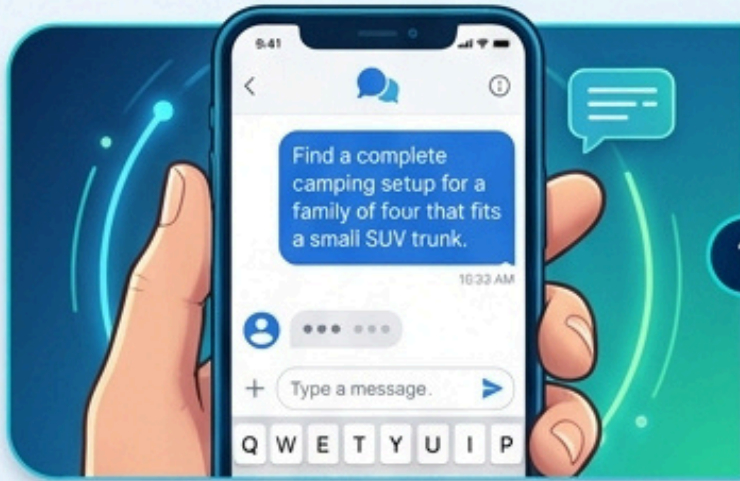


# The Agentic Shopping Journey

Zero-Click Discovery to Purchase via Google UCP



## The Trigger

### 1 User Initiates "AI Mode" Query

User inputs a complex conversational request (e.g., "Find a complete camping setup for a family of four that fits a small SUV trunk").

## The Search Synthesis

### 2 Gemini AI Synthesizes Search

Google's AI processes merchant data feeds, matching specifications, reviews, and dimensions in real-time.



## Complete Family Camping Setup



Total price: **\$899.99**

## The Personalized Presentation

### 3 AI-Generated Product Bundle Ad

Instead of individual links, Google presents a tailored, dynamically grouped product set complete with a single, clear price point.



Is this waterproof?

Yes! The tent uses 3000mm hydrostatic head fabric. Verified Waterproof.

## The Agentic Verification

### 4 Ask Advisor Real-Time Validation

The user asks follow-up questions inside the ad (e.g., "Is this waterproof?"). Google's AI validates product attributes instantly.

## The Frictionless Conversion

### 5 Universal Commerce Protocol (UCP) Checkout

The user taps once. Google uses pre-saved biometric/wallet data and integrated BNPL options to complete the transaction natively.

Buy Now with Google



Fingerprint Auth



Google Wallet



BNPL Options