

WHERE YOUR BRAND SITS

Find your *posture*, then your first move.

Agentic exposure is not uniform. It tracks how much buying authority the shopper hands to the agent, which varies by category. Find the row that fits you, read the posture, and start on the one move that matters most for where you are. Exposure is the weather your category sets. The first move is the part you control.

| <div>POSTURE 01</div> <div></div> <div>Curator</div> <div>The person browses and decides. The agent assists. Discovery is mediated, selection is human.</div> | <div>POSTURE 02</div> <div></div> <div>Scoper</div> <div>The person sets criteria, the agent shortlists, the person picks from the set it returns.</div> | <div>POSTURE 03</div> <div></div> <div>Delegator</div> <div>The person sets a mandate and the agent selects and buys within it. One approval, or none.</div> | <div>POSTURE 04</div> <div></div> <div>Orchestrator</div> <div>Standing authority. The agent reorders and manages on its own, revisiting the person rarely.</div> |
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| CATEGORY                                                                                                                                                      | TYPICAL POSTURE                                                                                                                                          | EXPOSURE                                                                                                                                                     | THE FIRST MOVE                                                                                                                                                    |
| <b>Consumables and replenishables</b><br><i>grocery, supplements, pet, household staples</i>                                                                  | Orchestrator                                                                                                                                             | High                                                                                                                                                         | Get reorder and availability data exact and real-time. Standing orders punish stale stock and pricing.                                                            |
| <b>Consumer electronics and appliances</b><br><i>spec-driven, comparison-heavy</i>                                                                            | Delegator                                                                                                                                                | High                                                                                                                                                         | Publish complete, verifiable attributes. Missing a spec drops you from the ranking entirely.                                                                      |
| <b>Footwear and apparel</b><br><i>by fit, spec, and use case</i>                                                                                              | Delegator                                                                                                                                                | High                                                                                                                                                         | Structure fit, material, and use-case data so an agent can match intent, not just keywords.                                                                       |
| <b>Beauty and personal care</b><br><i>routine, repeat purchase</i>                                                                                            | Delegator                                                                                                                                                | High                                                                                                                                                         | Make reviews and ingredient data machine-readable. Repeat-buy categories reward trust signals.                                                                    |
| <b>Travel and hospitality</b><br><i>flights, rooms, packages</i>                                                                                              | Scoper<br>Delegator                                                                                                                                      | High                                                                                                                                                         | Wire real-time inventory and price into agents. Google has named hotels the next agentic vertical.                                                                |
| <b>Commodity B2B supplies</b><br><i>maintenance, office, industrial</i>                                                                                       | Delegator                                                                                                                                                | High                                                                                                                                                         | Make your catalog, terms, and credit callable by a procurement agent, not just a rep.                                                                             |
| <b>Financial and insurance products</b><br><i>rate and terms driven</i>                                                                                       | Scoper                                                                                                                                                   | Emerging                                                                                                                                                     | Structure terms for comparison. Trust and regulation keep a human on the decision, for now.                                                                       |
| <b>Automotive and high-consideration</b><br><i>vehicles, large, infrequent purchases</i>                                                                      | Scoper                                                                                                                                                   | Emerging                                                                                                                                                     | Make spec, trim, and price data legible so you make the shortlist the human then works through.                                                                   |
| <b>Complex, relationship-led B2B</b><br><i>negotiated, long sales cycle</i>                                                                                   | Curator<br>Scoper                                                                                                                                        | Emerging                                                                                                                                                     | Fix discovery legibility first. Be in the set an agent assembles before the human relationship starts.                                                            |
| <b>Experiential and services</b><br><i>dining, events, personal services</i>                                                                                  | Curator                                                                                                                                                  | Lower                                                                                                                                                        | Structure availability and reviews. Discovery is agent-mediated even when the choice stays human.                                                                 |
| <b>Luxury, craft, and bespoke</b><br><i>story-led, configured, brand-driven</i>                                                                               | Curator                                                                                                                                                  | Lower                                                                                                                                                        | Make your advantages legible as data. An agent cannot narrate the craft it cannot read.                                                                           |

How to read this. Exposure is set by your category and moves slowly. It is the weather. Your posture tells you how soon it bites and how much of the purchase an agent already runs. The first move is the highest-leverage step you control, and in almost every row it comes back to one thing: **product data an agent can find, read, and trust**. The line also drifts. Categories move toward delegation as trust builds, the way considered electronics did, so today's Curator is tomorrow's Scoper.

*Know exactly where you stand.*

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