

PREPARING FOR PEAK

Are your customer journeys ready for **agentic traffic**?

An agentic commerce readiness checklist for peak

AI agents don't interact with ecommerce sites the way human shoppers do.

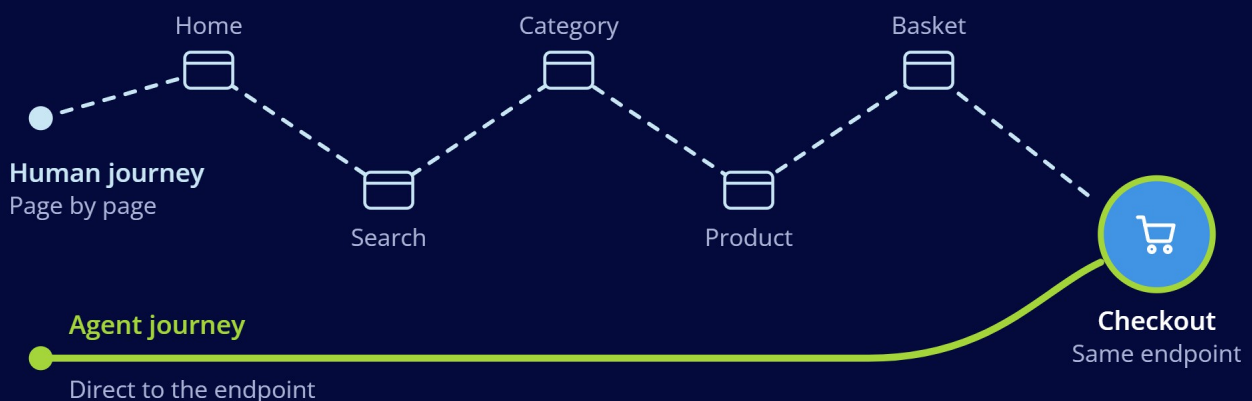
Most skip full-page rendering. They take more direct routes through a journey, touch a smaller set of endpoints, and concentrate demand differently. AI crawlers indexing the site add a further layer of traffic, distinct from live agent sessions.

That changes what agentic traffic need to access, the journeys they take and where load concentrates.

Use this checklist to review four areas before peak: **Visibility, Readability, Commerce flow and Load concentration.**

Two routes to the same checkout

Journey shape, not measured data



FOUR AREAS TO REVIEW

18 checks in total



01
Visibility



02
Readability



03
Commerce
flow



04
Load
concentration



01

Visibility · 3 checks



*Most of it is invisible
to you right now*



No JavaScript. no render. If
your page doesn't render,
agents don't see it.

Can you see agentic traffic?

Before you can assess how agents use your site, you need to know whether your analytics see them at all. Analytics that depend on JavaScript miss agentic traffic that never renders a page, even though those requests still reach your infrastructure.

CHECK

- ☐ Does your analytics stack rely on JavaScript to record a visit?
- ☐ Do you have another source, such as server logs, that capture requests that never render a page?
- ☐ Do you distinguish agentic or automated traffic from the human traffic you already monitor?



02

Readability · 5 checks



*Agents don't
render pages,
they parse them*

Can an agent understand your site?

Most agents don't render JavaScript. On a JavaScript-heavy site, that limits what they can see and understand. Structured data gives agents visibility of your page content.

CHECK

- ☐ Is JSON-LD present and correctly populated on key pages?
- ☐ Is your robots.txt current?
- ☐ Is your sitemap.xml current and working?
- ☐ Is your llms.txt in place, valid, and served with the right headers?
- ☐ Do any critical parts of the customer journey depend on JavaScript alone?

[yourstore].com/product

Rendered for a shopper

Home / [Category]
[Product name]
£[00.00]

Add to basket

Parsed by an agent

```
<script type="application/ld+json">
{
  "@type": "Product",
  "name": "[Product name]",
  "offers": {
    "price": "[00.00]",
    "priceCurrency": "GBP",
    "availability": "InStock"
  }
}
```

One product page, two readers. The shopper sees the layout. The agent reads the structured data.

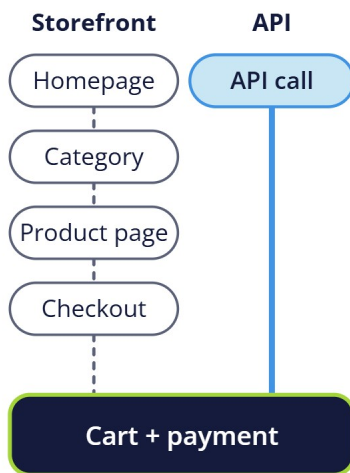


03

Commerce · 5 checks



The path an agent takes isn't the path you tested



Can an agent move through your commerce flow?

Discovering a product is only part of the journey. Modern commerce platforms expose routes to product data, cart creation, and payment separately from the storefront a human shopper sees. Those routes need testing too.

CHECK

- ☐ Do you know whether product, cart, and payment functionality can be reached via API, separately from the storefront?
- ☐ If your site runs a UCP server, is it configured correctly and has it been tested?
- ☐ Has the agent-accessible commerce path been tested end to end, not just the browser journey a person sees?
- ☐ Do bot or fraud controls block legitimate agent traffic at any stage, not only at payment?
- ☐ Do you know what happens when agent-style traffic runs alongside your normal customer journeys?



04

Load · 5 checks



Load doesn't spread the way it used to

Where agent requests land

Static assets

CSS

Images

JavaScript

Endpoints

Queries

Integrations

Checkout

Illustrative only, not measured data.

Where does the load land?

Agent traffic creates a different load profile from human browsing. Rather than moving page by page and requesting CSS, images, and JavaScript, most agents don't request static content such as CSS or images, instead they go directly to a smaller set of endpoints. That concentrates demand in different places.

CHECK

- ☐ Does your peak test reflect agent-style traffic as well as traditional browser journeys?
- ☐ Have you tested what happens when traffic concentrates on queries, integrations, product data, and checkout?
- ☐ Have you tested requests to multiple un-cached URLs or URLs with unexpected filter parameters resulting from AI hallucinations?
- ☐ Have you accounted for AI crawlers as a separate traffic source alongside live agent sessions?
- ☐ Does your load profile reflect the traffic mix your infrastructure will face, not just historic human browsing patterns?

THE QUESTION BEFORE PEAK

You don't need to predict exactly how agentic commerce will develop. You need to know whether your monitoring and peak testing still assume every visitor behaves like a human. The principle hasn't changed.

The traffic you don't test for is the traffic that **breaks you.**

How many of these questions can you answer with confidence?

Total / 18



Visibility

 / 3



Readability

 / 5



Commerce
flow

 / 5



Load
concentration

 / 5

thinkTRIBE adds agent-style traffic to your existing peak load profile and tests it alongside your human customer journeys.

See how agent-style traffic changes your BFCM load profile.

