

Autonomous AI Agents in Retail Media: Open Systems and Real-World Impact

- **Speaker:** Ameya Gokhale
- **Room:** HC 203
- **Time:** Sun 4:00 pm – 4:30 pm
- **Format:** Lecture (30 Min + Q&A)
- **Difficulty:** Some experience required
- **Track:** Development & Dev Tools
- **Additional Tags:** DevOps, AI / ML
- **Presenter Location:** In-person
- **Experience:** first time speaking

Description:

Autonomous AI agents are shifting from assistive tools to **always-on operators** across online retail, reshaping product discovery, programmatic media buying, and seller operations. This session connects agent capabilities to measurable business outcomes, grounding the discussion in documented industry research and real-world engineering considerations.

The retail AI market is expanding rapidly — from **\$4.84B in 2021 to a projected \$55.5B by 2030** — driven by personalization, automation, and data-driven optimization. Studies show that personalized experiences significantly influence consumer behavior:

- ~80% of customers are more likely to buy from brands offering personalization
- AI-driven recommendations influence up to **35% of purchases** on major platforms
- Conversion lifts of ~15% and average order value increases of up to 20% have been observed

In programmatic advertising, autonomous agents deliver:

- Up to **44% lower cost per acquisition**
- Up to **59% higher conversion rates**
- Up to **76% reduction in wasted ad spend**
- Stronger performance from AI-generated and personalized creatives

At the operations layer, AI assistants improve catalog management, dynamic pricing, governance, and customer support — reducing manual toil and increasing profit margins.

Ameya will emphasize **system architecture, automation loops**, and **observability** for Linux-based production environments, offering engineers a practical understanding of how to build scalable, open, and high-impact agentic systems.

Target Audience:

- Engineers building production-grade AI systems
- DevOps and platform teams
- Retail media practitioners
- Anyone interested in open, agentic AI architectures

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