

„Jaký kávovar bych si měl koupit...?“

Jak optimalizovat pro agentic commerce



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Business development for global

 **Mergado**



Kolaps funnelu

Search → Product → Cart → Checkout

Kolaps funnelu

Conversation → Decision

Co je agentic commerce?

„AI jedná ve prospěch uživatele“



Kde jsme teď?

Stage 0 – žádné AI

Stage 1 – AI hledá, data jsou chatrná

Stage 2 – AI doporučuje produkty s kartami a proklikem

Stage 3 – AI agent najde, rozhodne i zaplatí

Stage 4+ – plně autonomní nákupní agenti

Data z Ranketty

91 %

českých eshopů je pro AI prakticky neviditelných

McKinsey

50 %

nakupujících již dnes používá AI při rozhodování o nákupu

 **Mergado**

Proč to nevidím v datech?

„AI ovlivňuje rozhodnutí, ale ten vliv v GA nevidíte.“

Proč to řešit?

8x vyšší konverze

AI traffic vs. sociální sítě

+11 % AOV

AI-assisted purchases



Co to znamená pro eshop?

Přicházíme o příležitost být vůbec zvažováni.



Dva různé světy

Google Shopping: shoda klíčových slov a parametrů

AI Shopping: záměr uživatele ve vektorovém prostoru

ChatGPT Shopping

83 % produktů z Google Merchant Center

Překryv výsledků s Google Shopping: jen 13 %

Kde jsou čeští hráči v AI odpovědích?

Allegro 8 % | eBay 6 % | Alza 5 %

Zboží.cz 3 % | Heureka 2 %

AI čerpá ráda z marketplaceů a srovnávačů.

Přítomnost na Heurece přímo ovlivňuje AI viditelnost.



Cíl

Dostat **kontext** do produktových dat.

Před / Po: jak vypadá výsledek

PŘED

SP 2 is a flexible and realistic penile prosthesis made of premium silicone. The packer is designed to be durable, flexible, and comfortable to wear. Ideal for creating a natural shape in your underwear. The sophisticated details and soft texture of this prosthesis will give you a whole new level of confidence.

There may be slight variations between individual packers as they are handmade.

Length: 10.5 cm

Circumference: 9.5 cm

Style: circumcised

Weight: 175 g

PO

SSP 2 is a soft silicone packer (penile prosthesis) designed for everyday wear. It helps create a natural bulge in your underwear and promotes a feeling of confidence and harmony with your own body. It is particularly suitable for trans, non-binary, and queer people looking for a realistic and comfortable packing solution.

Key benefits

- Realistic look and shape – detailed workmanship and soft texture create a natural effect in pants and underwear.
- All-day comfort – flexible silicone adapts to the body and does not pinch even when worn for long periods of time.
- Reliable stability – when used with a harness or packing underwear, it stays in place even during movement, sports, or everyday activities.
- Durable material – high-quality silicone does not tear and does not typically become sticky during normal wear, even when sweating or in water.
- Discretion and peace of mind – the size and weight are chosen so that the bulge looks natural and inconspicuous.

Use and scenarios

SP 2 is ideal for everyday wear – to work, school, sports, and leisure. It works best in combination with packing underwear or harnesses with a pocket, where it stays close to the body. Thanks to the soft silicone, it is also suitable for longer wear and for users who want a realistic look without unnecessary attention.

Key features and technical information

- Type: soft packer (soft penile prosthesis)
- Material: silicone
- Style: circumcised
- Length: 10.5 cm
- Circumference: 9.5 cm
- Weight: 175 g
- Manufacturing: handmade – minor variations possible

Confidence and certainty of purchase

- Manufactured by Banana Prosthetics (Canada), a brand focused on the needs of transgender, queer, and non-binary people.
- Discreet packaging without any indication of the nature of the product.
- For hygienic reasons, the product cannot be returned once the packaging has been opened.

FAQ (frequently asked questions)

Is the SP 2 suitable for everyday wear?

Yes. The SP 2 is a soft silicone soft packer designed primarily for comfortable all-day wear.

How should I wear the packer so that it stays in place?

Packing underwear with a pocket or a harness is most commonly used. This will help keep the packer stable against the body when walking, playing sports, and throughout the day.

How big will the bulge in my pants be?

SP 2 is a medium-sized packer (10.5 cm long) designed for a natural shape. The final appearance also depends on the type of underwear, the cut of the pants, and whether you place the packer higher or lower.

Can I play sports or go in the water with it?

Yes, when properly secured (pocket/harness), it is also suitable for movement and contact with water. After swimming, we recommend rinsing the packer and letting it air dry.

How do I clean the SP 2?

Wash with lukewarm water and mild (pH-neutral) soap. Then rinse and let it air dry.

Can I return the product?

For hygienic reasons, returns are not accepted if the packaging has been broken.

Is each piece exactly the same?

Not necessarily. The packer is handmade, so there may be slight variations between pieces.

Is the SP 2 suitable for sex (penetration)?

No. The SP 2 is a soft packer for packing and visual effect. For sexual activities, "hard play" packers designed for penetration are more suitable.

Final summary

SP 2 is a realistic and comfortable soft packer for everyday packing. It offers a balanced combination of natural appearance, comfort, and stability, allowing you to focus on your day.

Základní popis

Hlavní benefity

Use-casey

Klíčové parametry

Trust faktory

FAQ

Shrnutí 1 věta

Výzva

„Kontext potřebujeme. Ale kde ho reálně vzít – a jak ho dostat k produktům automatizovaně?“



Tapes

Bindery

Packing

Pro hrudník

Tucking

Doplňky

Dárky

Značky

Mag

O nákupu

Všechny produkty

Filtrovat:

Availability ▾

Price ▾

Seřadit podle:

Nejprodávanější ▾

Počet produktů: 16



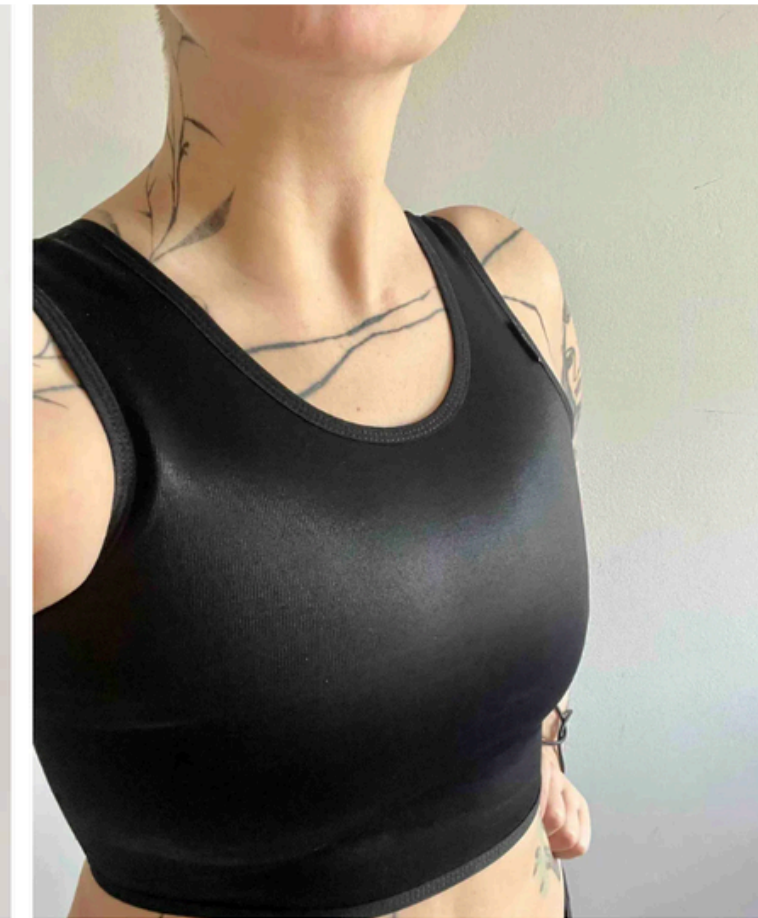
DYKKA binder tape | široká / 10cm + 10 kusů krycích nálepek | nude
390,00 Kč



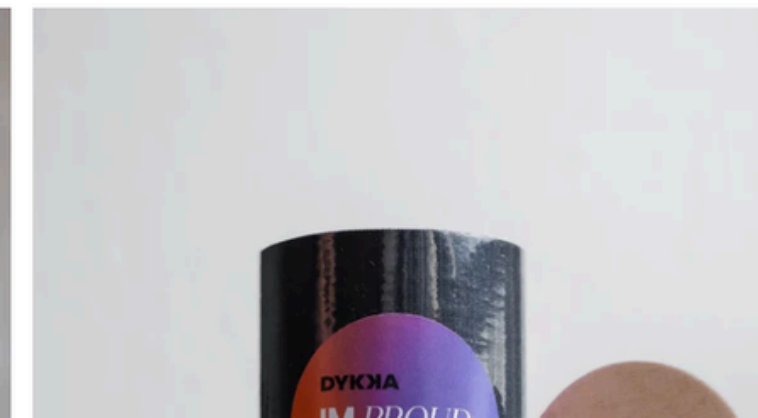
Krátký binder DYKKA 3.0 Běžová
1.890,00 Kč



DYKKA binder tape | široká / 15cm + 10 kusů krycích nálepek | nude
450,00 Kč



Krátký binder DYKKA 3.0 Černá
1.890,00 Kč



Kontextová pyramida

4. Vizuální hygiena

3. Značka & obchodní pravidla

2. Lidské signály

1. Produktový kontext

Vrstva 1: Produktový kontext

„Kontext už máme. Jen není u produktů.“

Leží v článcích, popisech kategorií, nákupních průvodcích.

Vrstva 2: Lidské signály

Recenze nejsou marketing.

Jsou to tréninková data.



Měla jsem obavy, že bude příliš těsný kolem hrudníku, ale je opravdu pohodlný.

Johny



...nosím ho každý den a je pohodlný. Nosím ho doma i ven - na fyzicky náročnější činnosti

Kristen Stewart



Překvapilo mě jak skvěle se v něm dýchá a jak v něm dýchá i kůže. Na letní měsíce je to velmi dobrá volba.

K. Rowling

Vrstva 3: Značka & obchodní pravidla

„Najdi produkty vyrobené v EU.“

„Chci nákup včetně instalace a zárukou.“

Kdo jsme

Co prodáváme

Kdo je náš zákazník

Jaké jsou naše hodnoty, USP

Kde se naše produkty prodávají

Jaké další služby a benefity nabízíme

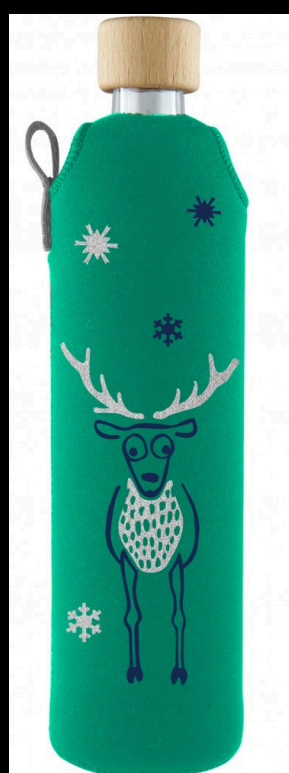


Vrstva 4: Vizuální hygiena

AI si produkt raději nevezme, než aby ho ukázala špatně.

✘ špatný obrázek

✔ správný obrázek



Jak kontext dostat k produktům?

Kontext máme. Teď ho potřebujeme dostat k produktům – automatizovaně.

Pro každý produkt: individuální prompt složený z více vrstev kontextu.

Workflow: příprava zdrojů → uložení ke produktům → generování

Your query for ChatGPT (you can use variables, e.g. %ITEM_ID%)

You are a senior performance marketer and content strategist specializing in GPT Shopping.

Your goal is to create a product description that:

- is as clear as possible for the customer
- is easy for AI (GPT Shopping) to interpret
- increases the likelihood of the product being included in recommendations
- supports conversions

=== INPUT DATA ===

Here you will find content you can work with. Individual sources have different weights. 1. is the most important and fundamental information, 2 and 3 are supplementary context.

The final text will be simple text, follow the instructions from the Master prompt.

1. Product description: %description%

2. Product reviews: %PRODUCT_REVIEWS%

2. Information from articles: go through the md file available at this url:

https://files.mergado.com/api/file/link/4498c278d4f1894506aa66fe8e9eff50/Dykka-context/%context_file_name%.md

2. Category description: %CATEGORY_DESCRIPTION%

3. About the e-shop: go through the md file available at this url:

<https://files.mergado.com/api/file/link/4498c278d4f1894506aa66fe8e9eff50/Dykka-context/about-dykka.md>

Before you start working, load the links provided, where you will find small md files with context.

Based on the input information about the product, create the IDEAL product description according to the following rules:

=== STRUCTURE (MANDATORY) ===

1. Short introduction (2-3 sentences)

- clearly explain what the product is
- who it is intended for

Workflow: příprava zdrojů

Články



Workflow: příprava zdrojů

Popisy kategorií/značek



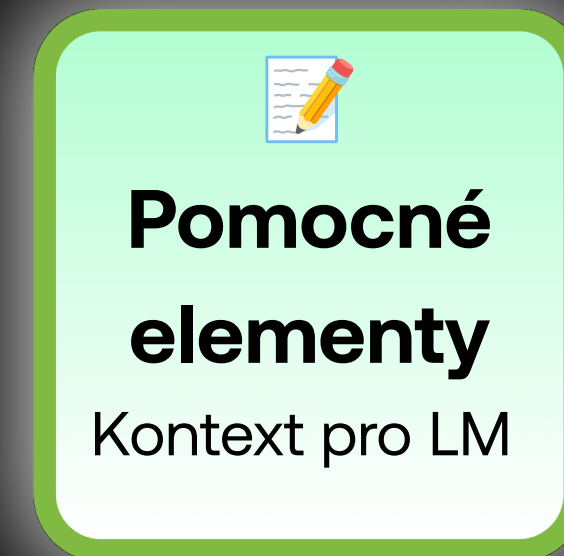
Workflow: příprava zdrojů

Eshop + obchodní pravidla



Workflow: příprava zdrojů

Recenze



Workflow: generování v Mergadu



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Case Study

Optimalizace pro AI Shopping - krok za krokem



Co je možné dosáhnout

Brain Market (data: Ranketta)

Průměrná pozice v AI doporučeních: ~6. → 2,7

+60 % viditelnost v AI odpovědích

Menší brand porazil Notino a Dr. Max.

Ne rozpočtem. Systematickou prací s daty.



V agentic commerce nevyhrává ten, kdo víc křičí.

Ale ten, komu AI nejvíc rozumí.



Chcete ukázkou
Mergado MCP?



Stavte se na Feed kliniku 🤔

Radim Zhoř

Business development for global

 **Mergado**

