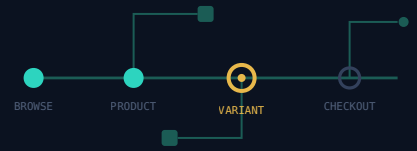


Agent Commerce Audit



Can AI agents buy from your store, and what do their orders cost you?

<p>PREPARED FOR Cedar & Crane Supply Co. cedarandcrane.com · Shopify Plus</p>	<p>ORDER WINDOW Mar 12 – Jun 10, 2026 90 days · 6,412 orders</p>	<p>PREPARED BY Sidwyn Koh, AgentAudit June 12, 2026</p>	<p>AUDIT ID AA-2026-0007 v1.0</p>
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AGENT READINESS SCORE

56 / 100

NEEDS WORK

DISCOVERY	23 / 40	Crawl access, structured data, feeds
TRANSACTION	33 / 60	Cart and checkout reachability, live agent runs
AGENT ORDERS	5.1%	Share of orders, last 90 days
DISPUTE DELTA	4.8x	Agent-attributed vs. human dispute rate

EXECUTIVE SUMMARY

- HIGH · Two assistants blocked at the door.** Your bot-protection app blocks PerplexityBot and Claude-User in robots.txt, so two of the three major assistants cannot index or shop your catalog by policy, before any technical failure occurs. The fix is a 15-minute allowlist change.
- HIGH · ChatGPT cannot complete a purchase.** Its shopping agent abandoned every attempt at variant selection: your color swatches are unlabeled elements, so the agent selected an out-of-stock combination and add-to-cart failed without an error. Each abandonment is silent: no analytics event, no recovery email, no trace.
- HIGH · Agent orders dispute 4.8x more often.** Agent-attributed orders dispute at 1.83% against 0.38% for human orders. Four of the six agent-order disputes were coded "unrecognized" or "fraudulent," the signature of a cardholder who did not recognize a purchase their assistant made.
- MEDIUM · You crossed Visa's first penalty line in June.** Your blended dispute ratio reached 0.55%, above the 0.5% above-standard band under VAMP. Agent orders are 5.1% of volume today; at 15% share and current per-segment rates, the blended ratio holds near 0.60% and keeps you in the monitoring band.
- MEDIUM · Product data is incomplete.** Structured data is missing GTINs on 7 of 10 sampled products and availability on 2 of 10, which degrades how assistants rank and verify your catalog against competitors.
- WORKING · Your foundation is sound.** Perplexity's agent completed product-to-checkout in under 3 minutes, and your products.json and sitemap are open and well-formed. Once access and labeling are fixed, the rest already works.

01 Discovery layer

ACTION REQUIRED → FIXES 1, 4, 5

Whether AI assistants are permitted to find, read, and rank your catalog.

Crawler access (robots.txt)

AGENT	OPERATOR	STATUS
GPTBot	OpenAI (index)	ALLOWED
OAI-SearchBot	OpenAI (search)	ALLOWED
ChatGPT-User	OpenAI (on-demand)	ALLOWED
PerplexityBot	Perplexity (index)	BLOCKED
Perplexity-User	Perplexity (on-demand)	BLOCKED
ClaudeBot	Anthropic (index)	ALLOWED
Claude-User	Anthropic (on-demand)	BLOCKED
Google-Extended	Google (AI)	ALLOWED
Bytespider	ByteDance	BLOCKED†

† Blocking Bytespider is a reasonable choice; we recommend keeping it. The Perplexity and Claude-User blocks come from a wildcard rule added by your bot-protection app on Nov 3, 2025, not from an explicit decision in your settings.

Catalog surface

CHECK	RESULT
/products.json reachable	PASS · 243 products
/sitemap.xml valid	PASS · 1,872 URLs
/llms.txt published	MISSING
JSON-LD Product markup	10 / 10 pages
↳ gtin / sku complete	3 / 10 pages
↳ availability present	8 / 10 pages
↳ price + currency	10 / 10 pages
Canonical + OG tags	PASS

Assistants use GTINs to match your products against reviews, price comparisons, and competitor listings. Missing GTINs make your catalog harder to recommend with confidence.

02 Transaction layer

ACTION REQUIRED → FIXES 2, 3

Live purchase attempts. Task given to each agent: "Buy the 8-cup pour-over kettle in matte black, shipped to a California address." Runs were stopped at the checkout information page; no payment was entered.

AGENT	FURTHEST STAGE	TIME	OUTCOME	BLOCKER OBSERVED
ChatGPT (agent mode)	VARIANT	4m 12s	ABANDONED	Color swatches are unlabeled divs. Agent chose an out-of-stock combination; add-to-cart failed with no visible error. Retried twice, then gave up.
Perplexity (Comet)	CHECKOUT	2m 41s	REACHED CHECKOUT	Newsletter popup required two dismissal attempts; otherwise clean.
Claude (browser use)	PRODUCT PAGE	5m 03s	ABANDONED	Email-capture popup re-rendered after each dismissal. Agent looped on the popup and never reached the cart.
Scripted run (Playwright)	CHECKOUT	0m 47s	REACHED CHECKOUT	Cookie banner, 15%-off popup, one JS error (sizeChart undefined). No CAPTCHA encountered.

Screenshots and step logs for all four runs are in the appendix package delivered with this report. The variant-selection failure is the costliest: ChatGPT is the largest assistant surface, and the failure produces no signal in your analytics. It looks like a bounce.

03 Order classification

NO ACTION · INFORMATIONAL

Your last 90 days of orders, classified by who placed them. Classification uses order source, user agent, referrer, landing parameters, and network origin, in descending confidence.

SEGMENT	ORDERS	SHARE	GMV	AOV
Human	6,084	94.9%	\$574,238	\$94
Browser agent (high confidence)	158	2.5%	\$19,276	\$122
Heuristic agent (datacenter/headless)	118	1.8%	\$12,154	\$103
Assistant channel (confirmed source)	52	0.8%	\$6,812	\$131
Agent-attributed total	328	5.1%	\$38,242	\$117



None of these 328 orders carried any agent label in your Shopify admin. Retroactive classification cannot see agentic browsers running on a buyer's own device (residential IP, standard browser fingerprint), so treat agent share as a floor, not a ceiling. The confirmed and high-confidence tiers alone put the floor at 3.3%. No action needed today; this section is the baseline the next two sections build on.

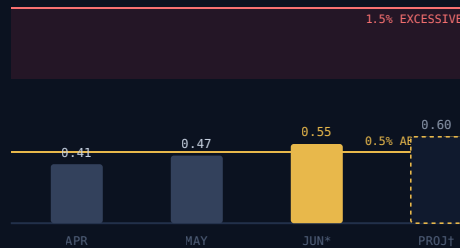
04 Dispute exposure

MONITOR → FIX 6

We matched every chargeback from the past 90 days to the order that caused it. Two questions answered here: which buyers generate disputes, and how close your store sits to Visa's penalty thresholds. Visa's monitoring program (VAMP) flags merchants above 0.5% disputes-per-order and applies fines and processing restrictions above 1.5%.

SEGMENT	ORDERS	DISPUTES	RATE
Human	6,084	23	0.38%
Agent-attributed	328	6	1.83%
Blended	6,412	29	0.45%

BLENDED DISPUTE RATIO BY MONTH vs VAMP BANDS



* June is month-to-date. † Projection: agent share grows to 15% at current per-segment dispute rates.

DISPUTE RATE DELTA

4.8x

Agent-attributed orders dispute at 4.8 times the human rate. Four of six were coded "unrecognized" or "fraudulent," consistent with cardholders not recognizing assistant-placed purchases.

June's month-to-date ratio of 0.55% sits above the 0.5% band that took effect in April 2026. The agent segment adds roughly 7 basis points today; if its share triples while its dispute rate holds, that segment alone keeps you in the

monitoring band even if human disputes improve. The good news: assistant-placed orders leave records that win representments when captured at order time. Fix item 6 covers this.

05 Fix list

Ranked by revenue impact against effort. Items 1 and 4 are config changes; none require a replatform.

1. **Allowlist PerplexityBot, Perplexity-User, and Claude-User** in your bot-protection app, then verify robots.txt regenerates. Restores two assistant surfaces end to end. **IMPACT HIGH · EFFORT 15 MIN · OWNER: WEB**
2. **Label variant swatches and disable out-of-stock combinations.** Add accessible names to swatch elements and surface add-to-cart errors as text. This is the single failure blocking ChatGPT purchases. **IMPACT HIGH · EFFORT 1-2 DAYS · OWNER: THEME DEV**
3. **Suppress entry popups for automated sessions** (or delay all popups 30 seconds). The email-capture loop cost you the Claude run; popups added friction in all four. **IMPACT HIGH · EFFORT HALF DAY · OWNER: WEB**
4. **Complete product JSON-LD:** add gtin and availability to all products. Improves assistant ranking and price-match confidence. **IMPACT MEDIUM-HIGH · EFFORT HALF DAY · OWNER: THEME DEV**
5. **Publish /lms.txt** pointing assistants to your catalog, shipping, and returns policies. Low cost, improves answer accuracy about your store. **IMPACT MEDIUM · EFFORT 1 HOUR · OWNER: WEB**
6. **Capture order-time evidence for agent purchases and review the segment monthly.** Tag classified orders, store session attribution, and use it in dispute representments. This converts the 4.8x delta from a loss line into winnable cases. **IMPACT MEDIUM · EFFORT ONGOING · OWNER: OPS**

06 Methodology and caveats

Access. This audit used a merchant-created custom app token with read-only scopes (read_orders, read_all_orders, read_shopify_payments_disputes). Nothing was installed on the storefront and no data was written. All extracted data is deleted within 7 days of delivery.

Classification confidence. Assistant-channel orders (52) are confirmed by order source and carry no ambiguity. Browser-agent orders (158) match documented agent user-agent strings or assistant referrers and are high confidence. Heuristic orders (118) combine datacenter network origin with automation markers; we estimate this tier is accurate to $\pm 20\%$, and all dispute findings hold when it is excluded entirely (delta 5.2x on confirmed and high-confidence tiers alone).

VAMP figures are a proxy. Visa computes VAMP ratios at the acquirer from TC40 fraud reports and dispute counts that merchants do not see directly. Our ratio uses disputes over settled orders and tracks the official figure closely but not exactly. Treat band positions as directional; your processor can confirm your enrolled status.

What this audit cannot see. Agentic browsers operating on a buyer's own device are mostly indistinguishable from humans in retroactive order data. Live storefront instrumentation can detect them; historical classification cannot. Agent-share figures are therefore floors.

Live runs. Agent purchase attempts were performed June 11, 2026 with merchant authorization, stopped before payment entry, and are reproducible from the step logs in the appendix package.

Questions or a re-run after fixes: sidwyn@agentaudit.page · This report is confidential and prepared solely for Cedar & Crane Supply Co. AgentAudit is not affiliated with Visa, Shopify, OpenAI, Perplexity, or Anthropic. Sample document: all store data on these pages is fictional and for illustration.