallel
- Has no patience

"Stop building an agent for your customers. Start building for your customers' agent."

66% machine-readability score of product pages, the lowest page type (Adobe)

86% of AI agent queries rely exclusively on top-cited brand sources (Yext)

25% of US e-commerce expected to be agentic by 2030, a $500B market (Bain)

Sources as cited at DMEXCO 2026 by ShopAgentic, On ("AI-ready product data") and Criteo.

In China, AI agents already shop at scale

39%

of search in China is now GenAI-driven, double in a year

~80%

of Chinese shoppers ask AI before they buy

300M+

agent payments, still confirmed by a human at checkout

84% · 38%

excited about AI products: China · major European markets (Ipsos)

WHY IT WORKS · AND THE BILL

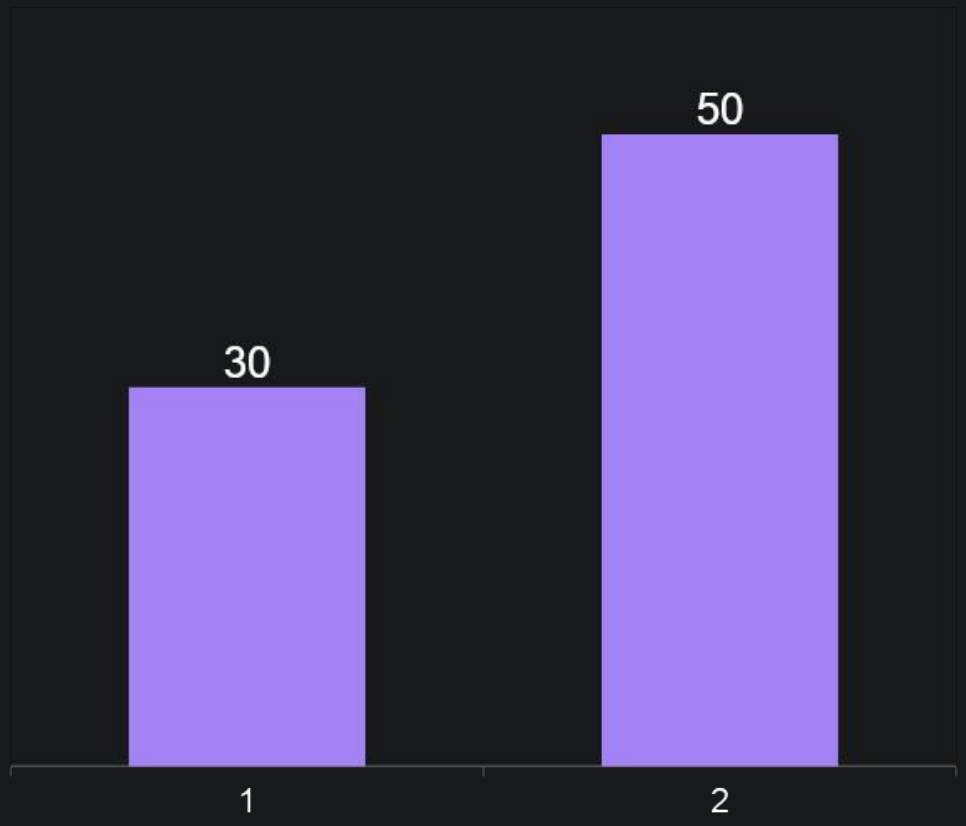
- Agents live inside the apps people already use, with payment embedded in the same ecosystem
- Merchants move from rule-based automation to outcome-based operations
- But: walled gardens, low-price spirals and brands made invisible by the platforms

"China may build the fastest agents. Europe has the opportunity to build the most trusted ones."

Source: "The Invisible Transactions: China's Blueprint for Agentic Commerce", eTOC Germany, DMEXCO 2026 (citing Ipsos 2025/26 and China internet statistics 2026).

Primelis

Humans set the strategy. Agents execute the buying.



Share of media buying that could be agentic

Outcomes first

Around two thirds of open-internet spend is performance-led, and it grows about twice as fast as brand spend.

AI as an execution layer

Not a faster assistant for yesterday's workflows, but systems redesigned for machine-speed decisions.

Trust through explainability

When autonomous systems decide, transparency means knowing why: which signals and rules applied, and whether it can be verified.

Source: "The Agentic Era of Advertising", PubMatic, DMEXCO 2026. Projections as presented on stage.

Marketing now has two audiences: people and AI agents

INFORM

Team Agent

Produces content and data that AI can process and repackage for people, such as guides written to be read by agents.

Runs on the models' clock, which is very short. What shapes AI answers can change from one month to the next.

PERSUADE

Team Human

Inspires and influences: events, creators, storytelling, real people.

Runs on the clock of human memory, which is long. A great TV ad stays with people for years.

THE GAMMA EXAMPLE

#1

In one year, AI search became Gamma's first source of new users, outside word of mouth.

The full-stack generalist gives way to a "barbell" team: strong on agents, strong on humans.

Source: "Scaling Marketing in the Age of AI", Gamma, DMEXCO 2026.

Primelis

AI makes production easy. It doesn't make ads effective.

AI ad, generic execution

Bottom 25% on branding

Technically impressive, but "it could have been an ad for anything".

AI ad built on brand codes

Top 1% branding · top 5% enjoyment

Instantly recognized as the brand's ad, mixing old and new codes.

There is an "AI effectiveness tax" only when AI is obvious: campaigns where AI shows are twice as likely to be ineffective.

WHAT CMOS SAID ON STAGE

- Brand trust is what makes customers believe in your value and your price
- AI as a co-pilot, never in the driver's seat
- ROAS still matters, but new-to-brand customers matter more
- Community and third-party opinions are the best product marketing there is

Sources: "The AI effectiveness tax?" and "The Bold CMO" panel (Decathlon, BMW, Lorenz Snacks), DMEXCO 2026.

Primelis

In B2B, trust goes human: people, small rooms and real numbers

Amplified employee posts

SAP Taulia amplified its best-performing employee content with LinkedIn Thought Leader Ads.

2.3×

engagement vs traditional campaigns

Small, exclusive formats

Away from roadshows, toward intimate events for decision makers, with 25 to 40 peers in a room.

70/30

customers / new leads at Langdock's AI forum

Business cases over case studies

Decision makers want the ROI in their own language, from cost-saving calculators to spreadsheets for CFOs.

ROI

the one question to answer

Building in public

A merger documented in 25 honest LinkedIn posts, from announcement to a 100-day recap.

185K

impressions

Source: "How to Win in B2B Marketing & Sales in 2027", The People Branding Company, DMEXCO 2026. In times of AI slop, transparency signals there is nothing to hide.

Primelis

Five moves to stay in the conversation when AI does the shopping

01	Decide your agent policy	Open, curated or closed? Decide which agents may read, which may buy, and on what terms. Name an owner for this channel.
02	Stop blocking your customers' agents	Audit robots.txt, CDN and firewall rules. Allow reading, define buying separately, and track AI visits as their own channel.
03	Turn adjectives into attributes	Start with your top 50 products. Move delivery times, shipping costs and returns into your feed.
04	Measure your AI share of voice	Ask real buyer questions to ChatGPT, Gemini and Perplexity. Count how often you appear and how you are described, every week.
05	Get protocol-ready	Ask your platform and payment provider for their agentic commerce roadmap (UCP, ACP) and pilot on part of your range.

Adapted from the ShopAgentic keynote and the Microsoft Advertising session, DMEXCO 2026. Europe is roughly 12 months behind the US: that's prep time, not a reason to wait.

Four solutions for how customers find brands today

Outrank

Be visible wherever your audience searches

- Track your brand's presence across search engines and LLMs
- See what search and AI bots see, with server log analysis
- La Redoute grew AI bot crawl volume 20-fold

Signal

Pay only for brand clicks that add value

- Watches your brand search results live and sees who else is bidding
- Pauses or lowers brand bids when no competitor is there
- Your team and agency keep everything else

Market

Steer your Amazon growth, not just report on it

- P&L, market share, competitive intelligence and customer insights in one place
- AI-optimized listings and advertising
- Brand-level Share of Voice on your key search terms

Brand OS

One view of your brand's real growth

- Brand visibility across search, marketplaces, social and LLMs
- Spot competitive threats and benchmark your presence
- Invest toward incremental growth



Where does your brand stand when AI answers your customers?

We can look at your search, retail and AI visibility together, and decide where to act first.

Book a call

primelis.com