

# The Agentic Commerce Readiness Guide

***4 Steps to Eliminate the  
Disconnection Tax and Build a  
Profit-First Amazon Business***

*By Dani Nadel, President & COO, Feedvisor*

***Based on the framework introduced in Forbes***

**Feedvisor**

# Most brands don't have a visibility problem. They have a coordination problem.

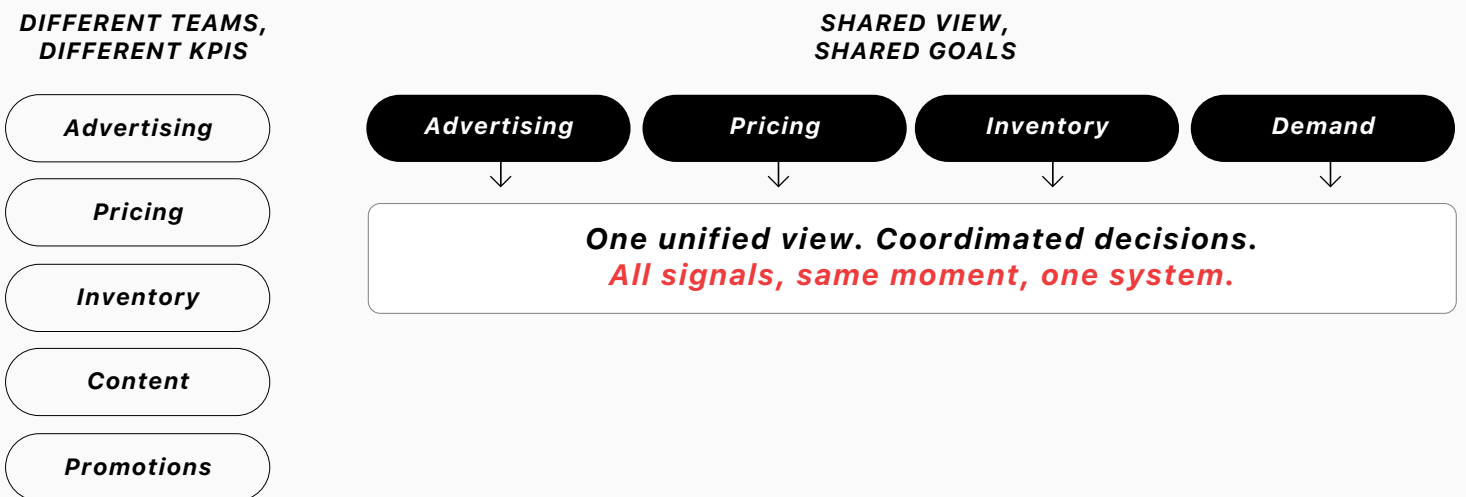
Advertising, pricing, inventory, content, and promotions are often managed by different teams, measured by different KPIs, and powered by different systems. Individually, these functions may perform well. Together, they can quietly erode profitability.

The brands that will win in the age of agentic commerce aren't necessarily the ones with the biggest budgets. They're the ones that operate with the most coordination, where advertising, pricing, inventory, and demand decisions are made from a shared view against shared goals.

The result of failing to coordinate is what we call the Disconnection Tax: the hidden cost of decisions that look right locally but are wrong in aggregate.

*"After more than a decade of building commerce optimization systems and managing billions in ad spend on Amazon, one pattern has repeated itself in every brand we've worked with: the individual decisions are sound. The coordination between them isn't. I wrote about this recently in Forbes, calling it the disconnection tax. This guide turns that diagnosis into a practical framework. Four operating shifts, each with a specific assessment you can run against your own business this week."*

- Dani Nadel, President & COO, Feedvisor



## STEP 1: VISIBILITY

# See the Whole Business, Not Just the Channels

Coordinated decisions require systems operating from the same view. Fragmented dashboards and isolated tools see only a slice. They report on what happened inside their lane, not what's happening across the business.

When an AI agent is choosing between your product and a competitor's to show, it's synthesizing signals your siloed tools can't even see at the same time. Your advertising platform doesn't know you're about to go out of stock. Your inventory system doesn't know you just won a top-of-search placement. Your pricing tool doesn't know your ROAS just spiked or collapsed.

Each team is optimizing a slice of a system they can't see in full. The decisions look right locally and wrong in aggregate. That's the trap.

### THE OPERATING SHIFT

Build or adopt a unified data layer. If your advertising team, inventory team, and pricing team each open a different dashboard in the morning, you're not ready. The question should move from "is each dashboard good?" to "are they looking at the same business?"

### Quick Assessment

Audit how many separate tools your team opens before making a single coordinated decision.

| Advertising                                  | Inventory                                            | Pricing                                       |
|----------------------------------------------|------------------------------------------------------|-----------------------------------------------|
| <b>ROAS SPIKED</b><br>Top-of-search won      | <b>STOCK: 3 DAYS LEFT</b><br>Going out of stock soon | <b>MARGIN FLOOR HIT</b><br>Price just dropped |
| <b>DOESN'T KNOW:</b><br>Stock almos gone     | <b>DOESN'T KNOW:</b><br>ROAS jsut spiked             | <b>DOESN'T KNOW:</b><br>Top-of-search won     |
| <b>SCALE BIDS UP</b><br>Stocks right locally | <b>HOLD REORDER</b><br>Looks right locally           | <b>CUT PRICE</b><br>Looks right locally       |

***Each team optimized their slice of the system they couldn't see in full***

THE RESULT: Wasting ad spend for a product that will be out of stock and at a price cut instead of reordering inventory and holding the price.

## STEP 2: ACCOUNTABILITY

# Break Functional Ownership

*Assign accountability for how advertising, pricing, and inventory interact — not just how each performs alone. The decisions are coupled; the org structure should be too.*

A great ROAS on a SKU that's about to stock out is a trap. A promotional discount that triggers a repricing cascade is a margin leak. A high-velocity keyword that's eating budget on a product with a 12% margin floor is a loss dressed up as a win.

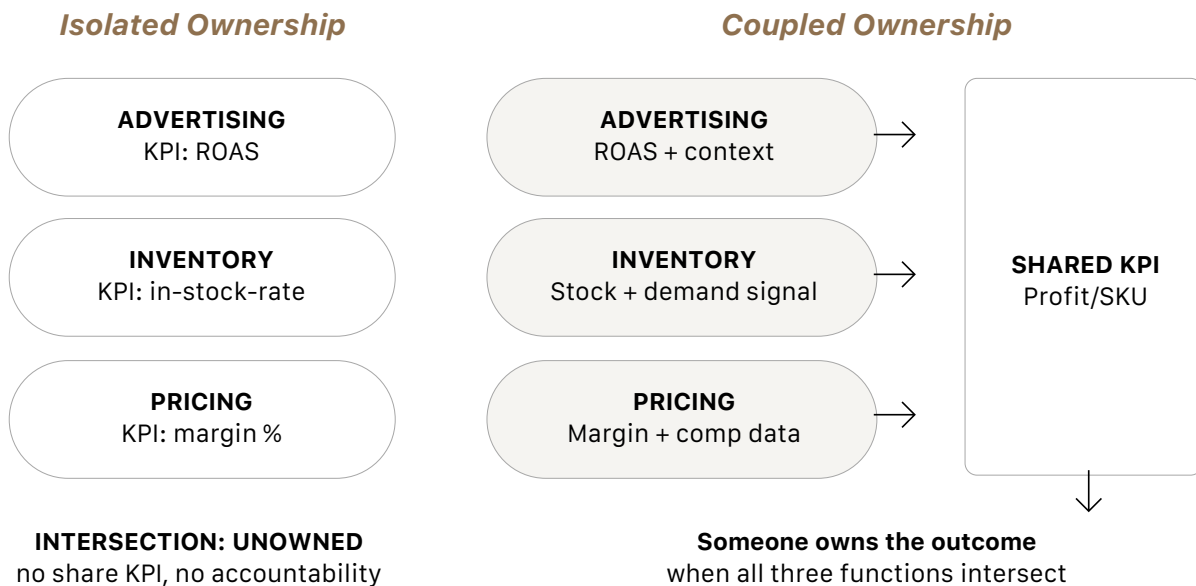
These aren't edge cases; they're the norm when teams optimize in isolation. And the problem isn't that the teams are incompetent, it's that nobody owns the number when all three functions intersect. When there's no shared KPI, there's no accountability for the outcome that actually matters.

### THE OPERATING SHIFT

Create joint KPIs that span functions. Consider a 'contribution margin per impression' metric that advertising, pricing, and supply chain teams are all held to. If nobody owns the number when all three interact, nobody is accountable for the outcome.

### Quick Assessment

Identify one decision in the last 90 days that looked right in one function and wrong in aggregate. Start there.



***The decisions are coupled. The org structure should be too.***

Assign accountability for how the functions interact, not just how each performs alone.

## STEP 3: PROFITABILITY

# Put Margin First

*“Many brands aren’t underperforming. They’re highly efficient at pursuing the wrong objective.”*

- Dani Nadel

Set margin floors first, then optimize spend against what those floors allow. Let margin lead the decisions, not channel metrics.

TACoS, ROAS, and CTR are measuring inputs to a game whose score is profit. Optimizing them directly, without a margin constraint, is how brands grow revenue while shrinking returns. It’s also how brands get locked into a bidding spiral: spend more to hold rank, hold rank to protect revenue, protect revenue to justify the spend.

In agentic commerce, where substitution is effortless and price signals are constantly visible, margin discipline is also the moat. An agent shopping on behalf of a value-conscious consumer will substitute.

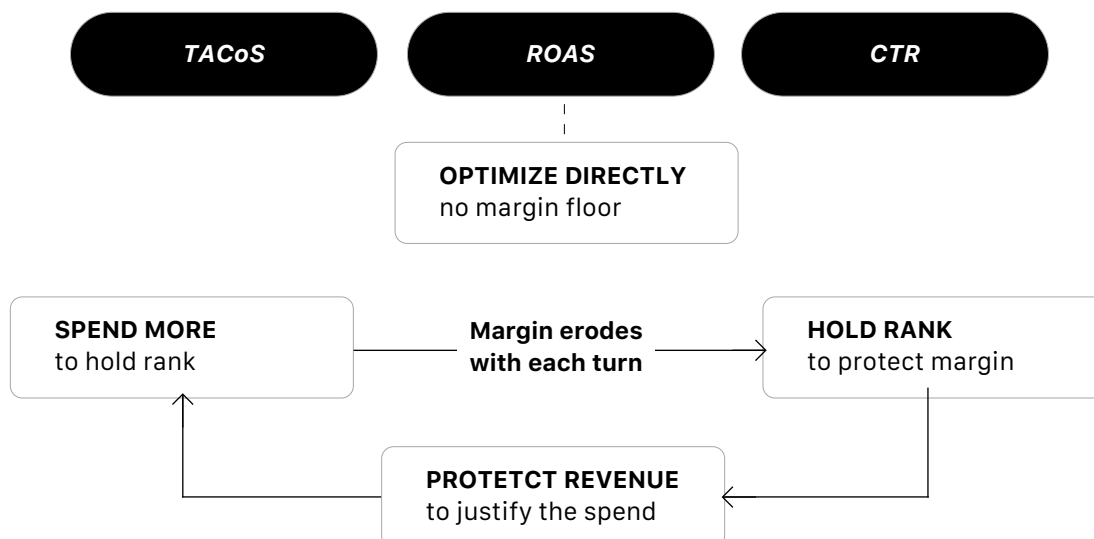
The brands that stay in frame are the ones that compete on more than price, and that requires the margin to invest in the things that build durable preference: content, reviews, availability, and brand signals that agents can read.

### THE OPERATING SHIFT

Define a minimum margin floor per SKU before setting any ad budget. Every spend decision flows from that floor, not the other way around. If your floor is 20%, no ad strategy should be funded that puts you below it, regardless of what the ROAS looks like.

### Quick Assessment

Pull your last 30 days of ad spend by SKU. Flag every SKU where ROAS looked healthy but contribution margin was negative.



## STEP 4: SPEED

# Act With the Market

Siloed models force a tradeoff: act fast on narrow data, or act slowly on broader context. Agentic systems break that tradeoff. They synthesize more signals and act while the market is still moving.

Brands that rely on weekly reporting cycles to make bidding and pricing decisions are operating on last week's market. A competitor goes out of stock on Monday. You don't know until Thursday. By the time you adjust bids, the window has closed.

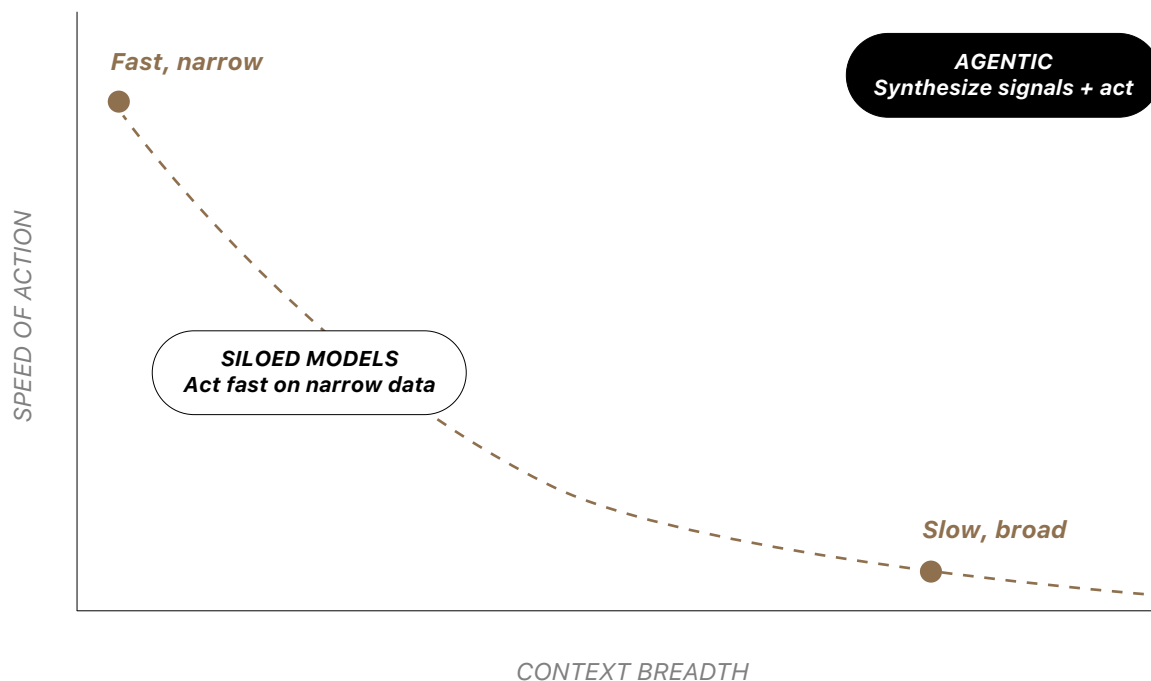
The same dynamic applies to external signals: trending search terms, review velocity shifts, seasonal demand curves, competitor pricing moves. Each of these is a market signal that, if acted on in time, creates a real advantage. Siloed models force a tradeoff: act fast on narrow data, or act slowly on broader context. Agentic systems break that tradeoff. They synthesize more signals (internal and external) and act while the market is still moving.

### THE OPERATING SHIFT

Identify the decisions you make weekly that could be made daily or hourly with the right system. Start there. Those are your biggest competitive gaps. Then ask: what signals are you currently not using that an agentic system would use to make that decision better?

### Quick Assessment

Map the time between a market event and your first response. That delay is your exposure.



# The Future Is Coordination, Not Automation

Many brands think agentic commerce is simply another form of automation. But automation executes predefined rules.

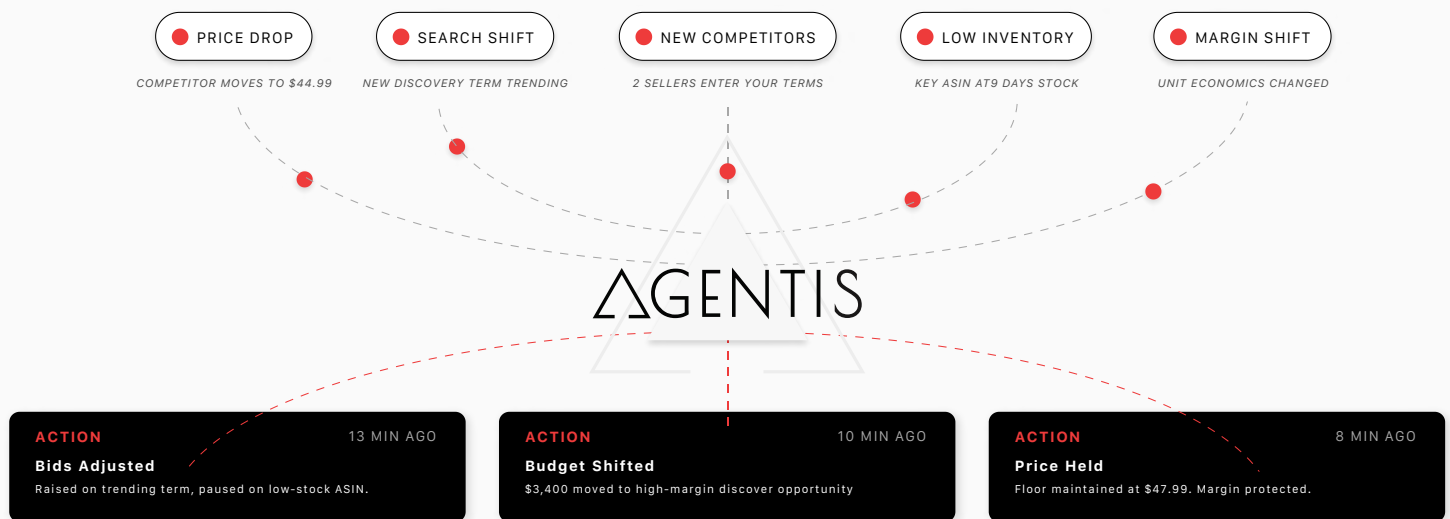
*We built Agentis because we saw this pattern in every brand we worked with. Strong teams. Good tools. Smart decisions. And margin leaking through the gaps between them. The technology to close those gaps exists now. The question is whether your operating model is ready for it.”*

- Dani Nadel

Agentic systems evaluate tradeoffs across advertising, pricing, inventory, profitability, demand and competition simultaneously before acting.

What changes isn't just the speed but visibility and knowledge. Tradeoffs that once surfaced months later in a P&L statement become visible in real time, while there is still opportunity to change the outcome.

That's the shift from optimization to coordination, and the foundation of Agentis.



## How Coordinated is Your Business?

Most brands can tell you their ROAS. Far fewer can tell you how pricing, inventory, advertising, and profitability are influencing one another.

See where coordination gaps are limiting growth and discover how Agentis helps brands connect every signal that drives profitable growth.



*"Market share up, TACoS down, and our team finally focused on strategy."*

**STORELLI**

### THE AGENTIS ADVERTISING ENGINE

- |                                                                                              |                                                                               |                                                                                |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| ✓ <b>FULL-FUNNEL</b><br>Every channel connected.<br>More conversions from the same budget.   | ✓ <b>DISCOVERY-LED</b><br>The terms that move the needle. Product by product. | ✓ <b>PLACEMENT-DRIVEN</b><br>Precision bidding that maximizes every placement. |
| ✓ <b>SIGNAL-AWARE</b><br>Bids that respond to pricing, inventory, and competition instantly. | ✓ <b>SPEND-OPTIMIZED</b><br>Money dynamically moves to where it earns most.   | ✓ <b>PROFIT-FOCUSED</b><br>TACoS is the metric. Profit is the goal.            |

Your margins tell the real story.

***Let Agentis show you.***

See a live demo built around your products, your competitive landscape, and your margin structure.  
***No slides. No generic walkthrough. A real conversion, not a sales pitch.***

**TRY AGENTIS TODAY**