



CONSULTIPLY DAILY BRIEF • SMB

SHOPIFY • SHOP SKILL • LAUNCHED OCT 13, 2026 • TOOLS

AI shoppers are arriving. Make your store easy for them to read.



Shopify's Shop skill lets a shopper's AI agent search, pay and track orders. Shopify's own data says AI-referred visits convert better.

On Oct 13, Shopify CEO Tobi Lütke announced the Shop skill: "Turn any existing Agent into the world's best personal shopper for you." Shoppers add it to their own AI agent and connect a Shop account. You don't install it on your store. The same day, Shopify's Entrepreneur Effect report shared its numbers on AI-referred shoppers.

WHAT THE AGENT CAN DO

Search • Pay • Track

Find products with personalized search, check out in one click with Shop Pay, and track every order in the Shop app (shop.md).

Shopper-side tool

WHAT IT IS NOT

Not a store setting

shop.md does not say which stores appear in results or what merchants must do. Check your Shopify admin and help pages before assuming.

No opt-in rules stated

+80%

AI-referred sessions vs organic search, conversion

+14%

Higher average order value

~2x

First-time customers converted vs other channels

75%

AI-referred sales outside the top 100 categories

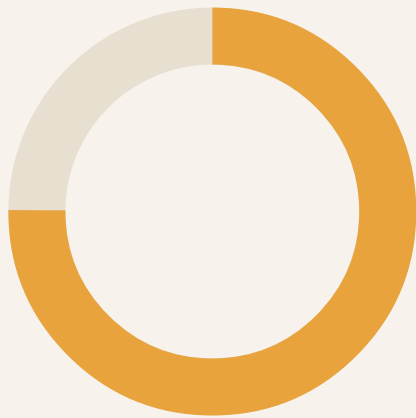
SHOPIFY PLATFORM FIGURES, APRIL TO JUNE 2026, AVERAGED ACROSS ITS MERCHANTS • SHOPIFY'S OWN DATA, NOT A FORECAST FOR YOUR STORE • NO PARTNERSHIP IMPLIED

OWNER TAKEAWAY

An agent reads your store before a person does, and it can't call to ask what you meant. Clear product facts, plain shipping and returns, and your own numbers.

AI-referred visits converted 80% better than search.

Shopify's Entrepreneur Effect report covers April to June 2026. These are Shopify's platform averages for one quarter, counted when a session is attributed to an AI-powered feature or channel.



75%

SHOPIFY, THE ENTREPRENEUR EFFECT, OCT 13, 2026

of sales from AI-referred orders came from outside the top 100 product categories

Shopify: "Agentic search brings a more informed, motivated buyer."

APR TO JUN 2026

SHOPIFY'S OWN DATA

NOT A FORECAST

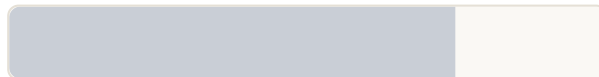
AI-referred shoppers on Shopify, Q2 2026

Conversion vs organic search



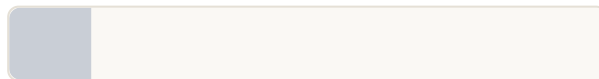
+80%

Sales outside top 100 categories



75%

Average order value



+14%

0

50

100%

SHOPIFY, THE ENTREPRENEUR EFFECT (OCT 13, 2026)

NICHE WINS

Niche products can win

A specialty product with clear details is not at a disadvantage to a big brand. A vague page is.

NEW BUYERS

Nearly 2x first-time customers

AI channels converted nearly twice as many first-time customers as other channels.

YOUR STORE

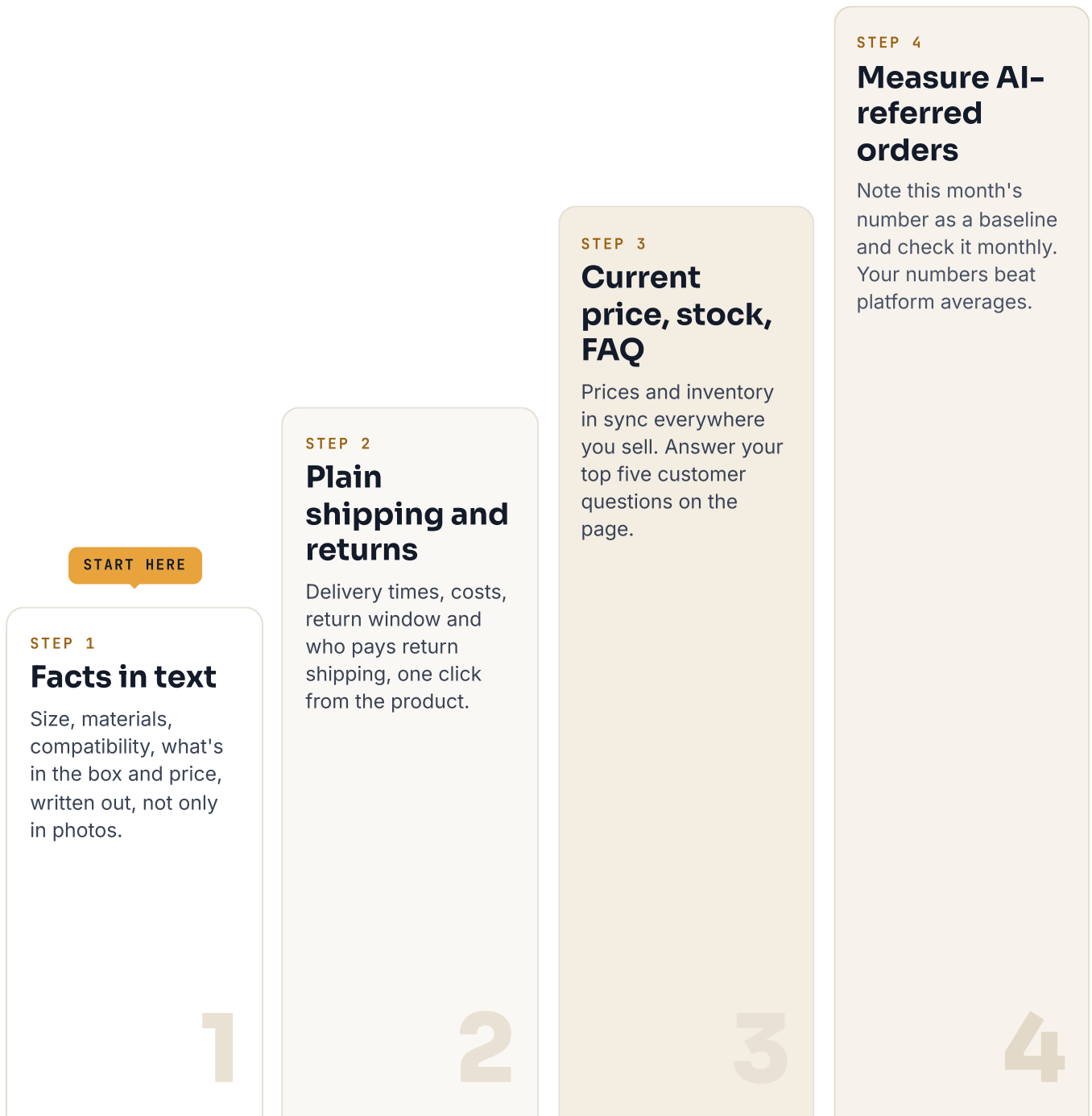
Measure your own

Platform averages are a direction, not your number. Track AI-referred orders yourself.

FIGURES ARE SHOPIFY'S, APR TO JUN 2026, AVERAGED ACROSS ITS MERCHANTS · CHART BY CONSULTIPLY

Make your store agent-readable, one step at a time.

An agent works from what is written on the page. It can't call you to ask what you meant. Climb these steps on a few top sellers first, and check every change before it goes live.



Move up when

An AI tool can answer a shopper's top questions from your page text alone.



Keep with the owner

Rewriting product text is low risk. Price and policy changes stay with you. Remove customer details before pasting.

STEPS ARE CONSULTIPLY GUIDANCE FOR SMB OWNERS, NOT SHOPIFY FEATURES · SHOP SKILL FACTS PER SHOP.MD AND SHOPIFY, OCT 13, 2026



• AI

THIS WEEK • KEEP EXPLORING

Three owner moves to get agent-ready this week

01

Audit your top 10

Ask an AI tool which shopper questions each product page leaves unanswered. Paste page text only.



02

Fix the 3 biggest gaps

Specs, shipping and returns in plain text. Check every change, then view the pages on your phone.



03

Set your baseline

Write down this month's AI-referred visits and orders, if your reports show them. Check monthly.

SOURCES • CLICK TO OPEN

Shopify • The Entrepreneur Effect (Courtney Symons, Oct 13, 2026)

AI-referred sessions +80% conversion vs organic search, +14% AOV, nearly 2x first-time customers, 75% outside top 100 categories (Apr to Jun 2026).

shopify.com/blog/the-entrepreneur-effect

Shop • Turn any agent into your personal shopper

Personalized search, one-click checkout with Shop Pay, order tracking in the Shop app.

shop.md

Tobi Lütke on X • Shop skill launch (Oct 13, 2026)

"Turn any existing Agent into the world's best personal shopper for you."

x.com/tobi • [Shop skill](#)

Read the full guide: five things to make your store agent-readable, and three checks before you rely on it.

consultiplify.ai/blog/shopify-shop-skill-ai-shoppers-smb