

# Search is Becoming a Conversation, and Retailers aren't Ready

What Rezolve's 2024–2026 shopper behavior data reveals about collapsing purchase journeys, longer queries, and the new rules of ecommerce discovery



Hi! Looking for something specific today, or want me to suggest something based on what's trending?

I want a smartwatch that tracks my workouts and keeps me connected - nothing too expensive.



Perfect. Based on your needs, here are two great fits under \$150:



**Nova Smartwatch**  
\$150.00

Instant Buy



**Aeva Smartwatch**  
\$128.00

Instant Buy



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# 01. Executive Summary

The multi-step ecommerce journey is beginning to collapse. Rezolve's 2024–2026 shopper behavior data shows that 70% of shoppers now purchase after a single search, up from 60% in 2025, while long-tail queries have risen from 25% of searches in 2024 to 40% by February 2026. At the same time, average terms per search increased 16%, filter usage declined 13% year over year, and sessions beyond page one fell 13%<sup>1</sup>.

Shoppers are saying more at the start of the journey and doing less corrective work afterward.

**This is the shift from search to prompting.**

## The Signal

The data indicates a consistent directional shift across discovery behaviors.



13%↓

Filter Usage



60% → 70%

Single Search Purchase



13%↓

Sessions Beyond Page One



25% → 40%

Long-tail Queries

For more than two decades, ecommerce search trained shoppers to compress their needs into short keyword fragments, then manually refine results through filters, sorting, comparison, and product detail pages. AI interfaces are reversing that behavior. Consumers are becoming more comfortable expressing full intent upfront and expecting systems to interpret context, constraints, and preferences with fewer intermediate steps.

That does not mean keyword search is disappearing. Simple, high-intent searches still require fast, precise retrieval. But keyword search is no longer enough on its own. Ecommerce discovery is moving toward a broader model that must support natural language, richer context, semantic understanding, and outcome-driven experiences.

For retailers, this changes how discovery should be designed and measured. Better discovery looks like less activity, not more. Fewer filters, fewer page views, and shorter journeys are positive signals when they are connected to stronger conversion, repeat engagement, and customer confidence. The question is no longer simply how much shoppers interact with search, but whether search helps them reach the right decision faster.

The shift also raises the importance of product data, taxonomy, merchandising logic, and AI-ready infrastructure. Longer, more conversational queries only create value if commerce systems understand attributes, constraints, availability, context, and intent. The retailers best positioned for this next phase will be those that treat discovery as a connected system that turns shopper intent into relevant, measurable outcomes.

# 02. Introduction: E-commerce Search is Entering a New Phase

Digital commerce is entering a new phase: the long, multi-step shopping journey is starting to compress.

For decades, ecommerce discovery followed the same basic pattern. A shopper entered a short keyword, received a grid of products, applied filters, sorted results, opened product detail pages, compared options, and gradually narrowed the field. That structure became so familiar that it started to feel like the natural shape of online shopping.

Rezolve's shopper behavior data shows that this model is changing. Shoppers are using longer queries, relying less on filters, browsing fewer results pages, and completing more purchases after a single search. The underlying behavior is shifting from fragmented keyword search toward something closer to prompting, where shoppers express more of the full intent upfront and expect the system to interpret it.<sup>1</sup>

This does not mean keyword search is going away. Simple, high-intent journeys still require fast and precise retrieval. A shopper looking for "toothpaste," "eggs," or a specific product SKU is not asking for a guided conversation. They are asking for speed. But the broader discovery model is expanding. **Howe Gu, Rezolve's Group SVP, Partnerships & Ecosystem**, describes keyword search as one input in a wider model that increasingly includes semantic, conversational, and eventually more agentic discovery.

Ecommerce search is no longer only a user-interface question, but it is becoming an infrastructure question. If shoppers provide richer intent, the commerce system must be able to interpret that intent, ground it in accurate product data, apply relevant merchandising logic, and return useful options quickly. A more expressive query only creates value if the retailer has the data, taxonomy, ranking, and execution layers needed to understand it.

Rezolve's annual report frames this broader transition as part of the movement from search commerce to mobile commerce and now toward agentic commerce, where AI systems increasingly move from recommendation toward execution<sup>2</sup>. In that environment, discovery becomes the layer where customer intent, product intelligence, business rules, and transaction readiness begin to converge.

This report examines what Rezolve's data reveals about that transition. It looks at the rise of long-tail queries, the decline in filtering and deep browsing, the increase in single-search purchase journeys, and the implications for retailers. It also considers how commerce leaders should rethink product data, results-page design, and measurement as shoppers move from fragmented keyword search toward more intent-rich discovery.

## Keyword Search is Still Critical

Simple, high-intent journeys need speed and precision

Q toothpaste

Q eggs

Q sku12045



*Not a conversation.  
Just a fast, accurate results.*



## The Discovery Model is Expanding

Keyword search is one input in a wider model



DISCOVERY MODEL



Keyword Search



Conversational Discovery



Semantic Understanding



Agentic Discovery



## The Journey Ahead

From search commerce to mobile commerce toward agentic commerce



Search Commerce



Mobile Commerce



Agentic Commerce



*AI moves from recommendation to execution.*

# 03. What Rezolve's Data Shows

Rezolve's data shows a clear compression in the ecommerce discovery journey. Shoppers are giving systems more context upfront, relying less on manual refinement, and completing more purchases after a single search. The strongest signal is the rise in single-search purchase journeys. 70% of purchasers now buy after one search, up from 60% in 2025.

The purchase journey is also compressing. Single-search purchase journeys rose from 60% in 2025 to 70% in 2026, meaning a larger share of purchasers completed their journey after making only one search. That indicates a shift in the role of search with less of an entry point into a long refinement process, and more of a direct route to a buying decision.

**Kole McRae, Product Manager:** Analytics and Insights at Rezolve, sees this as part of a broader behavioral change.



“People are getting more used to discovery tools being a conversation, rather than a form of filtering”

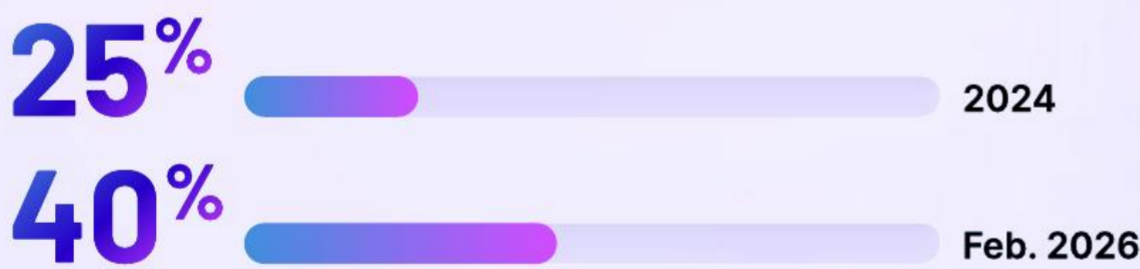
**Kole McRae**  
Product Manager | rezolve

In other words, shoppers are beginning to clarify more of their intent before the system responds, rather than relying on filters, sorting, and repeated searches afterward.

The returning-customer data strengthens the pattern. Rezolve's analysis shows returning customers were up 73% in 2026 versus 2024, showing stronger repeat engagement across the period reviewed. As with any aggregate behavioral trend, traffic mix, category mix, seasonality, acquisition strategy, and device composition should be considered in deeper analysis. But the direction of travel is important: shoppers are not only searching differently, they are also returning at higher rates.

The first signal is query length. Long-tail queries, defined as searches of three or more words, increased from 25% in 2024 to 40% by February 2026. Average terms per search also rose 16% versus 2024.<sup>1</sup> This shows shoppers are becoming more willing to describe what they want in fuller terms rather than relying on short, fragmented inputs and narrowing later.

### Long-tail queries (3+ words)



Still, the overall direction is notable. If shoppers are using longer queries, applying fewer filters, browsing fewer pages, and completing more purchases after one search, discovery is becoming more efficient. The important point for retailers is that lower activity is not automatically negative. In search and discovery, fewer steps are a sign of better performance if they are connected to stronger outcomes.

**+16%**  
Average terms per search versus 2024

Shoppers are more willing to provide fuller context upfront.

# 04. From Searching to Prompting

The rise in longer, more descriptive ecommerce queries reflects a broader shift in how consumers now interact with digital systems. For years, shoppers were trained to search in fragments. A customer who wanted “waterproof walking boots for wide feet under \$150 for winter hiking” often learned to reduce that need into a shorter keyword phrase, then use filters, comparison pages, and product descriptions to reconstruct the full answer manually.



“waterproof walking boots for wide feet under \$150 for winter hiking...”

AI interfaces are beginning to reverse that habit. Consumers are becoming more comfortable expressing the full problem upfront and expecting the system to interpret it. **Laurence O’Toole, Rezolve’s VP AEO/SEO & Discovery**, describes the change as a matter of trust:



“For years we all learned to translate what we actually wanted into two or three keywords the machine could cope with. That mental translation step has basically disappeared.”



**Laurence O’Toole**  
VP AEO/SEO & Discovery | rezolve.ai

In his view, longer queries are the visible evidence of a deeper shift where users now trust the system to process the full thought rather than forcing them to convert it into keyword language first.

That shift is not limited to ecommerce. Research shared by O’Toole notes that consumers were trained by Google to search in fragments, while AI is now training them to search in full sentences. The same research connects this broader behavioral change to what Rezolve is seeing in commerce. Shoppers are arriving with more explicit intent, refining less, browsing less, and converting faster when search performs well.

This is why the language of “prompting” is useful, though it should be applied carefully. The point is not that shoppers are consciously prompting an AI every time they search a retail site. It is that their expectations are changing. A growing number of consumers now assume they describe what they want in natural language and receive a more resolved response. In commerce, that means search is no longer only a retrieval mechanism. It is increasingly expected to function as an intent engine.

**Kole McRae, Product Manager:** Analytics and Insights at Rezolve, makes a similar point from the data side. He notes that users do not necessarily think of “search,” “AI,” or “LLMs” as separate categories. They see them as tools to get to what they want. That is important for retailers because consumers do not judge an ecommerce search box in isolation. They compare it, consciously or not, with the digital experiences they now use every day, that of chat interfaces, AI assistants, recommendation engines, and search tools that appear to understand context more naturally.

The industry often frames the change as a move from search to prompting. **Howe Gu, Rezolve’s Group SVP of Partnerships & Ecosystem**, sees a deeper transformation taking place.



“The real shift isn’t from search to prompting. It’s from query matching to intent understanding and decision support.”



**Howe Gu**  
SVP of Partnerships & Ecosystem | rezolve.ai

While prompting helps shoppers express their needs more clearly, the quality of discovery still depends on the underlying commerce architecture, including product data, taxonomy, enrichment, ranking logic, inventory, policies, and fulfillment capabilities. In this new model, prompts provide context, but architecture delivers results.

That distinction is central to the future of ecommerce discovery. A longer query is only useful if the system interprets it. A more expressive shopper does not automatically create a better journey. The retailer still needs the data and intelligence layer required to translate intent into relevant, purchasable products.

In that sense, the move from searching to prompting is best understood as a change in user behavior and expectation. Shoppers are beginning to say more upfront. They expect the system to understand more in return. The retailers that adapt will make search more conversational, and in addition, they will build discovery experiences capable of turning richer intent into faster, more confident decisions.

I have an outdoor wedding in Chicago in October - can you suggest a few outfits around the \$250 range?

ai Absolutely. What's the vibe - formal, semi-formal, or casual? And do you want dress or jumpsuit options?

Semi-formal. Dress.  
Warm tones and neutrals

ai For October evenings in Chicago, I'd go midi dress with a light wrap. Here are three curated options in your size and under \$250, all in stock — two warm tones, one neutral. Want me to also suggest shoes and accessories to complete the look?

 Crimson Petal Overlay Midi Dress \$243.98 Instant buy	 Seaside Serenity Cape Dress \$173.98 Instant buy	 Pink Midi-Dress with Removable Cape \$220.00 Instant buy
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Microphone icon and audio waveform at the bottom.



# 05. Why Less Filtering and Less Browsing are a Good Sign

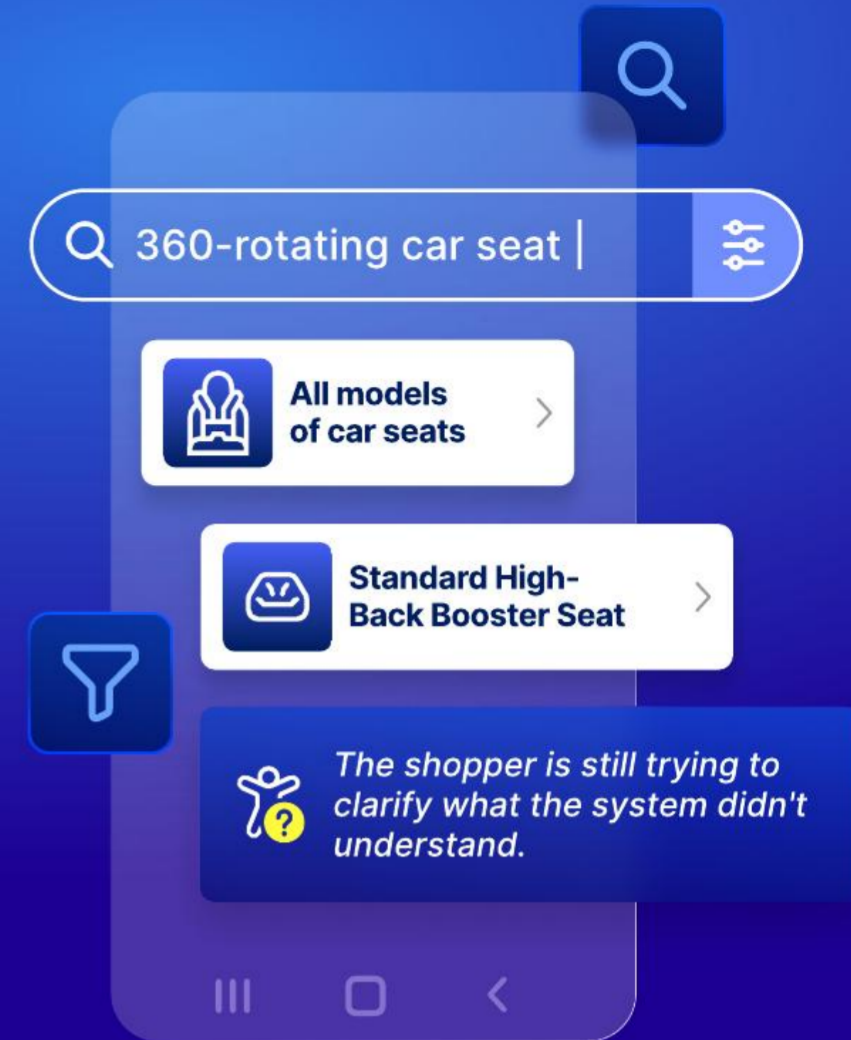
One of the more important implications of Rezolve's data is that better discovery does not always create more visible activity. In traditional ecommerce reporting, higher click volume, more filter use, deeper page views, and longer browsing sessions all look like stronger engagement. But in product discovery, activity is not always the same as progress. Sometimes, it is a sign that the shopper is still working to clarify a need the system has not yet understood.

That distinction matters as discovery becomes more intent-rich. The pattern outlined earlier shows a decline in refinement behavior alongside a rise in single-search purchase journeys. Shoppers will have some journeys that require fewer corrective steps when the first result set is more relevant.

**Kole McRae, Product Manager:** Analytics and Insights at Rezolve, argues that retailers should be cautious about treating clarification behavior as positive engagement.

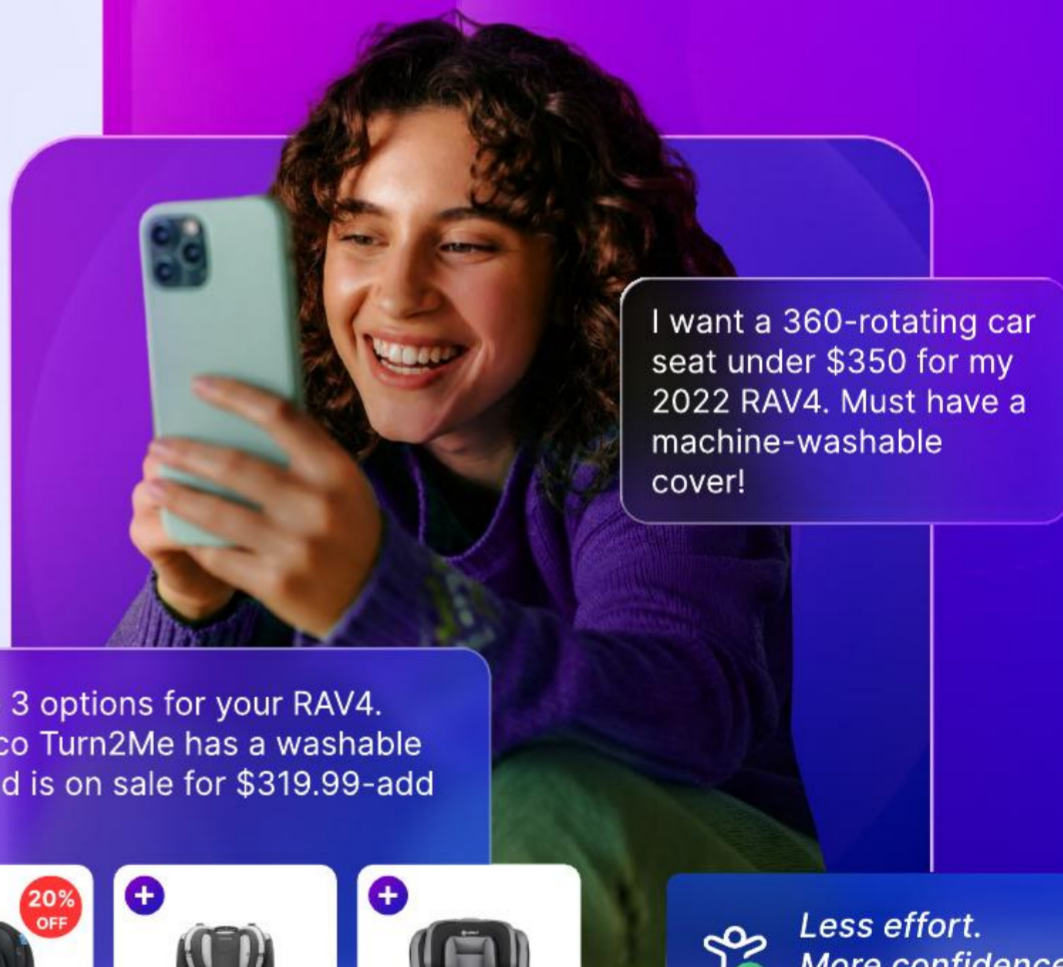
## LOOKS LIKE STRONG ENGAGEMENT

High activity. But not always progress.



## ACTUALLY BETTER PERFORMANCE

Lower activity. Higher Progress



"I see anything where you ask the customer to clarify their need as a negative metric."

**Kole McRae**  
Product Manager | rezolve.ai

*In his view, more filter use or repeated searching indicates that the engine did not return what the customer wanted. The stronger signal is when lower refinement activity is paired with better downstream outcomes.*

This changes how retailers should interpret discovery performance. A shopper who visits multiple results pages, applies several filters, and runs repeated searches appears highly engaged. But that journey will also contain unnecessary friction. By contrast, a shopper who enters a more detailed query, sees a relevant set of results, and moves quickly toward purchase produces fewer interaction metrics while having a better experience.

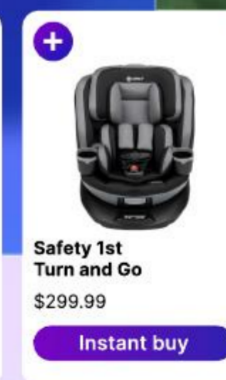
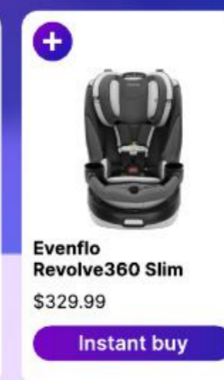
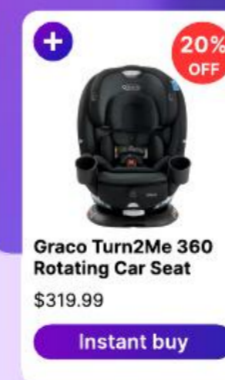
The goal is not to eliminate browsing or filtering. In many categories, shoppers still want to explore, compare, and refine on their own terms. The goal is to reduce unnecessary effort while preserving control. **Howe Gu, Rezolve's Group SVP of Partnerships & Ecosystem**, draws an important distinction:

"Less filtering and browsing are only signs of a better customer experience when they reflect less effort and more confidence, not less control."

**Howe Gu**  
SVP of Partnerships & Ecosystem | rezolve.ai



Here are 3 options for your RAV4. The Graco Turn2Me has a washable cover and is on sale for \$319.99—add to cart?



*Less effort. More confidence. Better outcomes.*

That is why these metrics need to be read in context. Lower filter use or shallower page depth should not be judged in isolation. They become meaningful when connected to conversion, repeat engagement, satisfaction, add-to-cart behavior, or other indicators that the shopper reached a useful outcome. Rezolve's original analysis makes the same point. If search and discovery are improving, teams see less filtering, less paging, and fewer searches per purchase, and traditional engagement metrics can misread that efficiency as declining usage rather than better performance.

For commerce leaders, discovery should be measured by progress, not activity alone. The strongest experience is not necessarily the one that generates the most clicks. It is the one that helps the shopper express intent clearly, receive relevant options quickly, and move toward a confident decision with fewer unnecessary steps.<sup>2</sup>

# 06. What Long-Tail Query Growth Means for Product Data and Merchandising

Longer, more conversational queries create an important opportunity for retailers, but they also raise the technical and operational bar. When shoppers provide more context upfront, they are effectively giving the commerce system a richer brief. That improves discovery, but only if the system has enough structured, accurate, and usable product information to interpret the request.

This is where long-tail query growth comes into play. These queries often contain multiple constraints at once, like product type, price range, fit, material, use case, occasion, compatibility, brand preference, or delivery requirement. A shopper is not simply asking for a category. They are asking the system to understand a scenario, compare trade-offs, and identify products that fit several conditions at the same time.

That makes product data a strategic layer of discovery. Rezolve's insight report notes that more conversational, multi-constraint queries put pressure on product data quality, including attributes, titles, taxonomy, and ranking systems that correctly interpret multiple intents together.<sup>1</sup> If a retailer's catalog does not consistently capture fit, material, use case, compatibility, sizing, or availability, the system struggles to match the shopper's full intent even when the query itself is clear.



**"The future of discovery depends on systems that can operate at both the **lexical** and **semantic** levels. Retailers need product data that supports not only exact-term retrieval, but also the ability to understand **intent**, **context**, and **meaning**."**



**Dr. Salman Ahmad**  
Chief Scientist | rezolve.ai

He also indicates the rise of AI-powered **"searchandising,"** where intent and context drive discovery while still aligning with the merchant's commercial goals.

This is a major change. Traditional search often depended heavily on whether the shopper used the same words as the catalog. Conversational discovery requires the system to understand that different phrases express the same intent, or that one query contains several requirements that must be resolved together. A shopper describes a problem, an occasion, or a desired outcome rather than a product attribute. The system still needs to connect that language to relevant products.



**Howe Gu, Rezolve's Group SVP, Partnerships & Ecosystem**, makes a similar point from a commerce architecture perspective. Prompting improves the quality of an interaction by giving the system clearer context, but discovery performance ultimately depends on the foundations beneath it. Specifically, the clean product data, strong taxonomy and enrichment, retrieval, ranking logic, and the ability to ground responses in real catalog, inventory, policy, and behavioral signals.

For merchandising teams, this changes the work ahead. Product data cannot only describe what an item is. It increasingly needs to explain who it is for, when it is useful, what problem it solves, and how it compares with alternatives. That means richer attributes, clearer use-case language, better synonym handling, more complete product descriptions, and stronger alignment between search logic and merchandising priorities.

**Kole McRae, Product Manager:** Analytics and Insights at Rezolve, puts the point directly:

“Any form of product discovery relies on the data you give it. A focus on high quality catalog data is an absolute must.”

**Kole McRae**  
Product Manager | rezolve.ai


As shopper behavior becomes more conversational and intent-rich, weak catalog data becomes harder to hide. The search box receives a better brief, but the system still needs the product intelligence required to answer it.

This is why long-tail query growth should be treated as an infrastructure signal. It tells retailers that shoppers are ready to express more intent. The competitive question is whether the commerce stack is ready to understand it.

## 07. The Results Page as an Answer Layer




As shoppers express more complete intent at the point of search, the results page has to do more than display a broad grid of possible matches. The traditional ecommerce results page was built for a shorter-query world: enter a keyword, scan products, apply filters, compare options, and gradually narrow the field. That model still works for simple searches, but it becomes less effective when the shopper has already provided a detailed brief.

A search for “**waterproof walking boots for wide feet under \$150 for winter hiking**” should not return the same experience as a search for “boots.” The first query contains product type, fit, budget, use case, season, and likely performance expectations. If the response is a long product grid with filters on the side, the system has pushed too much work back onto the shopper.

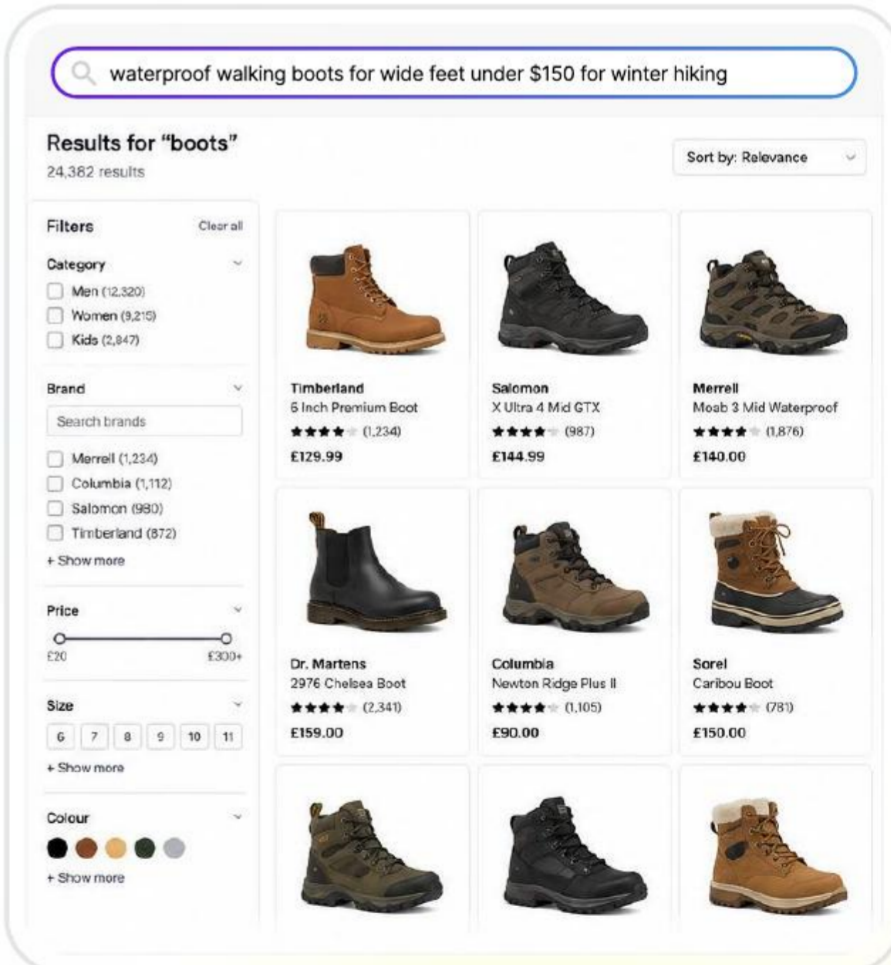


I'm looking for a waterproof walking boots for wide feet under \$150 for winter hiking

ai Here are 3 waterproof hiking boots that match your needs. The Merrell Moab 3 Wide Mid GTX features Gore-Tex waterproof protection, a wide-fit option, and is rated highly for winter hiking. It's available for \$125 - add to cart?

 <b>Merrell Moab 3 Wide Mid GTX</b> \$125.00 <a href="#">Instant buy</a>	 <b>Columbia Newton Ridge Plus II Wide</b> \$90.00 <a href="#">Instant buy</a>	 <b>Karrimor Explore Mid Weatherite Wide</b> \$70.00 <a href="#">Instant buy</a>
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VS



waterproof walking boots for wide feet under \$150 for winter hiking

Results for "boots"  
24,362 results

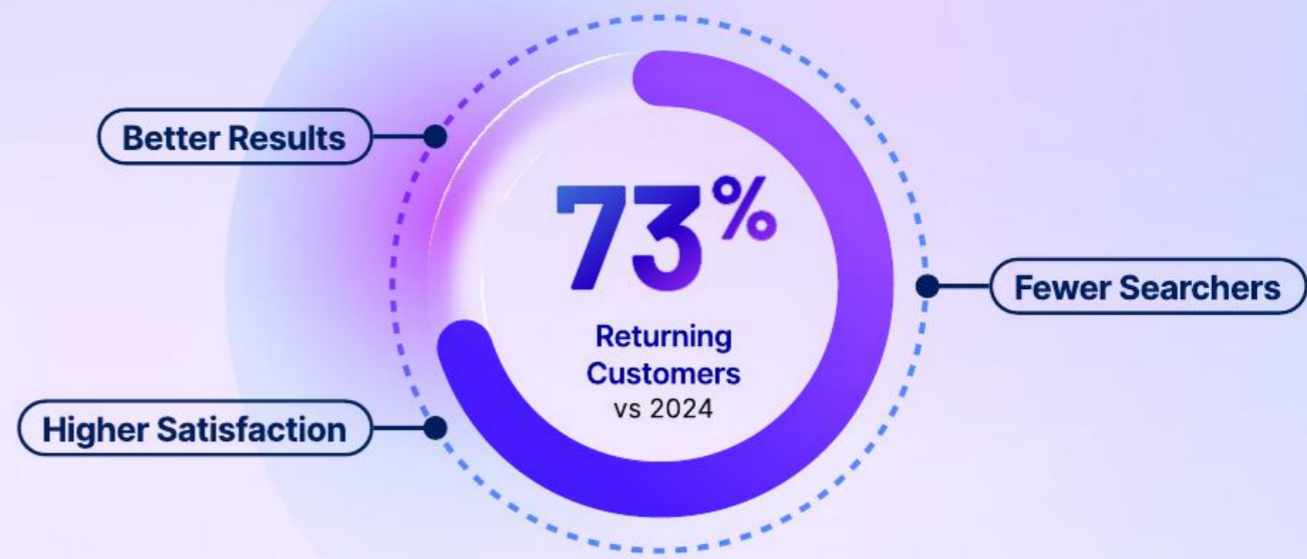
Filters: Category (Men 12,320, Women 9,219, Kids 2,847), Brand (Merrell 1,234, Columbia 1,112, Salomon 980, Timberland 872), Price (\$20 - \$300+), Size (6-11), Colour.

 Timberland 5 Inch Premium Boot ★★★★ (1,234) \$129.99	 Salomon X Ultra 4 Mid GTX ★★★★ (987) \$144.99	 Merrell Moab 3 Mid Waterproof ★★★★ (1,876) \$140.00
 Dr. Martens 2976 Chelsea Boot ★★★★ (2,341) \$159.00	 Columbia Newton Ridge Plus II ★★★★ (1,105) \$90.00	 Sorel Caribou Boot ★★★★ (783) \$150.00

Laurence O'Toole, Rezolve's VP AEO/SEO & Discovery, argues that this requires a rethink of the results page.

“The results page needs to stop being a filing cabinet and start being an answer”

**Laurence O'Toole**  
VP AEO/SEO & Discovery | rezolve.ai



In practice, that means acknowledging the shopper's full brief, leading with a small set of products that satisfy the main constraints, and making trade-offs clear when constraints conflict.

That does not mean removing choice or control. Shoppers should still be able to browse, compare, and refine when they want to. The difference is that the default experience should do more of the first-pass synthesis. If the shopper gives the system five constraints, the page should show that those constraints have been understood.

This is increasingly important as consumers become more comfortable with shortlist-based discovery. A directional usability study on AI Mode found that users often accepted AI-generated shortlists rather than building their own from scratch, and that the AI's top-ranked item became the user's top pick 74% of the time. The study was limited in scale and should not be treated as population-level evidence, but it reinforces a useful point, that when users trust a system to synthesize options, the shortlist becomes highly influential.

For retailers, the opportunity is to make the results page adaptive. Simple queries still call for fast retrieval and familiar product grids. More complex queries call for a guided shortlist, a comparison layer, a trade-off explanation, or one useful follow-up question. The goal is not to reduce options, but to reduce unnecessary interpretation work and help shoppers move from intent to decision faster.

## 08. What Commerce Leaders Should Measure Next

As ecommerce discovery becomes more conversational, retailers will need to rethink how they measure search performance. Traditional site-search metrics still matter, but they no longer tell the full story on their own. Keyword volume, click-through rate, filter usage, page depth, and zero-result rate all provide useful signals. But in a more intent-rich environment, the bigger question is whether the system understood the shopper's need and helped move them toward a confident outcome.

Rezolve's own data already points in this direction. The decline in filter usage and sessions beyond page one shows that lower activity does sometimes reflect greater efficiency, while the rise in single-search purchase journeys indicates a shorter path from query to purchase. The original insight report recommends adding efficiency-focused KPIs to the search scorecard, including filter rate by device, share of sessions beyond page one, searches per purchase, searches per session, and first-query resolution proxies such as add-to-cart or purchase after one search.

Importantly, search teams have historically measured activity around the query, but conversational discovery requires measurement around resolution. Did the shopper express a clear need? Did the system interpret it correctly? Did the results match the constraints? Did the shopper need to clarify, filter, search again, or abandon the journey? Did the session end in a product view, add-to-cart, purchase, store visit, or another meaningful outcome?

**Dr Salman Ahmad, Rezolve's Chief Scientist**, argues that commerce leaders should move past classic site-search KPIs alone and measure whether chat-based and AI-enabled discovery helps shoppers express intent, compare options, and buy with confidence.



### AI Discovery Metrics to Measure

#### Discovery Quality

- Prompt-to-product relevance
- Clarification efficiency
- Discovery completion rate
- Experience quality

#### Conversion Performance

- AI-assisted conversion rate
- Revenue per AI-assisted session
- Basket size
- Repeat purchase

#### Operational Effectiveness

- Human referral or fallback rate
- Time saved

#### Business Impact

- Acquisition impact
- Business lift



These metrics reflect a different view of discovery. Prompt-to-product relevance asks whether the system connects natural-language requests to useful, purchasable products. Clarification efficiency measures how many turns or steps are required before the system understands the shopper's need. Discovery completion rate looks at whether the journey ends in a meaningful action, not just whether the shopper clicked a result. AI-assisted conversion helps isolate whether conversational or prompt-led experiences are improving commercial outcomes.



**“Retailers should go as deep in the funnel as possible when judging success because familiar metrics change meaning as shopper behavior changes.”**

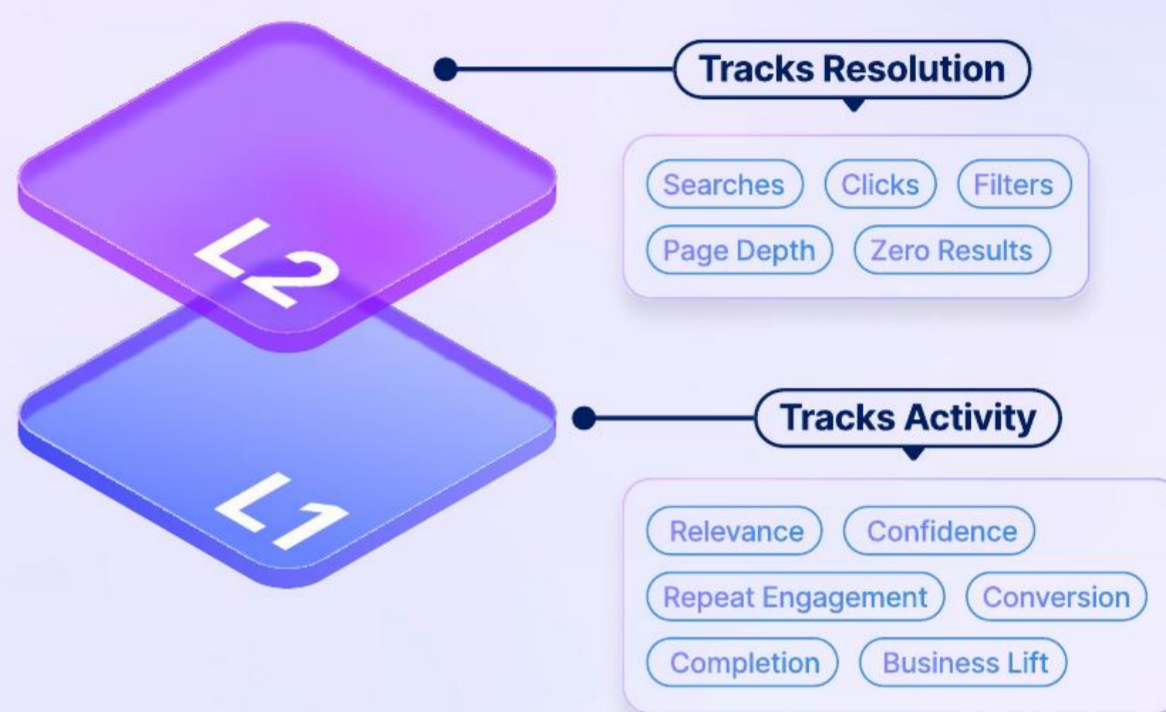


**Kole McRae**  
Product Manager | rezolve

*Kole uses add-to-cart as an example. Historically, add-to-cart was a strong signal of purchase intent. But as shoppers increasingly use carts as wishlists, discount triggers, or temporary holding areas, the meaning of that metric shifts.*

That same principle applies to discovery. Lower filter usage might be positive, neutral, or negative depending on what happens next. Fewer page views might signal faster resolution or weaker exploration. A shorter journey might mean the system helped the shopper decide, or it might mean the shopper left too early. Metrics need to be interpreted in relation to outcomes.

For commerce leaders, the practical path is not to abandon traditional search reporting, but to add a second layer of measurement. The first layer tracks activity: searches, clicks, filters, page depth, zero results. The second layer tracks resolution: relevance, confidence, completion, conversion, repeat engagement, and business lift. As discovery becomes more conversational, the most important question will not be how much the shopper did, but whether the system helped them get to the right decision faster.



## 09. Why This Matters for the Next Phase of Commerce

The changes in shopper behavior described in this report sit within a broader transition in digital commerce: from search-led discovery toward more conversational, AI-mediated, and eventually agentic experiences. As shoppers become more comfortable expressing full intent, commerce systems will need to do more than return products that match a keyword. They will need to interpret context, ground recommendations in accurate data, and support the path from intent to transaction.

Rezolve's annual report frames this as the next major phase in retail's evolution, from search commerce, to mobile commerce, to agentic commerce. In this model, AI moves past recommendation and begins to participate more directly in execution.

That shift raises the stakes for discovery. If AI systems and conversational interfaces increasingly influence what products shoppers see, compare, and purchase, discovery is longer be treated as a narrow search function. It becomes part of the core commerce infrastructure, connecting shopper intent to product data, inventory, merchandising rules, policies, loyalty, payments, and transaction logic.

This is how Rezolve positions its role in the market. The annual report states that Rezolve operates inside catalog, payment, and loyalty systems, allowing AI to interpret intent and execute transactions in real time. In 2025, Rezolve reported processing more than 112.7 billion API calls, reaching 59.8 million consumer devices through its SDK, detecting 306.7 million physical-to-digital intersections, and serving more than 950 enterprise clients.<sup>2</sup>

For retailers, that means longer queries, lower filter usage, reduced page depth, and shorter purchase journeys are not just UX observations. They show that the customer journey is compressing, making the systems responsible for interpreting the first expression of intent more important. The next phase of commerce will require architectures that connect intent, data, decisioning, and execution. It is more than AI added to the front end.

112.7B

API calls processed

Powering real-time commerce at scale

950+

Enterprise clients served

Trusted by leading brands worldwide

59.8M

Consumer devices reached through SDK

Seamless experiences across millions of devices

306.7M


Physical-to-digital intersections detected

Bridging the physical and digital worlds

**Rezolve's infrastructure connects systems, interprets intent, and executes commerce in real time - delivering scale, intelligence, and real-world impact.**

# 10. Recommendations for Retailers

The shift toward more conversational, intent-rich discovery should not be treated as a surface-level search trend. It has implications for data quality, merchandising strategy, customer experience, and measurement. Retailers do not need to abandon traditional search, but they do need to prepare for shoppers who expect systems to understand more context earlier in the journey.




I'm looking for a daily health supplement - something to boost energy and support overall wellness.

### Design for Intent

Keyword search will remain important for simple, high-intent missions. But more complex journeys require systems that interprets constraints, use cases, preferences, and trade-offs. As **Howe Gu, Rezolve's Group SVP, Partnerships & Ecosystem**, notes, the retailers best positioned for this shift will be those that support both fast, precise retrieval and richer intent-aware discovery for more complex or advisory journeys.

I want powerful suction without a bulky cord, easy-to-empty dustbin for a tiny condo closet. Under \$250.

I want a stylish waterproof jacket without the sweaty plastic feel, packable design for a small commuter bag. Under \$175.



I found 3 tote bags that fit your on-the-go lifestyle. The Calpak Luka Tote has a quilted design, dedicated laptop space, and is available for \$98.00 - add to cart?


Here are 3 insulated tumblers you'll love. The BrüMate Era keeps drinks cold for over 24 hours and is available for \$59.99 - add to cart?

I picked 3 skincare sets based on your interests. The Summer Fridays Jet Lag Collection is trending right now and available for \$49.00 - add to cart?

### Strengthen product data and merchandising control

Longer, more descriptive queries only improve the customer experience if the commerce system understands and acts on them. Retailers should invest in cleaner attributes, richer product descriptions, better taxonomy, stronger synonym handling, clearer use-case language, and more complete availability, pricing, sizing, compatibility, and policy data.

They also need merchandising control. Conversational discovery should connect shopper intent to relevant products while respecting business rules, margin considerations, inventory availability, brand priorities, and customer context. As we noted in this report, Dr Salman Ahmad, Rezolve's Chief Scientist, describes this as the movement toward AI-powered "searchandising," where intent and context shape discovery while still aligning with merchant goals.



**AI-Assisted Conversion**  
**27%** ↑ 11% vs last 30 days

% of purchase influenced by AI-assisted search

### Measure resolution, not just activity

Retailers should continue to track classic search metrics, but they should add measures that capture resolution and confidence. That includes first-query resolution, searches per purchase, prompt-to-product relevance, clarification efficiency, discovery completion, AI-assisted conversion, fallback rate, and repeat engagement. Rezolve's insight report recommends adding efficiency metrics such as filter rate, sessions beyond page one, searches per purchase, searches per session, and first-query resolution proxies to the search scorecard.

The winning approach will be practical rather than speculative. Understand intent earlier, strengthen the data foundation, preserve merchant control, and measure whether shoppers are reaching confident outcomes faster.

# 11. Conclusion

Ecommerce search is not disappearing, but its role is changing. Short keyword inputs, filters, product grids, and manual refinement will still serve many shopping missions. But Rezolve's data shows shoppers are increasingly expressing more intent upfront and expecting discovery systems to do more of the work.

That shift raises the bar for retailers. Product data needs to be richer. Taxonomy needs to be cleaner. Merchandising logic needs to be more adaptive. Measurement also needs to move beyond activity alone and focus on whether discovery creates relevance, confidence, and resolution.

The next phase of commerce will be defined less by how many products a search engine can return, and more by how well it understands intent and turn that understanding into a useful next step. As Laurence O'Toole, Rezolve's VP AEO/SEO & Discovery, argues, successful retailers will need to carry on the conversation rather than simply drop shoppers into a catalogue experience.

The trajectory is clear. Discovery is becoming more intent-rich, more compressed, and more outcome-driven. The retailers that adapt early will be better positioned to meet shoppers where their expectations are already heading.

**Turn intent into revenue.  
Execute with control. Lead  
with confidence.**

[Book a demo](#)



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## Sources

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