

AI in B2C & B2B commerce

A Breakfast event



breakfast.



Today.

- 09:00 ● **Doors open**
Welcome with breakfast and coffee
- 09:30 ● **Kickoff**
Michiel Tielemans, Breakfast
Breakfast
- 09:45 ● **Cutting through the hype: what's real in AI for eCommerce?**
Gert van Vliet, Breakfast
Breakfast
- 10:30 ● **Table discussion on AI and composable 2.0**
Michiel Tielemans & Gijs Edelbroek, Breakfast
Breakfast
- 11:00 ● **Outro & networking**
Closing and connecting
- 11:30 ● **End**



From stuck to **started**.

It's the moment you plan, focus, and fuel up for what's ahead.

Digital change projects are no different.

Start strong, and you're halfway there.

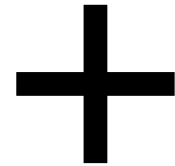
We're Breakfast.



Platform strategy – transformation – independent selection – sr. roles in
your teams – change management – bridging bus. & IT

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Our partners today



amplience

Introduce yourself.

“Name + job + what has AI changed for you in the last 12
months”

(in 1-2 sentences)

Cutting through the hype.

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01

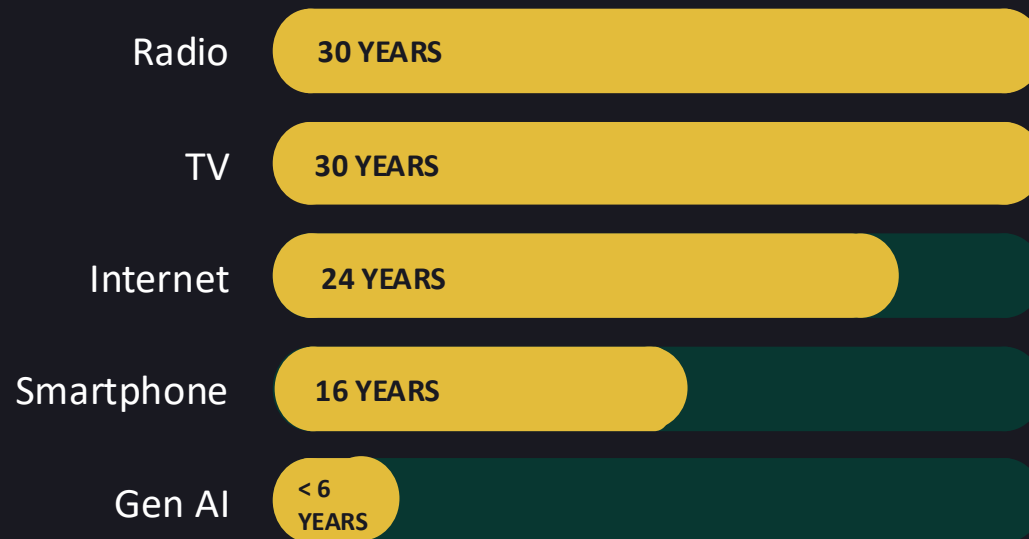
The honest reality check.

We have been through technology changes before. What have we learned?

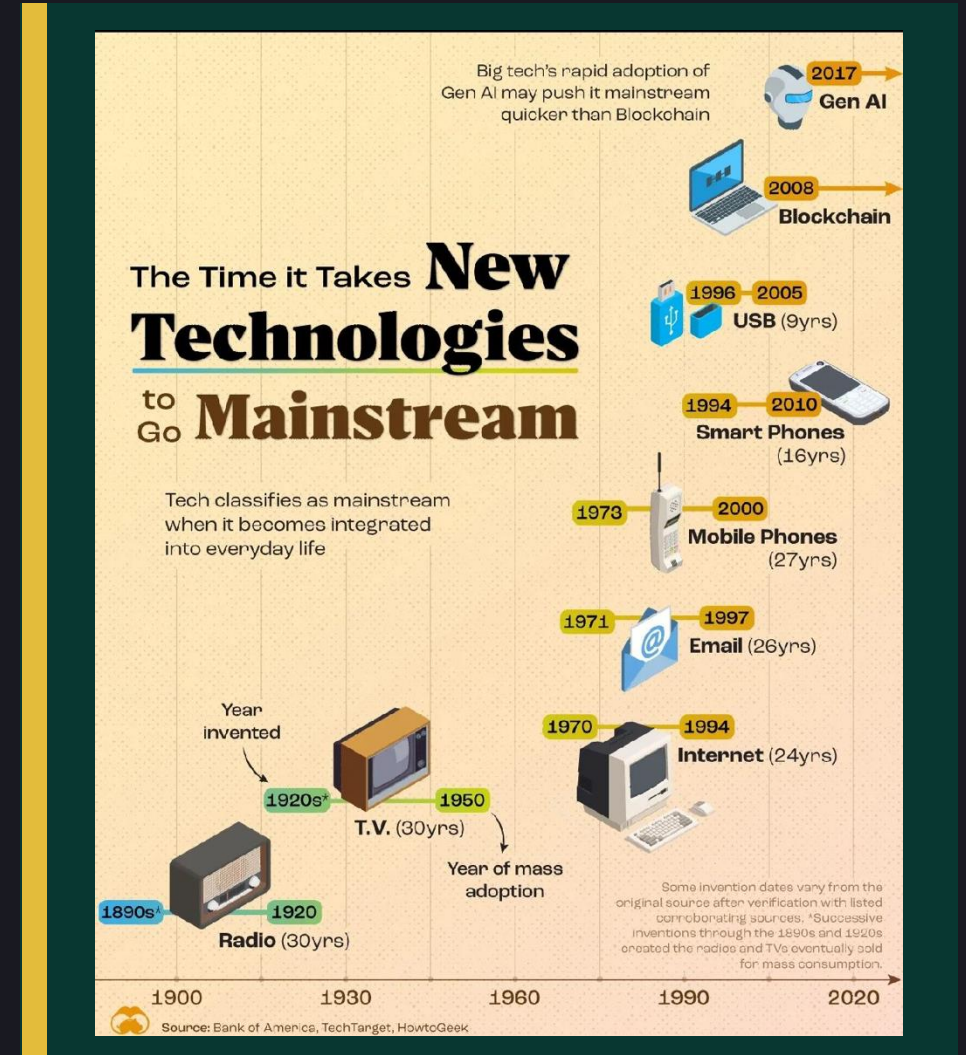
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The velocity of change.

History tells us that technology adoption is accelerating. While Radio took 30 years to reach mass adoption, Gen AI has shattered all previous benchmarks.



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We have heard this before.

Personalisation has been “inevitable” since around 2010.

Right message, right person, right moment. The technology existed. The algorithms worked.

Then what happened? Mostly: nothing. *AI is finally starting to change that.*

Large players with massive traffic and large teams could pull it off. Everyone else was already happy if the website functioned at all. No time for variant B, let alone C.

**Personalisation
was never a
technology
problem.**

*It was always
a resource problem.*

How do we deploy new technologies.

“What’s our AI strategy?” what’s the pattern? How do we **always** deploy new technologies?



The most successful use-cases are 'absorb'.

Where is it easy and obvious to use gen-AI?



Coding

Marketing

Customer
support

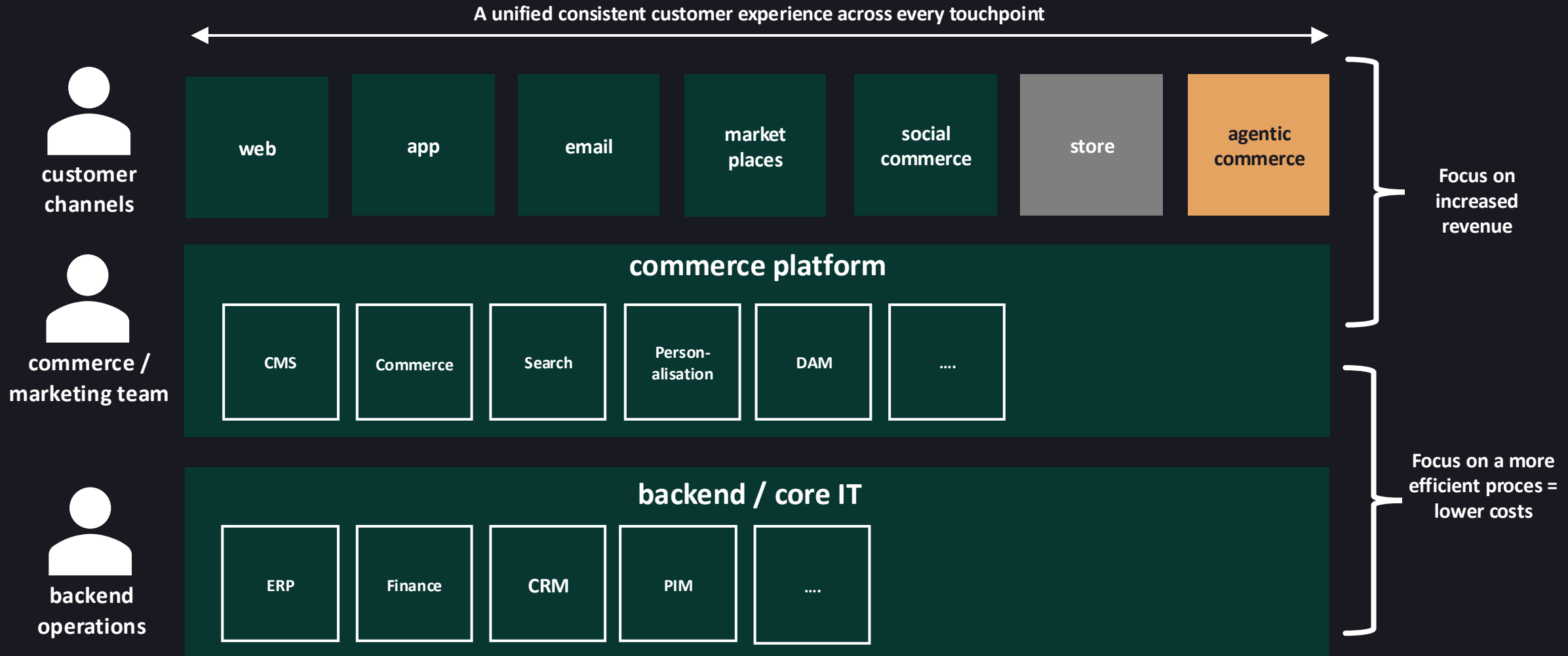
Automation

02

AI in B2C & B2B commerce.

Let's be honest! Where did AI have most impact in the last 12 months?

The commerce operation broken down.



Back-end operations

The silent ROI engine.

- **Sourcing (B2B):** autonomous negotiation
- **Inventory management:** predictive demand forecasting
- **Logistics / last-mile:** multi-modal route optimisation
- **Catalog (PIM):** automated data enrichment & translation
- **Asset management:** automated trimming, cropping, labelling

***B2B** wins on automated procurement and complex contract orchestration.*

***B2C** wins on logistics & return prevention*

Marketing operations

The technology was already there.

What it took to actually use it was:

- Months of writing
- Weeks of configuring
- Days of clicking
- Ages of analyzing

Agents close that gap.

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Marketing operations

A real revolution is happening.

Autonomous Performance Diagnosis

Diagnose the cause behind conversion drops and propose action plans.

Creative & Copy Scaling

Thousands of on-brief ad variants and copy, in minutes.

Contextual Brand Localisation

Tone and cultural fit per market and channel, beyond translation.

Dynamic 1-on-1 Assembly

Modular content assembled into a personal experience in real time.

Predictive Opportunity Discovery

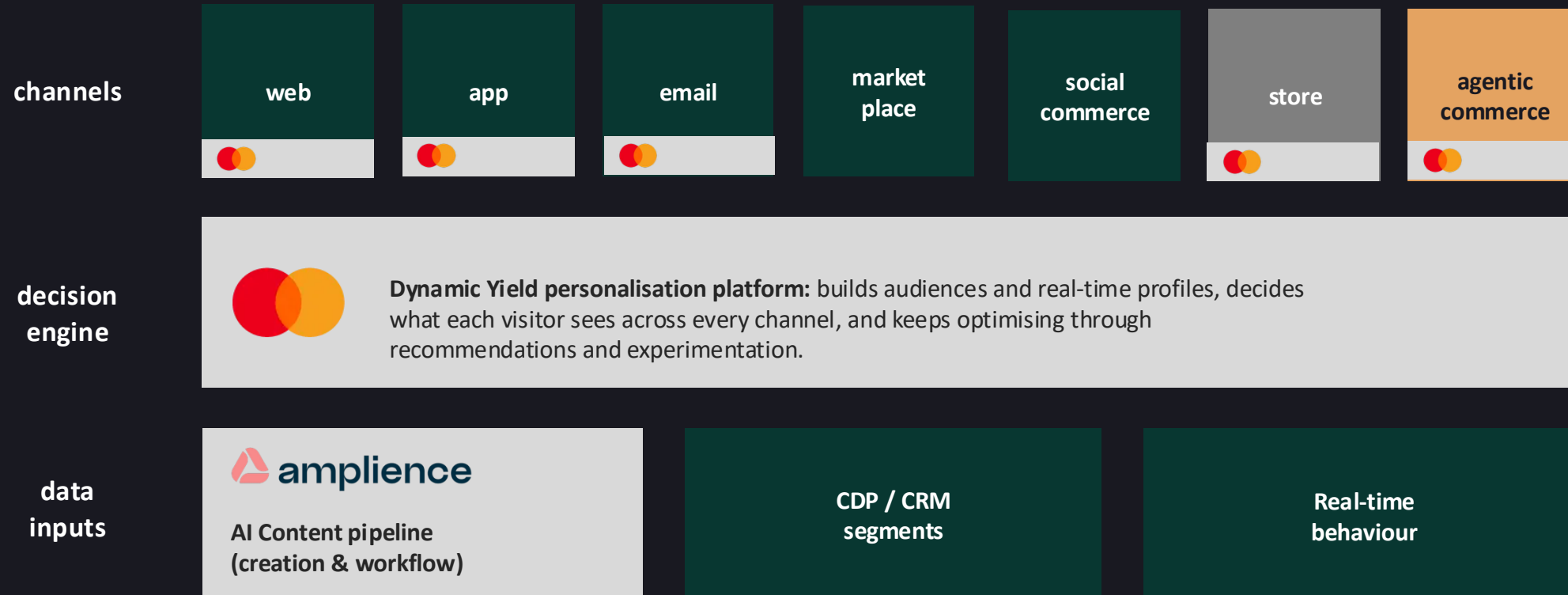
Surface missed segments and revenue gaps from market patterns.

Brand & Ethical Guardrails

Brand, ethical and legal controls on every autonomous action.

Marketing operations

Technology enables the AI workflow.



Customer channels

The zero-click reality.

- Research is shifting to LLMs where traffic flows back are fractional
- Conversions from 'AI' traffic are higher though
- The customer journey is becoming a 'black box'
- GEO (Generative Engine Optimization) is 90% just solid SEO with a different label
- If you're not ranking well in search today, an LLM won't surface you either

The black Friday shift.

50%

Of European consumers used AI to prepare for Black Friday 2025
(Boston Consulting Group)

Customer channels

'AI' innovations that work

From "search & browse" to "intent & execution"

web

From keyword search to conversation

- AI Shopping Concierge
- Semantic Intent Search
- Modular Experience Assembly

marketplaces

AI agents are reshaping the marketplace

- Conversational Summarization
- Automated Listing Enrichment
- Anticipatory Logistics

social commerce

Discovery becomes purchase

- Visual Product Recognition
- AI-Enabled Virtual Creators
- Native Intent-Based Checkout

Customer channels

Agentic commerce.

B2B:

- Most B2B buyers prefer digital self-service
- Efficiency gains by automating the purchase process (order entry, complex contract rules, ...)

B2C:

- Conversion shifts from “finding a product” to “approving a solution”
- A hyper personalised agent can propose the right products based on your needs.
- The interface is still in its infancy



Customer channels

The web has been dying since 1997.

Remember how early this is, and how hard it is to know how the new thing will work.

Like Steve Jobs said:

“People don’t know what they want until you show it to them”

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03

The foundation question.

Before AI can move fast for you, your infrastructure has to be ready to move.

Old focus:

How do I build a **great experience** for humans?

2026 focus:

How do I **expose my data** so agents can act on it?

Use vs. Buy vs Build.

Use to learn, buy to accelerate, and build to differentiate.

use

Experiment to learn

- **Hands-on learning:** start with low-stakes internal tools (Python scripts, custom GPTs, no-code agents).
- **Build judgement:** you can't buy an AI solution if you don't understand the mechanics. Experimentation tells you what's real and what's hype.
- **Manage expectations:** learning the limits of AI prevents you from over-promising to the board.

buy

Buy the platform

- **Collective experience:** lessons from 100+ retailers solve problems you don't have to crack again.
- **Speed-to-value:** use pre-tested agentic workflows that integrate directly into your stack (i.e. DY + Ampliance).
- **Continuous innovation:** the vendor keeps improving the platform. You benefit from every release without spending headcount on maintenance or R&D.

build

Build for real differentiation

- **The 1% rule:** of every hundred capabilities, maybe one is genuinely yours to own. Build that one. Buy the rest.
- **The hidden cost:** building means owning the "Plumbing" (data pipelines, model drift, GPU costs) forever.
- **The opportunity cost:** while you build "standard search," your competitor has already "bought" it and is focusing on innovation.

Your silos still set the pace.

Speed within. Friction across.



Faster within every silo:

code, content, designs and analyses now move at AI speed



But end-to-end the process barely accelerates:

the gains evaporate at every handover.



Weak input produces weak output:

time saved upstream is lost downstream.



The seams become the bottleneck:

more meetings, more rework, more waiting.



The work shifts from making to orchestrating:

specialists become connectors.



The real edge is removing the seams:

standardise input and output, connect fragmented systems, then scale.

What can you do today.

If agentic commerce becomes mainstream in 18 months, how long would it take your organization to adapt: two weeks or two years?

01

Make your data accessible.

Not in a warehouse that takes a sprint to query. Real-time, via APIs, to any system that might need it: customer behavior, inventory, pricing, order history.

02

Audit your vendor stack for AI readiness.

Not 'does this vendor mention AI' but: is AI built into the data layer, or bolted onto the UI? The difference compounds over time.

03

Go API-first for everything you buy new.

Composable architecture is the precondition for flexibility. You cannot integrate what is not exposed. You cannot swap what is not modular.

And remember the dot-com lesson.

2000

Dot-com collapses. People conclude the internet was overrated. Right in the short term. Catastrophically wrong in the five-year view.

2007+

Mobile comes slowly, then suddenly. Same with social commerce. The build-up is messy. Then something tips.

2026

Agentic commerce: slow to materialize. ChatGPT x Shopify Instant Checkout: killed. And yet Amazon is building it. OpenAI will try again.

Next?

The next attempt will be better. The companies not ready when it tips will spend two years catching up.

04

Key
takeaways.

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Four things to take home.

01 The transformation is real. Mainly in the back-end & marketing operations

02 Consumer-facing AI is still in its infancy.

03 Build a foundation that allows to adapt faster.

04 Your silos still set the pace. You have to optimize your process as well.



We look forward to helping you.

Contact us

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