



How to win friends

And influence algorithms



Karen Fang Grant
Accenture

“

"I need to look
less tired for the
buyer dinner
next week."

”



☆ AI Assistant

Understanding your preferences...



Lifestyle Match
Evening plans
Dinner, relaxed

Top Rated
4.8 average rating
★★★★★
2,345 reviews



Best body lotions
for hydration
♡ 77



Clean Beauty
Non-toxic formulas
for sensitive skin

Skin Type Match
Hydrating & glow
Dry to normal skin



Customer Favorite
Loved for results
★★★★★
1,982 reviews

Ingredient Focus
Natural ingredients
You prefer



Customer Favorite
Loved for results
★★★★★
1,982 reviews

Best Seller
Natural ingredients
You prefer
♡ 145



Dermatologist Pick
Recommended
for everyday use

New Arrivals
Latest, gentle
formulas



Trending Now
Popular with
people like you



Hydrating
Body Lotion
With Hyaluronic Acid

Plump • Dewy • Refreshed



Brightening
Body Lotion
With Vitamin C

Radiant • Even • Glowing



Nourishing
Body Lotion
With Shea Butter

Soft • Smooth • Nourished



Aloe Vera
Body Lotion
Soothes & Hydrates

Calm • Soothe • Hydrate



Firming
Body Lotion
With Peptides

Tighten • Tone • Firm



View All →

A woman with long dark hair, wearing a light-colored top, is smiling and looking towards a futuristic robot. The robot is white and black with glowing blue eyes and is holding a pink garment. They are in a clothing store with racks of clothes and purple neon lighting in the background.

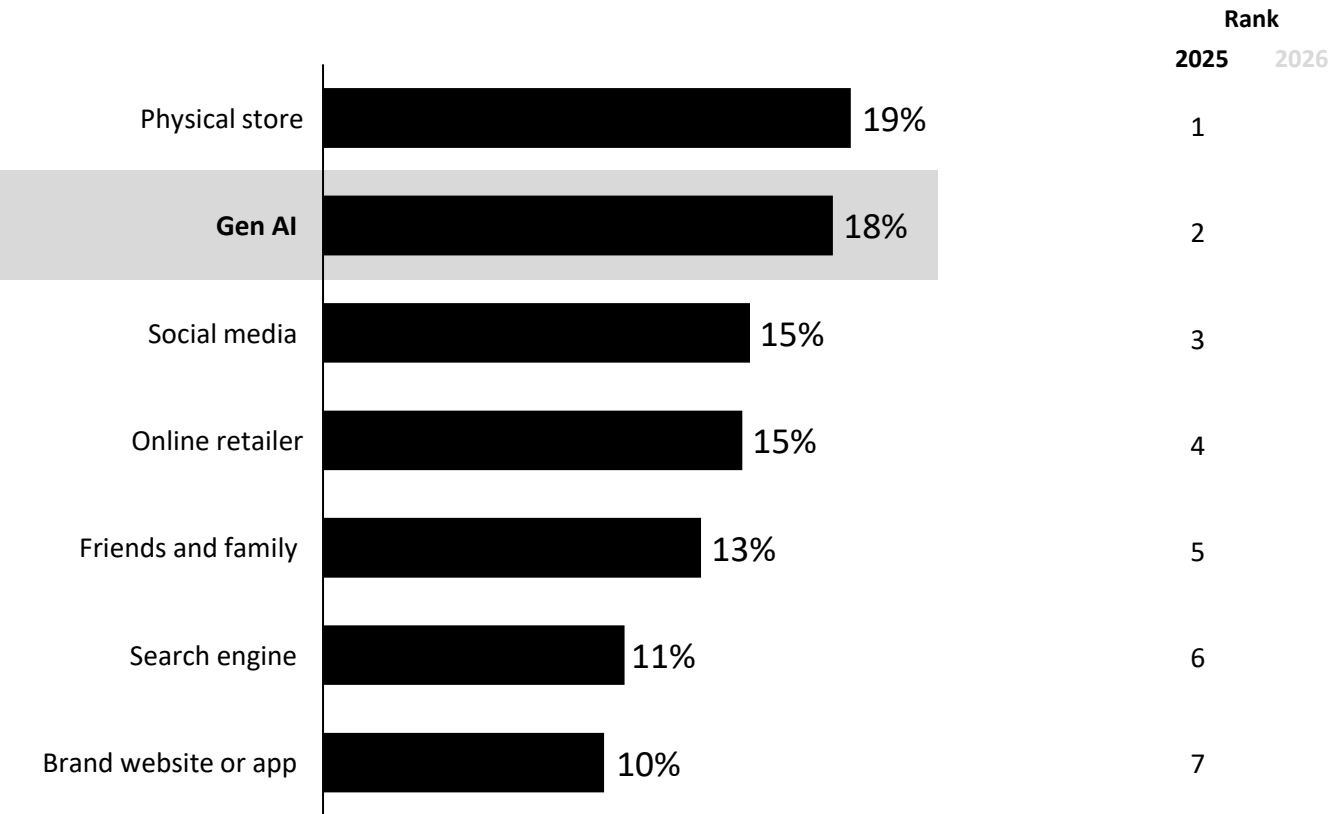
74%

trust an AI agent more than their
best friend to make a purchase
for them

Gen AI has overtaken the store as the #1 discovery channel for weekly users

Top sources for recommendations, 2025

% of weekly gen AI users who selected source as their #1 go-to for purchase recommendations



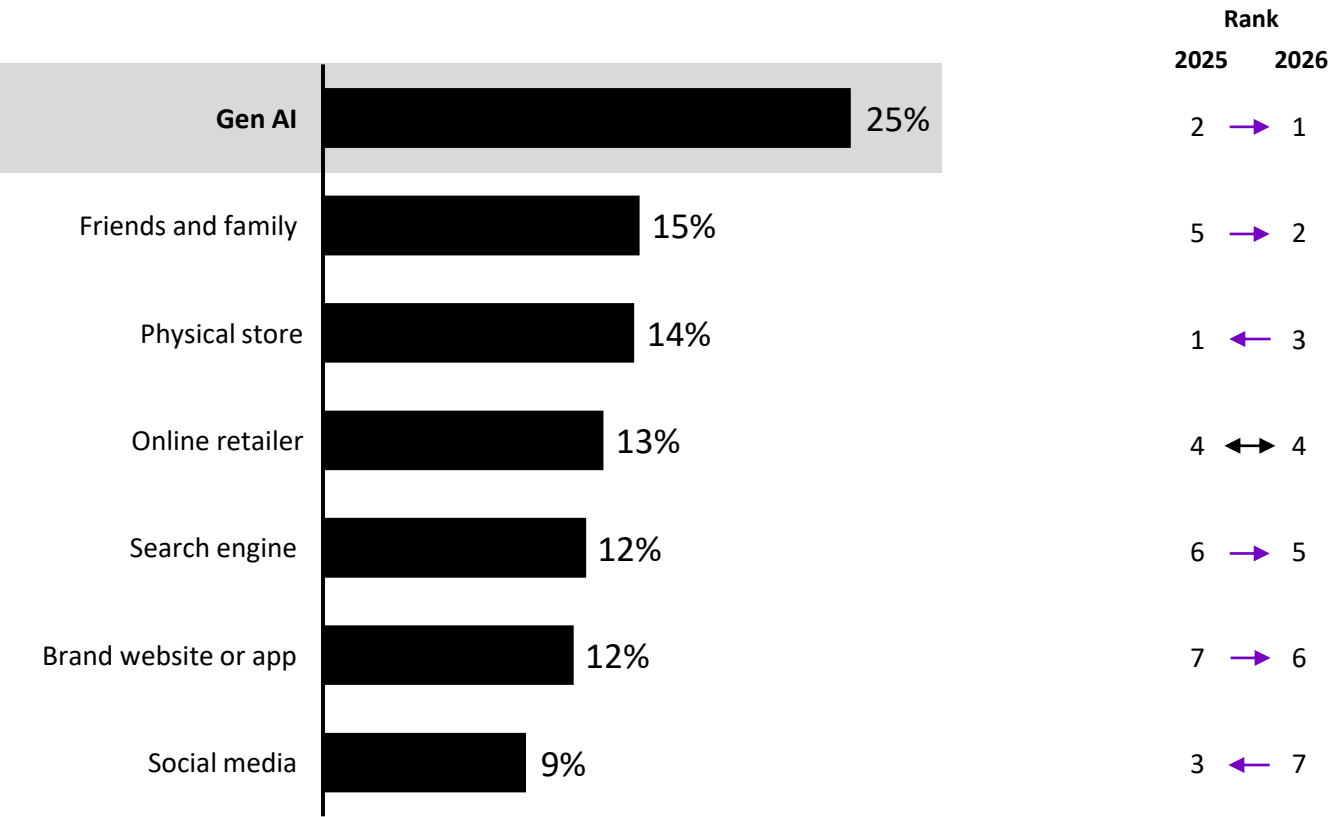
Source(s): Accenture Consumer Pulse Research 2025. Weekly users account for 29% of the consumer population.

Copyright © 2026 Accenture. All rights reserved.

Gen AI has overtaken the store as the #1 discovery channel for weekly users

Top source for recommendations, 2026

% of weekly gen AI users who selected source as their #1 go-to for purchase recommendations



83%

of weekly users expect that gen AI will impact at least 50% of their spend over the next 12 months



Collaboration

85%

are ready



**Lower
delegation**

More you.
More control

Delegation dial

You set the level. Your agent delivers.

**Higher
delegation**

More agent.
More convenience



63%

want an AI agent to shop for their 'idealized' self

You

Help me shop for my ideal self—healthier, more muscle, more energy and better habits. Keep it simple and realistic.

AI Agent

I've got you!



- ✓ Understands your goals & lifestyle
- ✓ Creates personalized meal & nutrition plan
- ✓ Finds the best products across stores
- ✓ Builds your basket smartly
- ✓ Saves you time & keeps you on track

Your Ideal Self

Stronger. Healthier. More Confident.



More Muscle
Build & tone lean muscle



More Energy
Fuel your day, naturally



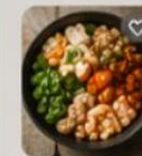
Healthy Habits
Whole foods, better choices



Confident You
Look good, feel great

Personalized Meal Ideas

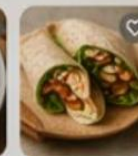
[View all](#)



High Protein
Power Bowl
20 min



Salmon &
Quinoa Bowl
20 min



Chicken & Avocado
Wrap
10 min



Berry Protein
Overnight Oats
5 min

Your Smart Grocery Basket

32 items



Chicken
Breast



Oats



Avocado



Greek
Yogurt



Blueberries

+27
more

Why these picks?

- ✓ High in protein & fiber
- ✓ Supports lean muscle
- ✓ Nutrient-dense whole foods
- ✓ Healthy fats for heart & brain
- ✓ Low sugar, no junk

Estimated Total

\$78.36

You save \$15.42

Best prices from



Add All to Cart

Earliest delivery: Today, 6–8 PM



Personalized for you



Saves you time



Smarter choices



For your best self



56%

would tell their AI
agent which brands to
consider



37%

of behaviorally loyal consumers would let an AI agent switch from their favorite brands for a better fit



61%

want an AI agent to build meal plans and baskets across multiple grocery retailers

Retail Platforms



Brands/ Products

AI Agents



Intent



Discovery



Curation



Choice



Checkout



Payment



Fulfilment



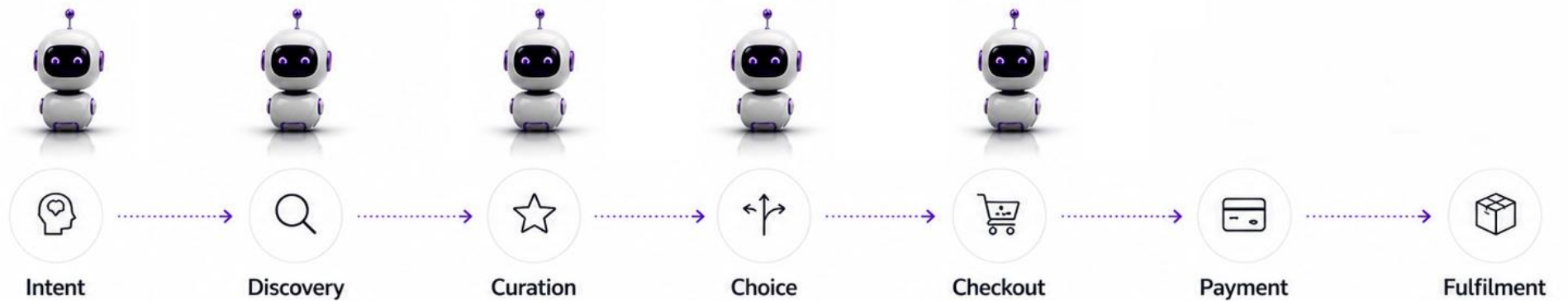
Retail Platforms



Brands/Products



AI Agents

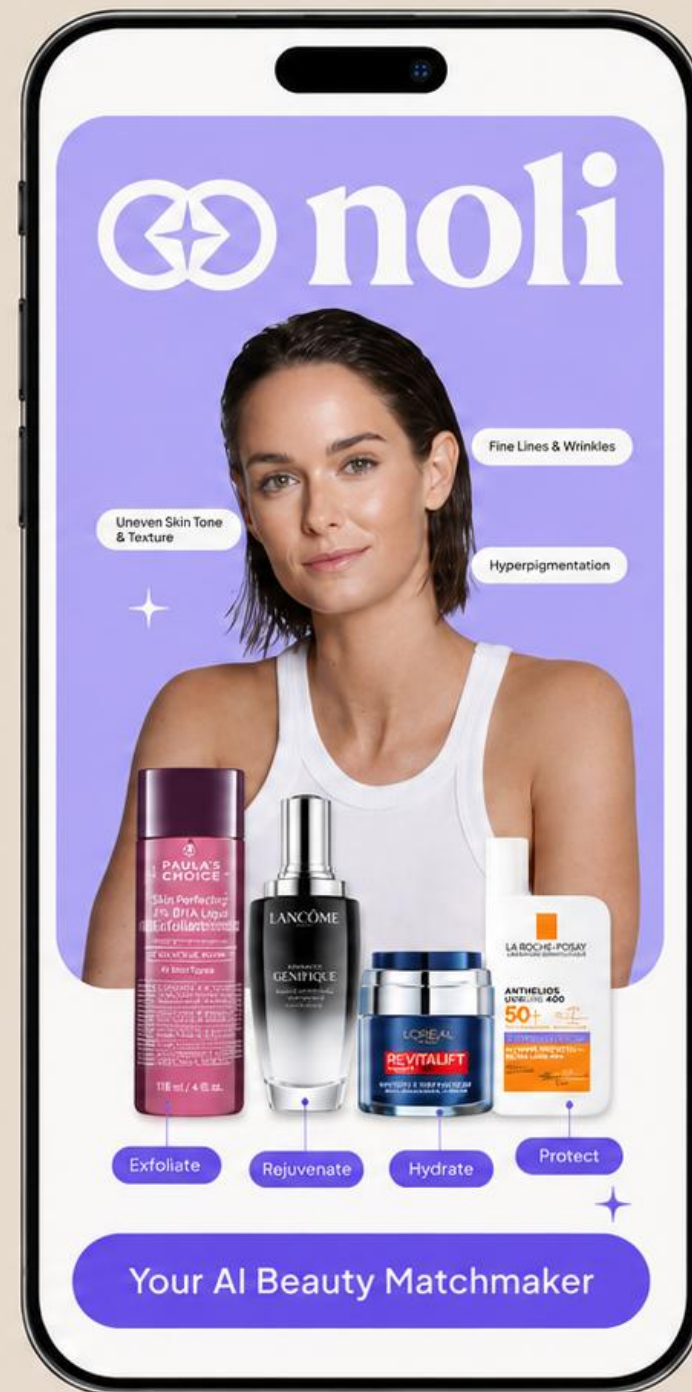




Understand shopper intent and
build the best outcomes



Stay visible as the
consumer journey gets
mediated



Welcome the rise of the
consumer-centric
organization





```

mirror_mod = modifier_ob.mirror
set mirror object to mirror
mirror_mod.mirror_object = mirror_ob
operation == "MIRROR_X":
mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
operation == "MIRROR_Y":
mirror_mod.use_x = False
mirror_mod.use_y = True
mirror_mod.use_z = False
operation == "MIRROR_Z":
mirror_mod.use_x = False
mirror_mod.use_y = False
mirror_mod.use_z = True

#selection at the end -add
mirror_ob.select= 1
modifier_ob.select=1
context.scene.objects.active = mirror_ob
("Selected" + str(modifier_ob.name))
mirror_ob.select = 0
= bpy.context.selected_objects
data.objects[one.name].select

print("please select exactly one mirror")

--- OPERATOR CLASSES ---

bpy.types.Operator):
X mirror to the selected
object.mirror_mirror_x"
mirror X"

context):
context.active_object is not None

```