Hakuhodo
koho.mail@hakuhodo.co.jp
www.hakuhodo-global.com

Hakuhodo and Hakuhodo DY ONE launch Data Enrichment on Shopify for agentic commerce

Adds contextual consumer insights beyond product specifications to enable seamless AI-driven product discovery and purchasing on Shopify

Tokyo—November 16, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Inc. and Hakuhodo DY ONE Inc. have launched Data Enrichment on Shopify, a new Shopify-integrated solution for the emerging field of agentic commerce, in which AI agents autonomously handle everything from information search and product comparison to payment on behalf of *sei-katsu-sha* (our term for the holistic person). Built on Shopify's commerce platform in collaboration with Shopify Japan K.K., the solution joins Agentic Commerce ONE™, the Hakuhodo DY Group's integrated suite of next-generation commerce solutions.

Background
Advances in generative AI and AI agents are driving the emergence of agentic commerce, in which users communicate broad intentions, needs or challenges to AI, and AI autonomously searches for, recommends and even purchases products on their behalf. Unlike traditional keyword-based search engines, AI agents interpret contextual information and identify products based on the user's specific situation and objectives. Consequently, traditional product master data held by companies, which relies heavily on functional specifications and technical attributes, often fails to provide AI agents with sufficient contextual information to accurately assess product relevance. This creates a growing risk that products may be excluded from recommendation candidates despite being well suited to a user's needs.

In anticipation of the widespread adoption of agentic commerce, Hakuhodo developed Data Enrichment on Shopify, a Shopify-integrated solution designed to organize and enrich corporate product data in a format that AI can more effectively understand and utilize, enabling new purchasing experiences in the AI era. Combining Hakuhodo's expertise in data analysis grounded in deep understanding of *sei-katsu-sha* with Shopify's robust commerce platform, the solution aims to create new connections between companies and *sei-katsu-sha* while enabling intuitive and seamless purchasing experiences.

shopify × Agentic Commerce ONE

Overview and key features of the solution

By enriching conventional product data so that AI agents can accurately interpret and match products with user needs and integrating the enriched data with Shopify functionality, the solution delivers new value to both companies and *sei-katsu-sha*.

1. Contextual data generation technology that increases AI discoverability (patent pending)

At the core of the solution is a proprietary patent-pending technology that extracts the experiential value sought by *sei-katsu-sha* and automatically generates and structures the objective causal relationships between product specifications and the experiential value as a logic bridge.

For example, a washing machine's specifications, such as "32 dB operating noise" and "heat pump drying system," can be connected to experiential value through a logic bridge that explains how dual-income households can complete washing and drying quietly at night regardless of weather conditions. This structured information is stored in the product database and incorporated into product master data, enabling AI agents to accurately interpret user context and appropriately recommend products when users consult AI about their needs or concerns.

2. PDCA cycle operation through continuous data tuning

The solution validates AI recommendation accuracy through test queries and continuously monitors traffic contribution via external AI platforms. Rather than ending with data enrichment alone, the solution supports ongoing tuning of product data based on performance outcomes, helping companies continuously improve AI product discoverability.

3. Seamless purchasing experiences through Shopify integration

After AI recommends a product, the solution enables a seamless path from recommendation to purchase via a link provided by AI, leveraging Shopify's payment infrastructure. From product discovery to checkout, it supports a frictionless purchasing experience for *sei-katsu-sha*.

Integration with Shopify

Product information generated and enriched through the solution is reflected in and centrally managed within Shopify, including product master data, product descriptions and metafields.

Through this integration, companies can optimize product detail page (PDP) data and other product information for external AI environments, increasing discoverability through AI while creating seamless pathways that connect AI-driven recommendations directly to Shopify's purchasing experience without requiring extensive additional development.

In addition, Shopify has co-developed and natively adopted the next-generation Universal Commerce Protocol (UCP). As support for external AI platforms expands in Japan, this foundation will enable rapid adaptation to advanced AI commerce capabilities, including real-time inventory verification and AI-completed purchases.

Future development

Looking ahead, Hakuhodo plans to expand beyond product data enrichment into areas such as customer data enrichment, aiming to deliver end-to-end personalized purchasing experiences ranging from customer acquisition through external AI platforms to AI agent-powered customer engagement within owned online stores.

As an initiative of HCAI Professionals, the Hakuhodo DY Group's cross-Group collective of AI specialists, Hakuhodo will continue to deepen its collaboration with Shopify's advanced commerce platform, creating new points of connection and value between companies and *sei-katsu-sha* through data development and the design of future purchasing experiences.

About Agentic Commerce ONE™
Agentic Commerce ONE™ is an integrated suite of solutions for next-generation commerce provided by the Hakuhodo DY Group. The solutions anticipate an age in which AI autonomously acts on behalf of *sei-katsu-sha*, handling search, comparison and payment. Agentic Commerce ONE™ provides end-to-end support, from strategy development and brand experience design, to the development of data infrastructure compatible with the AI age, as well as implementation and operation.

■ About Hakuhodo

Founded in Tokyo in 1895, Hakuhodo today is a leading global integrated marketing and innovation company. Through our network linking over 150 offices in around 20 countries and regions, we work in partnership with more than 3,000 clients. Some of our relationships have endured for over 60 years. The core agency of Hakuhodo DY Holdings, which is consistently ranked among the world's top 10 largest agency companies according to *Ad Age*, Hakuhodo leverages world-class research, big data and digital expertise to develop innovative creative solutions for each client we partner with.

Sei-katsu-sha Centric Mindset (people-first mindset) is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They are whole human beings, with their contradictions and inner conflicts—what we call "*sei-katsu-sha*." Hakuhodo introduced this way of thinking in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *Sei-katsu-sha* Centric Mindset as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

To learn more, visit: www.hakuhodo-global.com

Media contact:
Corporate Public Relations Division, Hakuhodo Inc.
koho.mail@hakuhodo.co.jp