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Narrator: This is AdLab performance marketing dissected, decoded and delivered.

Gavin: What's happening? Listeners, thanks for joining me in the AdLab. I'm your host, Gavin Flynn. And if you've got marketing questions, we've got marketing answers before we jump in. We've got a special little something for the AdLab listeners out there. If you're looking for fresh ideas to grow your business, head over to AdLab Podcast for a free marketing review from the team here at LP, plus a special listener discount.

Gavin: If you decide that we're the right fit to manage your marketing campaigns. Also, if you want to talk directly to me, you can do that. I've run a ton of these account reviews and strategy sessions over the last decade, so if you're interested, just punch my name in Gavin Flynn and I'd be stoked to chat with you. Now let's get into today's episode.

Gavin: As I'm sure listeners are aware, LLMs are dramatically changing the way consumers discover brands, shop online and make purchasing decisions. As AI brand assistants become part of the buying journey, businesses need to rethink not just how you show up in search, but also be prepared for a future where AI isn't just answering questions, it's taking action. Later in the show, I'm going to be joined by CP McBee, North American AI Advertising Director at Microsoft.

Gavin: We're going to be discussing the rise of AI-powered commerce, brand agents, Microsoft Clarity, and what brands should be doing today to stay ahead. Before we dive into that conversation with CP, I'm joined by Adam Gilbert, a return guest and our UI/UX designer here at LP, and we're going to be talking about this week's hot headline.

Gavin: Adam, thank you for joining us this week for the hot headline. Thanks for coming on.

Adam: Yeah. Happy to be here.

Gavin: So what we've got on the docket today, actually a new study released by Unbound in Ascent, and the study was called The State of Paid Media ROI in 2026. And there was a ton to dig into. So I actually surfaced a kind of my key findings from the article and from the research that's being done. And there was two initial points that I wanted to bring up.

Gavin: And I wanted your reactions on Adam and Will take things from there. But the study found that 40% of marketers right now say optimization decisions to maximize paid spend have really, really been tightened up. And what I mean by that is basically budgets are tight within paid media, and people want to be investing budget into their websites and into website experiences and to post-click experiences.

Gavin: But because of those tightened budgets, it's harder and harder for brands to allocate time and resources there. You were the first person I thought of when we saw this article, Adam, because we're thinking post-click and even post-purchase and optimization of those tools. The other thing that I thought was interesting was the scale at which this is happening.

Gavin: This was a study done over a very, very big sample size. So brands across the board are feeling this, feeling this squeeze from a budget perspective and where they can allocate time. What were your first initial reactions? Reading the article and seeing some of these findings from the study I was curious.

Adam: Yeah, I think my first reaction was not not very surprising for a number of reasons. I think, especially if you're looking on like the Western Hemisphere, just in general, things are tightening up. And so that to me seemed pretty clear correlation. But then also with new emergent technology, AI is always a big topic right now when it comes to anything technology based.

Adam: There's a lot of exploration, which means more investments are being pulled and put into that kind of as a means to see what ways is it going to benefit us. And R&D always costs money. It doesn't matter where it is, it

costs money. So that I feel like is another factor that's probably coming into play. So all of it on the top makes sense.

Adam: And then there's kind of an underlying an undercurrent of like, well why are teams doing this. Why is there a neglect towards the website? And I actually think another big reason why is because the tools which you use to market market to you so your marketing teams are being marketed to and from a UX perspective, the way I would.

Adam: To me, it makes perfect sense. Well, that's where your money would go because it has a lot of buy ins, things that make you excited, reports that say, hey, you did better this week than last week. Maybe you try this or that, or maybe you should try this and this. And that's like it helps guide you. It helps makes decisions easier.

Adam: They put a lot of money into interfaces that make you feel invested in these platforms, because when you use their platforms, they make money. It's their product and your marketing team is being marketed, their product. So the client one is the one product you own which doesn't market to you, which is your website website.

Gavin: It gets left by the wayside. Now, I wanted to pick your brain on not only maybe some of the potential impacts that these sort of shifts in attention and budget are going to have on the industry as a whole, but also more directly, how websites should be functioning in today's era. And you mentioned even a term called live website theory, which I wanted to ask you about.

Gavin: How does that connect to this topic?

Adam: So it's there's probably other terms that are more correct for it. That's just the one I've been kind of thrown around here and there on different projects. But the idea is so back in the day, in the 90s when you made a website, it was kind of from a foundational approach where their social media didn't quite exist yet.

Adam: It was a landing page. UX and UI hadn't really been developed. In fact, the concept as a whole had, as far as when you're talking technology and interfaces hadn't really been born yet. And then over time, with generations, it began to change. One weird event that I've seen, though, is a lot of the adaptation and a lot of the sophistication when it comes to good user experience.

Adam: We see that a lot more in social media. My guess is because it's so profitable, those teams have a lot of time to really enhance their systems. But a small business, a medium business. So like if there's someone watching this and they're like, well, yeah, I don't want to have like a static website. I want my website to be versatile and to be part of it, but I don't really know what to do.

Adam: I think a big reason why is because it's just not something that you can be easily educated on. And it's not like these ad tools are going to educate you on it because it's not their foray. So you have to be pretty intentional about seeking it out. But really the concept is very simple. And the article which this which we kind of reviewed does talk about it, which is really just make sure you understand that your website is also part of your ad campaign.

Adam: Your website in 2026 is an ad. I mean, it is it's many other things. It's a space to catalog. It's a space where people can purchase it's customer service. It's many other things. But fundamentally, at its core, it's also you presenting your product in a digital space. So you just have to I think if you're really new to this and you're like, I don't really know where to start, this is kind of overwhelming.

Adam: Web design overwhelms me. Just start with that simple question of, okay, my website is part of the ad experience. So when I make an ad campaign, how does my website tie into that? Or better yet, where is the finish line? Because an ad on its own is almost never the finish line. It's a starting point for a user's journey.

Adam: And you'll hear me. I talk about that a lot, but you really do need to think about it. From where am I trying to get this user from? From A to B, and that's going to help you start to have a clearer picture of what your website needs to do. And when we say live, what that means is no longer static pages.

Adam: You can adapt and move the website as needed, which you should. In this day and age, things move so fast. Yeah.

Gavin: Yeah.

Adam: It's worth it.

Gavin: The communication between the ad campaigns and the website, I think, is such an under an underutilized connecting force within digital marketing and also the tools that you have on the website. And if we're going to leave brands with maybe some takeaways here, there's a few things I wanted to mention. I think brands can get a little overwhelmed by thinking, hey, we're going to tackle a big conversion rate optimization or CRO project.

Gavin: That's going to be a big investment. We're going to need to work with a big firm. We're going to need to do a bunch of A/B testing. It's going to take months and months. There are also ways to optimize that conversion journey that aren't going to break the bank. And a few ideas that I wanted to throw out there and feel free to add on if you have anything but thinking in the e-comm space specifically, there's a lot of ways to think about investing in the website experience and website profitability.

Gavin: Things like cart recovery tools. There's a lot of really cool, cool tools out there that allow customers to engage with live agents based on website interaction. There's also a bunch of post-purchase and transaction moment offers that you can install on websites that have discounts, etc. also, reviews and social proof can be a massive lever in improving conversion rates on a website and making sure that brands understand.

Gavin: Sure, the ad will lead to the site, but also how you have your reviews presented and live on that landing page can greatly impact conversion rates. There's a lot outside of simply the like a big CRO project, and I want to tie that into the study by saying budgets might be squeezed, and if those resources are going towards top of funnel strategies like the paid ads, there are other ways to tackle the website, which allows you to view your website as a live website, not a static, static idea.

Gavin: And any final thoughts? I don't know if you had anything to add to that particular point. Go ahead.

Adam: I wanted to impart some wisdom working with some smaller teams back in the day, and then even being a little bit of a business owner myself, if you're really kind of in the same position where you're like, well, this is where I need to put money, I wanted to hopefully leave some of the viewers. If you're anyone really like, how can I effectively start focusing on this thing that clearly helps my return on investment?

Adam: There's a couple of things that you can do that don't break the bank at all. It's just philosophies that you can help train yourself and your team on, which can actually start moving you in the right direction. Because a lot of this stuff, for me, I feel like the success comes by a thousand cuts. It's just it's a little margins that can help a lot.

Adam: And a big one is to make sure you understand your fundamentals. So every time you start an ad campaign, make sure you're identifying clearly what is the goal here. And if it's coming to the website where exactly do we want them to end. Just start there. Think pie in the sky and work with your team and your talent to figure out what that looks like.

Adam: The next big one we touched on too, which is always treat your website as part of the ad experience. So I highly recommend if if your company is not structuring it this way, make sure your web team and your marketing team are pretty much interchanged, or you have someone in between that's ensuring that you have a really clear communication, so that everyone on your team understands the tools at your disposal.

Adam: And this is a big one to cross training. This is just like basic. Make sure every person on your ad team understands, oh, it doesn't just stop with our phenomenal videos or whatever. It's going to the website and make sure everyone on your web team knows this site is also going to act as a key point of conversion and a key point of us getting a return on our investment, and they should be working together and be unified on a singular front to make that happen.

Adam: And that doesn't really cost you much other than make sure your team is doing what they can do, and your best talent is being utilized in the best way possible. And then I think the other thing too is practically speaking. So let's say you do all that and you're like, great, okay, well, they're talking and all this. We still don't necessarily have the money.

Adam: What can we do to be have practical solutions if we're trying to make our site more live, like we don't want it to just be on the landing page. A great example, I'll just use a case study. I like case studies is identify what it is exactly your goal is. So let's say a classic. When I see a lot as a company, a brand company will have a really cool piece of clothing or something that they want to sell.

Adam: In one case I remember I got very curious. It was a denim jacket. It was an American company, smaller company, medium small company. It was authentic. They were clearly making it in-house. They had phenomenal videos, all this stuff. I was like, this is a great video. You guys knocked out of the park. I'm just going to click it.

Adam: I'm curious where it's going to go. I go, it takes me to the product page that's like baseline one. So one thing I'd recommend to everyone is this isn't like an all or nothing thing. It's like a meter, right? It's a bell curve. So if you don't have like it in your disposal to make a full custom page, so be it.

Adam: Give it 20 or 30%. At least they're taking it to that spot of okay, we got to the product page at the very least. But when I got to the product page, the jacket was sold out. So now what? Who was monitoring this and what was the plan B once we ran out of the jacket. So literally just asking the question and having everyone unified on the same page of like, okay, we have this phenomenal product, great marketing teams got their thing going.

Adam: Make sure you have some on the web team going, okay, but what happens once we hit this condition? Like where where should we go? And it's like, oh, I didn't think about that. And some solutions can be as simple as literally a modal or like a static page that leverages your brand will get a designer on it, have a couple good solid CTA buttons, and instead of it being the literal product page, perhaps it would be a specialty product page that shows off the jacket with some cool photos.

Adam: And when it's sold out, do like a playful sold out sticker and show some other options at the bottom. This is not that hard to maintain, and it does take a little bit of effort, but it's like eating your grains for a diet, right? I mean, you can't. You just do the small things, ask the questions of your team.

Adam: And when you're whenever you're recycling an ad campaign, don't get lost in the fog. Make sure you have a clear goal. Always figure out what the user journey is. Bring your whole team in to have practical answers to these solutions. Remember that your website is part of your whole ad structure, so make sure you bring it into the fold.

Adam: And I think the teams that probably succeed because the article mentioned this to, they're probably teams that are very well trained, very well unified, and have a very clear goal and metric to where they want to go and what they're trying to do. So I guess off the top of my head, that's really practical advice that doesn't cost you much.

Adam: It's just a complete change of mindset and making sure you're leveraging the assets at your disposal to the best of your ability.

Gavin: What a great way to close out this segment, because that gives, I think, a beautiful example of what that actually looks like in practice, and where that separation can cause friction in the user journey. And all those all those examples that you gave, I think will hopefully get brands and marketers out there maybe rethinking some of their processes.

Gavin: So Adam, thank you so much for joining today. That was great. Thanks for coming on.

Adam: Yeah. Thanks for having me. Always happy to be on.

Gavin: Thanks, Adam. That was great. Happy to have Adam back on. Now let's jump into today's deep dive. I'm excited to introduce the listeners to CP McBee. This guy is an all star. He spent over a decade at Microsoft, helping brands navigate major shifts in the digital advertising ecosystem. And he now leads Microsoft's AI advertising initiatives across all of North America, basically helping businesses prepare for the next generation of AI-powered discovery.

Gavin: If you're out and about in the digital marketing world, you'll probably see him headlining a panel or a keynote at some marquee industry event. This guy is a mover and shaker, and I was really excited to have him on. In the conversation, we talk about how AI is reshaping the customer journey, the rise of brand agents in the agent web, and also how Microsoft Clarity can help brands prepare for the future.

Gavin: Let's head into the lab with CP.

Gavin: CP, thank you for joining AdLab. Thanks for coming on today.

CP: Thank you so much for having me. I have a pretty long history with Logical Position. You all have always been so awesome to work with, and particularly on this partnership with brand agents and Clarity. So I'm just so excited to be here with you today.

Gavin: What inspired you to get into the intersection of AI marketing and consumer behavior?

CP: Yeah, I mean, I've been in tech a really long time. I mean, ever since I was 14, I was in the video game industry, like I said, and all the way up into Microsoft where I was in early on search and mobile. And so when I came along, I saw a huge opportunity to work with brands to help them add value to their business.

CP: And, you know, equally important to me is the human aspect and making sure that the people who are working at these brands are able to use a technology effectively in a way that really impacts their life positively. And yeah, I mean, it was just a no brainer to jump into a role like this where I would be able to do both of those things and be a part of what really is going to be kind of the next digital economy for us all.

Gavin: And your mentioning of the human paired with the tech makes perfect sense, because I know that you're going out in person to events and actually talking about this stuff and actually talking to the people and making sure people are aware of updates. I know that you were at Cannes recently, Cannes Lions, which is a massive marketing event that happens annually.

Gavin: I was kind of curious at the event, what were the biggest themes in takeaways that you saw, either in conversation or on stage?

CP: Yeah, well, my biggest memory of this year's Cannes is going to be how hot it was. It was absolutely brutal. For those who weren't aware.

Gavin: What was the temperature on average for the for the event.

CP: It was up to 105, I think, even higher than that. And just like blaring heat. But no, I'm not complaining. Awesome experiences always. And I would say the biggest single theme and the biggest swing that I saw between this year and last is last year, right? People were figuring out ways to make AI work for them in a way that was that was tangible.

CP: This year, what we're really seeing is brands of all sizes and all the way up to the board level, really putting a stake in the ground around AI discoverability specifically. So how it is that they show up in AI agents, right when the conversation is happening with their consumer, which makes sense whether you're in finance, whether you're in auto retail services, we know that people are using and trusting AI more, and brands are really putting a lot of efforts, concerted efforts into making sure that they're showing up in the conversation.

CP: And they want to work with platforms like Microsoft to make sure that they are discoverable. And they also want to make sure that they're able to measure their results. Right. And they know that they can through through tools like Clarity. That's where a lot of our focus is right now, is making sure that brands are able to take a lot of the guesswork out of how it is that they're showing up in AI assistants through products like Clarity that allow

them to see how AI is engaging with their sites and giving them the opportunity to really optimize how it is that they show up in the conversations that they want to be showing up in.

Gavin: That understanding actually brings me to maybe a little bit more of a deep dive question, and this is a term that I've been hearing in the space, in the space that we work in. Now about the three webs explained to me the three webs and how it's going to be important for brands to understand what these three webs are.

CP: Absolutely. Yeah. I think it's a really great way to contextualize the inflection point that we're at right now. Right, is where and I've been very much a part of this journey this past 20 plus years, where you have blue links that consumers are clicking through and ultimately converting on a website. That's one of the webs, right? We call that the human web, which is very much here, super important driving the majority of commerce.

CP: And we also have these other ones that are emerging that are super important. You have the LLM web, right? That's how we engage with AI today, primarily through conversation, whether it's audio or written. And then you have the agentic web, which is a little bit more nascent but still very much here today, where people are asking AI to do things on their behalf.

CP: You know, go buy me a pair of this or go book that for me. And AI does it for them. And so yeah, like I said, the vast majority of commerce is still happening in the traditional human web of blue links and the Ark of preference towards AI and AI assistance and conversational experience is moving at lightning speed.

CP: So it's really important that brands are aware of and starting to set strategies around all three, including the LLM and agentic web.

Gavin: The agentic web and the LLM web. I wanted to even take a deeper look at because the human web again, we've been working in that space now for a while. I think it is also a perfect tie in to talk about brand agents and web agents and ties into what we're going to be talking about with Microsoft. Clarity.

Gavin: First, what are web agents and brand agents? How would you explain that to somebody who's maybe not familiar with those two terms?

CP: Yeah, no, it's a really great question. It's important question. We hear the term agents. We hear the term AI a lot. What does that mean. I'll break it down in terms of how we look at it. At Microsoft advertising we look at three categories of agents. Consumer agents. That's the Copilot, the ChatGPT, the agents that you use primarily for personal experiences, shopping, conversations.

CP: Then there's enterprise agents. Those are the ones that you have at work. Copilot for Microsoft 365, which helps you be more efficient and productive. Then you have brand agents, right? That's the third category for us, which very much kind of sits in between those two things. So brand agents, I'll explain what they are. You know, on your website, there is a brand agent widget that looks very much like what you might expect as a consumer to click on and find your site search, but what it instead takes you to is a conversational experience with the brand's agent.

CP: So let's say you know you are a brand who sells party supplies. A consumer would click on that brand agent and have a conversation with your brand about how to purchase supplies, talk about the party that they're interested in throwing, what might be best for that all the way up and through purchase. And what we're finding brand agents do is a couple of things.

CP: First, they drive ROAS. That's the most important thing for everything. We're finding, actually, that people who use brand agents, brands that use brand agents, drive actually double the amount of conversions, sometimes up to three times the amount of conversions, because brand agents are also built on Clarity, which, like we said, is this reporting tool that allows you to see how agents engage with your site.

CP: You can see all the actions that people are taking with your brand. Really, really important insights as we enter this genetic web. And then a third very important to me, a passion point is that all brands should have their own advocate in the future of the agent economy. Right. We talked about how consumer agents are going to go and find things on their consumers' behalf.

CP: You want to make sure that you have your agents stood up in a way where you're a part of that decision and you're being thought first as a part of the decision. When the consumer agent comes to your site.

Gavin: And the brand agent piece I wanted to highlight for the listeners, I was actually doing some engagement myself on a site, Village Hat shop, which is I think if anybody out there is listening. I mentioned this on a previous episode, but it's a great way to filter through products, and it's a great way to find a product that's a fit for your needs.

Gavin: And it's pulling the information from the site and it's and you have information around product specs, size, fit, color, and you're able to really have a conversational back and forth with the agent rather than needing to hunt and kind of find that information on the site on your own. So you've actually seen that it's actually smoothed some of that potential user friction on a site.

Gavin: And having that conversational side, that's what you're seeing from from your angle.

CP: Yeah, absolutely. I mean, people prefer the conversation and they're accustomed to the conversation with AI assistants. Right? So being able to have a conversation with your brand and by the way, you can adjust your brand tone, make sure that the voice is there, customize it, you know, helps the consumer resonate more deeply with your brand. And it leads them to a conversion solution.

Gavin: Yeah, we're it becomes a competitive advantage rather than simply a tool. We're actually talking about it helping conversions and helping purchases. Now, the big thing that I know a lot of brands ask about specifically around either brand agents or AI shopping is what information needs to be provided by a brand to be understood by these AI systems, while also still having that also translated to human interaction.

Gavin: What information needs to be provided in order to make that a smooth transition?

CP: Yeah, it's a really important question. And certainly we can have an entirely separate conversation on that.

Gavin: Separate on that.

CP: Right, on that topic itself. I mean, I think the way to look at it from an agent perspective is, you know, agents are going out and looking for, across the entire web, trustworthy and authoritative information to bring the best answer that they possibly can back to a consumer, helping them make the best decision. Right. And so, you know, when you think about it from, again, like the party supply store, if somebody is having a conversation with Copilot about wanting to throw a really awesome and unique party, that party supplies company is really going to want to be a part of the conversation.

CP: What's the way that you make that happen? The way you make that happen from an agent perspective, is really by making sure that your website is structured in a way that is machine readable, structured data, structured content, things like tables, FAQ, schema markups. There's a whole host of tactics around what we call traditional GEO, and we actually have a great guide to help consumers through this.

CP: But that's really what the agent is looking for to prioritize bringing a brand into the conversation.

Gavin: I was I was even going to mention the way that these tools are also shaping consumer behavior is is massively changing. And I know even in my own personal life, I can see the way that I'm interacting with these search engines and brands is changing. I wanted to hear from you how this is also impacting that user behavior.

CP: Yeah, I mean, we see I mean, going back to the three webs, and particularly the LLM and agentic web, we're seeing really interesting data and have seen consistently interesting data around this shift and which supports people's preference for these AI assistants. And, you know, the conversational nature that they, that they provide. The first is that because people within AI systems are able to kind of flow all around the traditional consumer decision all the way from consideration to purchase, purchasing time takes around 33% less.

CP: The other thing that we are seeing is more and more people prefer back to what we were talking about with brand agents. We actually did a recent survey. Out of a thousand people, we found 60% would actually be would be fine with having, if not prefer having brand agents replace traditional websites. The last piece applies

specifically to purchase intent, and this is one of the most consistent pieces of data that we've seen over the past couple of years, which is that when people spend time in Copilot, their purchase intent goes up by 54%, and if they came with purchase intent already, it goes up to around 200%.

CP: And so all those pieces of data really tell a compelling story about why it's so important for brands, and why they can create a unique competitive advantage for themselves by using tools like Clarity to really understand and take the guesswork of how agents are deciding and why, why and how agents are deciding and prioritizing bringing your brand into the conversation across all agents, by the way, not just Copilot.

CP: And Clarity gives optimization recommendations so brands can continue to make sure that they're improving how they're showing up in these agents.

Gavin: No. And it's only going to accelerate. These are such new tools. And the fact that they're seeing adoption rates like that only speak to the fact that I'm sure those numbers are going to look vastly different in 12 months and 24 months. I can only see that continued adoption and continued comfort with the tools increasing and expanding. We have a few other things to get through, so I'm actually going to go towards the future here.

Gavin: I want to think about looking ahead to, and I know that you've been in the industry long enough to where you've seen changes, you've seen shifts in how e-commerce works and how commerce works online. I wanted to get your predictions on the future of discovery and how brands are going to be building different in the future versus what it looked like, you know, in 2020, kind of kind of give me your big picture ideas on what that consumer journey is going to look like in the future, how brands should be preparing for that future.

Gavin: Big question, I know, but as much as you can kind of help me wrap my head around where you see our industry going.

CP: Yeah, I mean, what do they say the future is here right now? I mean, like I said, coming off the back of Cannes and speaking with so many people who are already building the foundations for where we feel really strongly, where I believe things are going, and I'll start with what I think things could look like even in a year, for example.

CP: Right. I would imagine that by this time next year, if we were speaking again, we would have seen a lot of people start to leverage their AI to do routine shopping tasks for them. So say think about household goods, for example. Maybe some people really enjoy that shopping experience. That is not a shopping experience that I love. Paper towels, soap and stuff and such.

CP: And so, you know, I think a year from now say as these processes continue to get optimized and streamlined, we're going to see more and more people leaning into that. And as they get comfortable with that, I think any marketing leader can understand how quickly it will then become easier to start extending the aperture in terms of the other products that they'll be interested in purchasing.

CP: Maybe they say, hey, you know, show me a couple of different shoes that I might be interested. And then eventually they trust the recommendations. Say, you know what? Just buy me a shoe because I trust you. I think, you know, we start with, again, CP's personal prediction here with with more like, I guess, the shopping experiences that people don't really relish.

CP: But then the aperture is going to widen really quickly once people trust the recommendations that AI is giving them. And what does that mean for brands? It goes back to setting them up for the future of the web by making sure they understand where they are right now. How is it that agents are viewing your site? How is it that AI is already making decisions to bring you into a conversation or not?

CP: Those are largely going to be the same things structurally in terms of how you set yourself up for success, to make sure that AI is taking action on your site. And so that's my prediction about where things are going. And I'm already seeing lots of brands really building towards this quite rapidly.

Gavin: Yeah. And I'm really, really excited to see what this final stretch of the year holds because the holiday season, that increase in e-commerce purchases, the data that's going to be collected within the next, again,

maybe like 5 to 6 months is going to tell us a ton, you know, because it feels like maybe last Christmas we were still maybe like a little early on a few of these tools.

Gavin: But I feel like now we're in a space where I think this holiday shopping season is going to tell us a ton. So I'm super excited to be potentially checking back in, you know, come January when we're reviewing our numbers and reviewing search numbers and reviewing Google statistics around how people are interacting with these, these different tools, and also how brands are interacting with agents and tools like Clarity.

Gavin: You know, I think that this holiday season is going to show us a lot. That's at a very macro level. Obviously, we're talking about like major shifts here. There are things these days, though, that brands can do to start testing out these tools, which I think is actually a good note for us to end on.

Gavin: We got pretty macro now. We'll take it to the micro. Wanted to talk a little bit about brand agents and and Clarity, and also a little bit about the interaction that LP has been having with these tools. I can speak a little bit to it, but I wanted to get your thoughts and kind of let you give an overview on how these things are playing together, and maybe some tools that brands can start testing.

CP: Yeah, I mean, the partnership with LP has been awesome. I mean, I think from the very first meeting about how it is that we could work together on ensuring Logical Position. Brands have brand agents and of course, brand agents are built on Clarity. So anybody who has a brand agent also has Clarity. The partnership there has been incredible.

CP: It's been great to see the advocacy that Logical Position has around, you know, being the Sherpas into the LLM and agentic web as it relates to brand agent giving brands, like I said, their advocate and through Clarity, also making sure that they're able to see how it is that they're performing already. So I'm really excited to continue this partnership.

CP: I would love to talk again in the holiday to see. I'm sure that there will be that much more momentum between now and then. And yeah, I'm looking forward to attending the event in August with all of you as well. I'll dive even deeper and meet some of the great clients we've been talking about.

Gavin: Yeah, and actually, Clarity is free and and it gives brands I mean, a few of the things that you mentioned, of course, but we're talking heat maps, session recordings, summaries. A lot of these tools are also a way for brands to get a feeling where shoppers get stuck, and maybe areas of their flow or parts of their product that they need to fix.

Gavin: There's a lot of brand findings, and LPI can basically run the whole thing for clients from setup, training the brand voice, using Clarity Insights for kind of tuning the brand agent and making it work better. There's a lot that we can do even prior to this holiday season to test out these things. I always recommend that a lot of that e-commerce holiday season work starts now, if not maybe a month or two ago for brands to prepare.

Gavin: Which is why we have LP Connect, which you just mentioned. So super excited to have you out up here in the Pacific Northwest. To my vantage point, the best place to be in August in the country. We get great weather up here, so if anybody's listening, we're going to be including, I'm sure we'll have maybe some links in the description and all those classic things.

Gavin: But if any brands are listening, there's going to be chances to talk to not only CP, but also a bunch of other great tools in the e-commerce space to make sure that people are prepped for the upcoming holiday season. That event is happening August 20th, and again, more information can be found on our website. But yeah, hopefully we have.

Gavin: Yeah, hopefully this gets people tuned in because again, CP, I think that you set a very nice stage for what's to come. And yeah, just the start of the conversation because there's going to be a lot more to dive into and a lot more specific information in brand conversation. We can talk between you and me about these ideas, but what gets really exciting is going, hey, this is your brand.

Gavin: This is your brand voice. These are your products. How do these tools match the product? And that's where we're going to be bringing you in. And then matching that with the LP expertise on our side. So CP this was great. Thank you so much for joining. Hopefully it's not your last time on and we'll yeah we'll see you soon in August.

CP: Great. Thank you so much. Really enjoyed it. It's so great. We're going on.

Narrator: Big thanks to CP.

Gavin: For joining me and sharing his insights on the future of AI-powered commerce and digital discovery. Before we wrap up, don't forget to visit AdLab podcast to claim your free marketing review and special listener discount. And if you're wondering where your biggest growth opportunities are, we'd love to help you find them. If you enjoyed today's episode, be sure to subscribe and leave a review.

Gavin: It really helps more marketers discover the show. Thank you for listening and we'll see you next week in the lab.