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AGENTIC COMMERCE · ONE-PAGER

Meta's Muse: *implications and actions* for brands

Muse went live in Singapore plugged into Shopee, Lazada, Grab, Agoda, Klook, ShopBack and Trip.com. Shoppers say what they want, and one agent compares, picks and pays once they say yes.

IMPLICATIONS

1 The agent doesn't scroll

Banners, rankings and sponsored slots were built for a human scrolling. The agent reads data, not ads.

2 The middleman lost its seat

The aggregators just got aggregated. Brands can plug in directly: Singapore Airlines signed up as a launch partner.

3 Shelf share becomes answer share

If the agent doesn't name you when someone asks for your category, you're not on the shelf.

4 Retail media can't buy the ask

A bigger retail media budget can't buy "get me Brand X". Brand building can.

5 Brands the agent doesn't know get a new landlord

Every time the front door moved (shelf, search, marketplace) the brands that waited paid rent to the next door. Nobody knows yet if agents will favour paid partners.

ACTIONS THAT PAY OFF EITHER WAY

1 Ask the agents about yourself

Type your category into Muse, ChatGPT and Gemini. Not there? That's your new share of shelf. Re-test monthly.

2 Fix the data before the creative

Write for the robot first: complete specs, same claims, current prices and real reviews on every platform.

3 Move budget upstream

Retail media wins the scroll. Brand building wins the moment someone tells their agent what they want.

Your packaging talks to people. Your product data talks to robots.

Kenneth Phua, Konverta.ai · Singapore · Nov 2026. Sources and full guide online.

Full guide: konverta.ai/muse