RESEARCH REPORT

# The AI-Era Customer Journey

How AI is changing discovery, trust and conversion — and where brands *should invest next.*

A survey of 2,000 synthetic B2B and B2C buyers across the US, Europe and APAC

magnolia



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# Executive Summary

Buyers increasingly start — and do much of — their research inside an AI assistant. What that means for the brand website, and for the channels and tools around it, has largely gone unmeasured. This study surveyed 2,000 synthetic buyers to map where AI enters the buying journey, what it replaces (if anything), and what still brings a buyer to a brand's own site.

The answer is reassuring, but not simple: AI is a powerful new layer in the journey, not a replacement for the website. It decides who gets considered. The website is where buyers verify, decide and buy.

**75%**

use AI to research & learn — the peak stage of AI use

**54%**

trust the website over AI when they conflict (18% trust AI)

**58% vs 26%**

use the website vs. AI at the moment of purchase

## What we found

### AI decides who gets considered.

AI use peaks in research (75%) and comparison (68%); half of its influence on the decision sits in those two stages. 75% say AI has helped them discover new brands.

### The website is where buyers verify.

Fewer than 2% stop at an AI answer. The brand's website is the joint most-common next stop (22%). When AI and the site conflict, buyers side with the site by 54% to 18%.

### Buyers stack sources, not swap them.

Heavy AI users visit brand websites more than light users at every stage — and also lean harder on analyst coverage and newsletters (B2B), video and marketplaces (B2C). AI adds a source; it replaces none.

### Context wins, identity backfires.

Real-time answers and tailoring to stated needs score highest; greeting by name and following up on browsing score negative.

### The website still closes the sale.

The website carries the final decision and the purchase (58% use it at purchase vs. 26% for AI), and 60% of buyers are uncomfortable letting AI buy for them.

## From problems to answers

| The problem | What the research shows | Magnolia's answer |
|---|---|---|
| **Brands can't see or shape how AI describes them** | Half of AI's influence sits in research and comparison; buyers ask AI for specs (51%) and prices (42%) | **Magnolia Answers by ai12z; Magnolia Agentic AI & GEO Tools** |
| **Buyers arrive mid-conversation to verify** | 22% go to the site next; 54% trust it over AI; verification is a top-4 reason to visit | **Magnolia Answers by ai12z (on-site assistant); Headless CMS** |
| **Facts are inconsistent across channels** | Heavy AI users add analysts and newsletters (B2B), video and marketplaces (B2C) on top of AI | **Magnolia Headless CMS** |
| **Personalization feels like surveillance** | Real-time answers +61, name greeting –12, browsing follow-up –17 | **Magnolia Intent-Based Personalization** |
| **The last mile is won or lost on the site** | 58% use the website at purchase vs. 26% AI; 60% uncomfortable with AI buying for them | **Magnolia Experiments by Kameleoon** |

# About This Research

This study was fielded by Evidenza on behalf of Magnolia DXP. Evidenza is an AI-powered research platform that models hard-to-reach audiences using synthetic respondents grounded in public data. Each persona is built from 75+ demographic, firmographic and psychographic dimensions, drawing on public sources.

The survey covers 2,000 synthetic respondents representing adults — 1,000 buying for themselves or their household (B2C) and 1,000 buying on behalf of an organization (B2B) — across the United States (34%), Europe (33%) and APAC (33%). Every synthetic respondent made a purchase in the past year in one of five categories — banking & insurance, pharma & health, durable goods, everyday retail, or travel & hospitality — and is an active AI user; never-users were screened out. ChatGPT is the most-used tool (79%), followed by search-engine AI answers (39%), Gemini (37%), Copilot (35%) and Claude (31%).

For ease of reference, the synthetic respondents included in this survey are referred to throughout this report as “buyers” or “AI users”.

Every question is read on six segments: B2B and B2C, each split into Heavy, Medium and Light AI users. “Total” blends B2B and B2C 50/50, as fielded.

| Segment | Definition of AI usage | B2B (n) | B2C (n) |
|---|---|---|---|
| Heavy AI users | Multiple times a day or about once a day | 340 | 340 |
| Medium AI users | A few times a week or about once a week | 330 | 330 |
| Light AI users | A few times a month or less than once a month | 330 | 330 |
| Total | | 1,000 | 1,000 |

Because respondents are synthetic, findings should be read as modelled behavior grounded in public data, not as a poll of real individuals. Figures are rounded to whole percentages; multi-select questions sum to more than 100%. For ease of reference, the synthetic respondents included in this survey are referred to throughout this report as “buyers” or “AI users”. Verbatims quoted in this report are illustrative synthetic responses.

## The journey we measured

The study tracks eight stages of the buying journey.
Each finding in this report is read against them.

| # | Stage | Typical touchpoints |
|---|---|---|
| 1 | **Realizing a need** | A product breaks; a doctor's or colleague's advice; an "is this normal?" question to an AI assistant |
| 2 | **Discovering options** | Search engines, AI recommendations, social and video ads, marketplaces |
| 3 | **Researching & learning** | Brand website and spec pages, AI Q&A, review videos, blogs and guides |
| 4 | **Comparing options** | Comparison sites, AI side-by-side answers, spec sheets, reviews |
| 5 | **Narrowing to a shortlist** | Saved or bookmarked pages, retailer wishlists, follow-up AI chats |
| 6 | **Making the final decision** | Live chat or sales call, peer recommendations, pricing pages, analyst reports |
| 7 | **Completing the purchase** | Website checkout, retailer purchase, procurement and contract (B2B) |
| 8 | **Post-purchase support** | Help center or chatbot, community forums, follow-up emails |

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# Finding 1: AI Decides *Who Gets Considered*

Buyers don't use AI evenly across the journey. Use climbs through discovery, peaks in research and comparison, and then falls away as buyers approach a decision. The brand website follows a different curve: it holds steady all the way through.

## Where buyers use AI and the brand's own website, by journey stage

| Journey stage | Use AI | Use brand website | Gap (AI – website) |
|---|---|---|---|
| Realizing a need | 36% | 26% | +10 pts |
| Discovering options | 64% | 52% | +12 pts |
| Researching & learning | 75% | 74% | +1 pt |
| Comparing options | 68% | 62% | +6 pts |
| Narrowing to a shortlist | 53% | 56% | –3 pts |
| Making the final decision | 40% | 55% | –15 pts |
| Completing the purchase | 26% | 58% | –32 pts |
| Post-purchase support | 38% | 55% | –17 pts |

Source: Evidenza for Magnolia DXP, 2026. Question: "At which stages of your buying journey do you use AI / a brand's own website?" (asked per stage, independently). Base: all synthetic respondents, n = 2,000. Share of buyers using each source at each stage.

## Where buyers use AI, by journey stage and AI-usage tier

| Realizing a need | Heavy | Medium | Light | Total |
|---|---|---|---|---|
| Realizing a need | 48% | 36% | 23% | 36% |
| Discovering options | 78% | 66% | 47% | 64% |
| Researching & learning | 87% | 79% | 57% | 75% |
| Comparing options | 85% | 74% | 46% | 68% |
| Narrowing to a shortlist | 72% | 58% | 29% | 53% |
| Making the final decision | 55% | 41% | 23% | 40% |
| Completing the purchase | 38% | 25% | 14% | 26% |
| Post-purchase support | 53% | 38% | 22% | 38% |

Source: Evidenza for Magnolia DXP, 2026. Question: "At which of the following stages of your buying journey do you use AI?" (asked per stage).
Base: all synthetic respondents, n = 2,000 (Heavy n = 680, Medium n = 660, Light n = 660).

Asked which single stage is where AI most influences the final decision, buyers point to the same two moments: researching & learning (25%) and comparing options (25%). Discovering options (14%) and narrowing to a shortlist (13%) follow; the final decision itself (11%) and the purchase (3%) trail far behind.

**54%**
**rely on the brand website (lean toward + rely entirely)**

**28%**
**rely on both equally**

**18%**
**use the website vs. AI at the moment of purchase**

Trust in AI rises with usage, but the website stays ahead in every segment — although the margin narrows among the heaviest users, particularly in B2C.

## What buyers ask AI to do

What buyers use AI for while shopping

| Use of AI while shopping | % of buyers |
|---|---|
| Researching & learning | 70% |
| Answering specific questions | 66% |
| Comparing options | 65% |
| Initial ideas / discovery | 57% |
| Tailored recommendations | 55% |
| Technical details & specs | 51% |
| Reviews & opinions | 51% |
| Narrowing to a shortlist | 46% |
| Validating a decision | 44% |
| Prices, deals, availability | 42% |
| Where or how to buy | 29% |

Source: Evidenza for Magnolia DXP, 2026. Question: "When shopping or researching which products or services to buy, what do you typically use AI for?" (multi-select). Base: all synthetic respondents, n = 2,000. B2B buyers over-index on technical details and specs (index 114 vs. 86 for B2C; index = sample % ÷ Total % × 100, where 100 is in line with the Total). Highlighted rows are those where AI is relaying facts about a brand's offer.

What makes an AI recommendation worth a second look is how specific it is — and how well it matches what the buyer already knows.

**"The list prices it quoted matched what our distributor had just sent us, so I trusted the rest of the comparison."**

— B2B buyer (illustrative synthetic response)

**"The same model kept surfacing whether I searched normally or asked an assistant, so the consistency was worth a closer look."**

— B2C buyer (illustrative synthetic response)

## The problem for brands

- **Visibility is decided before the click.**
  AI's influence concentrates in research and comparison — questions brands can't see being asked or answered.
- **AI repeats your facts.**
  Buyers use AI for specs (51%) and prices (42%). An outdated or wrong answer travels with the buyer.
- **Discovery is rising; loyalty is flat.**
  Being a known name doesn't guarantee a place in the answer.

## How Magnolia DXP helps

- **Magnolia Answers by ai12z — AI visibility reporting.** See how AI tools describe your brand on research and comparison questions, and where their answers diverge from your own website.
- **Magnolia Agentic AI & GEO Tools — optimization.** Generate structured markup automatically, so research and comparison content is easier for AI tools to parse and cite — without a manual, page-by-page rebuild.

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# Finding 2: The Website Is Where *Buyers Verify*

An AI answer is rarely the end of the journey. Fewer than 2% of buyers stop at the AI — 1% buy without going anywhere else and 1% go nowhere next. Everyone else moves on, and the brand's own website ties with search engines as the most common next stop.

## Where buyers go next after an AI answer, indexed vs. Total, by audience

| Where buyers go next after an AI answer | Total | B2B index | B2C index |
|---|---|---|---|
| Search engines | 22% | 90 | 110 |
| A brand's own website | 22% | 117 | 83 |
| Back to the same AI tool | 13% | 111 | 89 |
| Review or comparison sites | 11% | 98 | 102 |
| Online marketplaces | 9% | 40 | 160 |
| Analysts, experts or trade press | 5% | 170 | 30 |
| Friends, family or colleagues | 4% | 128 | 72 |
| Video platforms | 4% | 70 | 130 |
| A retailer, reseller or store | 4% | 73 | 127 |
| A different AI tool | 3% | 124 | 76 |

Source: Evidenza for Magnolia DXP, 2026. Question: "When an AI tool gives you an answer while you are researching or deciding on a purchase, where do you most often go next?" (single select).
Base: n = 1,000 per sample; Total n = 2,000. Index = segment % ÷ Total % × 100; 100 is in line with the Total, 120 or more over-indexes, 80 or less under-indexes. Options at 2% or below not shown.

B2B buyers are more likely than average to head to the brand's site (index 117) and to analysts and trade press (170). B2C buyers lean towards search engines, marketplaces and video. Note also that 13% go back to the same AI tool and 3% try a different one — the follow-up question is often asked again elsewhere.

## When AI and the website disagree, the website wins

**54%**
rely on the brand website
(lean toward + rely entirely)

**28%**
rely on both equally

**18%**
rely on AI
(lean toward + rely entirely)

Trust in AI rises with usage, but the website stays ahead in every segment — although the margin narrows among the heaviest users, particularly in B2C.

## Where buyers go next after an AI answer, indexed vs. Total, by audience

| Who buyers rely on when sources conflict | Website | Both equally | AI |
|---|---|---|---|
| B2B — Heavy AI users | 46% | 29% | 25% |
| B2B — Medium AI users | 54% | 30% | 16% |
| B2B — Light AI users | 71% | 21% | 8% |
| B2C — Heavy AI users | 38% | 34% | 29% |
| B2C — Medium AI users | 50% | 29% | 21% |
| B2C — Light AI users | 66% | 24% | 10% |

Source: Evidenza for Magnolia DXP, 2026. Question: "When guidance from an AI tool and guidance from a brand's own website conflict, which do you rely on?" (single select, five-point scale). Base: n = 1,000 per sample; tier bases n ≈ 330–340. Lean toward + rely entirely combined.

> **"In regulated categories, analyst and trade coverage is what I can actually put in front of a board — a chatbot answer isn't defensible."**
>
> — B2B buyer, Heavy AI user
> (illustrative synthetic response)

## Why buyers click through

Main reason for visiting a brand's own website, by audience

| Main reason for visiting a brand's website | Total | B2B | B2C |
|---|---|---|---|
| Authoritative information from the source | 21% | 22% | 21% |
| Detailed specs & features | 18% | 20% | 15% |
| Pricing, plans, availability | 14% | 13% | 15% |
| Verify something learned elsewhere | 12% | 13% | 12% |
| See the full product range | 12% | 11% | 12% |
| Make a purchase | 8% | 6% | 10% |
| Contact, demo or support | 4% | 5% | 4% |
| Judge credibility | 4% | 4% | 5% |
| Find what AI couldn't give | 3% | 3% | 4% |
| A different AI tool | 3% | 124 | 76 |

Source: Evidenza for Magnolia DXP, 2026. Question: "What is the main reason you visit a brand's own website when shopping or researching purchases today?" (single select). Base: n = 1,000 per sample; Total n = 2,000. Heavy B2B AI users over-index on "verify something learned elsewhere" (index 133).

## The website holds its place at every stage

Where buyers use the brand's own website, by journey stage, audience and AI-usage tier

| Stage | B2B | B2C | Heavy | Medium | Light |
|---|---|---|---|---|---|
| Realizing a need | 30% | 22% | 32% | 24% | 22% |
| Discovering options | 58% | 45% | 59% | 51% | 45% |
| Researching & learning | 80% | 69% | 79% | 75% | 69% |
| Comparing options | 67% | 56% | 70% | 62% | 53% |
| Narrowing to a shortlist | 61% | 50% | 65% | 55% | 46% |
| Making the final decision | 55% | 54% | 64% | 50% | 50% |
| Completing the purchase | 56% | 60% | 65% | 54% | 55% |
| Post-purchase support | 58% | 51% | 61% | 53% | 50% |

Source: Evidenza for Magnolia DXP, 2026. Question: "At which of the following stages of your buying journey do you use a brand's own website?" (asked per stage). Base: n = 1,000 per sample; AI-usage tiers use the combined sample (Heavy n = 680, Medium n = 660, Light n = 660). Heavy AI users use the website more than light users at every stage — 14 points more at the final decision.

## The problem for brands

- **Buyers arrive to verify.** Authority (21%), specs (18%), pricing (14%) and verification of something learned elsewhere (12%) are four of the top reasons to visit.
- **A mismatch loses the argument.** When AI and the site disagree, 54% side with the site — but only if the site has the answer, accurately, at hand.
- **The conversation doesn't carry over.** A buyer who lands mid-journey shouldn't start again. 13% go back to the same AI tool and 3% to another.

## How Magnolia DXP helps

- **Magnolia Answers by ai12z — on-site, personalized AI assistant.** Answers visitors' follow-up questions in real time, where they already are — on your site — instead of sending them back to a general AI tool.
- **Headless CMS.** One verified source of specs, pricing and claims, so what the site says is what every other channel says.
- **Magnolia Agentic AI & GEO Tools.** Structured markup keeps specs and pricing machine-readable and consistent with what AI tools pick up.

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# Finding 3: Buyers Stack Sources — *Channels Must Tell One Story*

It would be easy to assume AI is replacing everything else. The data says otherwise. Search engines (80%) and brand websites (70%) remain the most-used non-AI sources, and AI looks additive to the journey, not substitutive.

## Non-AI sources used across the journey, by audience

| Non-AI source used across the journey | Total | B2B | B2C |
|---|---|---|---|
| Search engines | 80% | 78% | 82% |
| Brand's own website | 70% | 75% | 65% |
| Review & comparison sites | 66% | 61% | 70% |
| Online marketplaces | 55% | 39% | 71% |
| Friends, family & colleagues | 54% | 53% | 55% |
| Retailer, reseller or store | 48% | 44% | 52% |
| Video platforms | 44% | 37% | 52% |
| Analysts & trade press | 42% | 59% | 24% |
| Social media | 39% | 32% | 46% |
| Email & newsletters | 35% | 41% | 29% |

Source: Evidenza for Magnolia DXP, 2026. Question: "Other than AI, which of the following sources do you use across your buying journey, from first learning about something to making a decision?" (multi-select). Base: n = 1,000 per sample; Total n = 2,000.

The heaviest AI users are information maximalists: they use AI and everything else. Heavy B2B AI users over-index on analyst and trade press (index 164) and email newsletters (146); Heavy B2C AI users over-index on video platforms (134), online marketplaces (131) and social media (128).

Since adopting AI, 36% of buyers say they visit brand websites more — and Heavy AI users users are the most likely to say so (index 150 for B2B, 128 for B2C). Few things have changed less than loyalty to known brands.



## The problem for brands

- **AI adds a source; it replaces none.** The temptation is to fund an "AI strategy" by trimming the newsletter, the analyst relationship or video. The people most invested in AI are the ones using those channels most.
- **Every source repeats your facts.** Website, newsletter, marketplace listing, analyst briefing, video script, AI answer. If the spec or the price differs between them, buyers notice — and trust drops.



## How Magnolia DXP helps

- **Composable Content Hub — omnichannel.** Create a fact once and deliver it everywhere: one verified spec, price or claim feeding the website, the newsletter, marketplace listings, analyst briefings and AI-facing feeds. Growth in one channel doesn't cost another, and nothing drifts out of sync.

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# Finding 4: Context Wins. *Identity Backfires.*

Buyers welcome personalization that makes a site more useful — and push back on personalization that makes it feel like surveillance. The line runs between context (what am I trying to do right now?) and identity (who are you, and what have you been looking at?).

## Personalization on a brand website: helpful or intrusive, by audience

| Personalization on a brand website | B2B | B2C | Total |
|---|---|---|---|
| Answers my questions in real time | +64 | +58 | +61 |
| Tailors what I see to my stated needs | +64 | +58 | +61 |
| Remembers my preferences across visits | +53 | +45 | +49 |
| Adapts content to where I am in the journey | +54 | +44 | +49 |
| Shows prices and offers tailored to me | +46 | +41 | +44 |
| Recommends from my past browsing or purchases | +44 | +37 | +41 |
| Pre-fills forms or information about me | +27 | +26 | +27 |
| Uses my location to tailor what I see | +3 | –3 | 0 |
| Greets me by name or references past activity | –11 | –13 | –12 |
| Follows up based on what I viewed | –13 | –21 | –17 |

Source: Evidenza for Magnolia DXP, 2026. Question: "For each of the following, how helpful or intrusive does it feel when a brand's own website personalizes your experience?" (rating).
Base: n = 1,000 per sample; Total n = 2,000. Net helpful = helpful minus intrusive (top-2-box), in percentage points. Total is the simple average of B2B and B2C (equal bases).

The highest-scoring elements — answering questions in real time, tailoring to stated needs, adapting to the journey stage — are all about context. The lowest-scoring are the ones that rely on knowing who the visitor is.

# Heavy AI users are the most receptive

Heavy AI users are more likely than Light AI users to rate tailored help as useful. For “answers my questions in real time” (rated helpful by 73% overall), Heavy AI users index at 118 in B2B and 115 in B2C, against 78 and 67 for Light AI users. They expect a brand’s site to understand where they are in the journey.



## The problem for brands

- **Identity-based rules are common — and they backfire.** Name greetings (–12) and browsing follow-ups (–13, and –21 for consumers) actively hurt the experience.
- **The best-scoring personalization is the least personal.** Answer the question, understand the stated need, fit the journey stage.
- **The hand-off from AI to site is where it matters most.** The audience most open to personalization is the one arriving from an AI conversation.



## How Magnolia DXP helps

- **Intent-Based Personalization.** Targets what a visitor is trying to do and where they are in the journey — context, not identity — which is exactly where the scores are highest.
- **Magnolia Answers by ai12z — on-site, personalized AI assistant.** Real-time answers tailored to what the visitor says they need: the top two scoring elements in the study. Grounded in your approved, governed content.

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# Finding 5: The Website *Still Closes the Sale*

AI carries the early journey; the website carries the end of it. At the point of purchase, 58% of buyers use the brand's website and 26% use AI. Influence follows the same hand-over: the website overtakes AI as the most influential source at the final decision, where it runs 7 points ahead.

## Where AI and the brand's own website most influence the final decision

| Stage of greatest influence on the decision | AI | Brand website | Gap (AI – website) |
|---|---|---|---|
| Researching & learning | 25% | 27% | –2 pts |
| Comparing options | 25% | 19% | +6 pts |
| Discovering options | 14% | 9% | +5 pts |
| Narrowing to a shortlist | 13% | 12% | +1 pt |
| Making the final decision | 11% | 18% | –7 pts |
| Realizing a need | 5% | 3% | +2 pts |
| Neither has any influence | 4% | 3% | +1 pt |
| Completing the purchase | 3% | 6% | –3 pts |
| Post-purchase support | 2% | 2% | 0 pts |

Source: Evidenza for Magnolia DXP, 2026. Question: "At which single stage of your buying journey does AI / a brand's own website most influence your final purchase decision?" (single select). Base: all synthetic respondents, n = 2,000. Two separate single-select questions, one for AI and one for the brand's own website.

The hand-over looks different by audience. B2C buyers lean on the website to make their final decision (index 117) and to complete the purchase (133); B2B buyers over-index on the website for comparison (116).

## Buyers want help deciding — not a decision made for them

Heavy AI users are more likely than Light AI users to rate tailored help as useful. For "answers my questions in real time" (rated helpful by 73% overall), Heavy AI users index at 118 in B2B and 115 in B2C, against 78 and 67 for Light AI users. They expect a brand's site to understand where they are in the journey.

**60%**

**would be uncomfortable with AI completing a purchase automatically**

**Nearly half**

**of Heavy AI users are uncomfortable, too**

> **"Research and shortlisting, fine, but the moment it commits budget I lose the ability to catch the mistake before finance does."**
>
> — B2B buyer (illustrative synthetic response)

At the final stage, what most changed buyers' minds, beyond price, differs by audience: B2C buyers want to see customer reviews, while B2B buyers want to see the product in action and hear case studies of it working well.



### The problem for brands

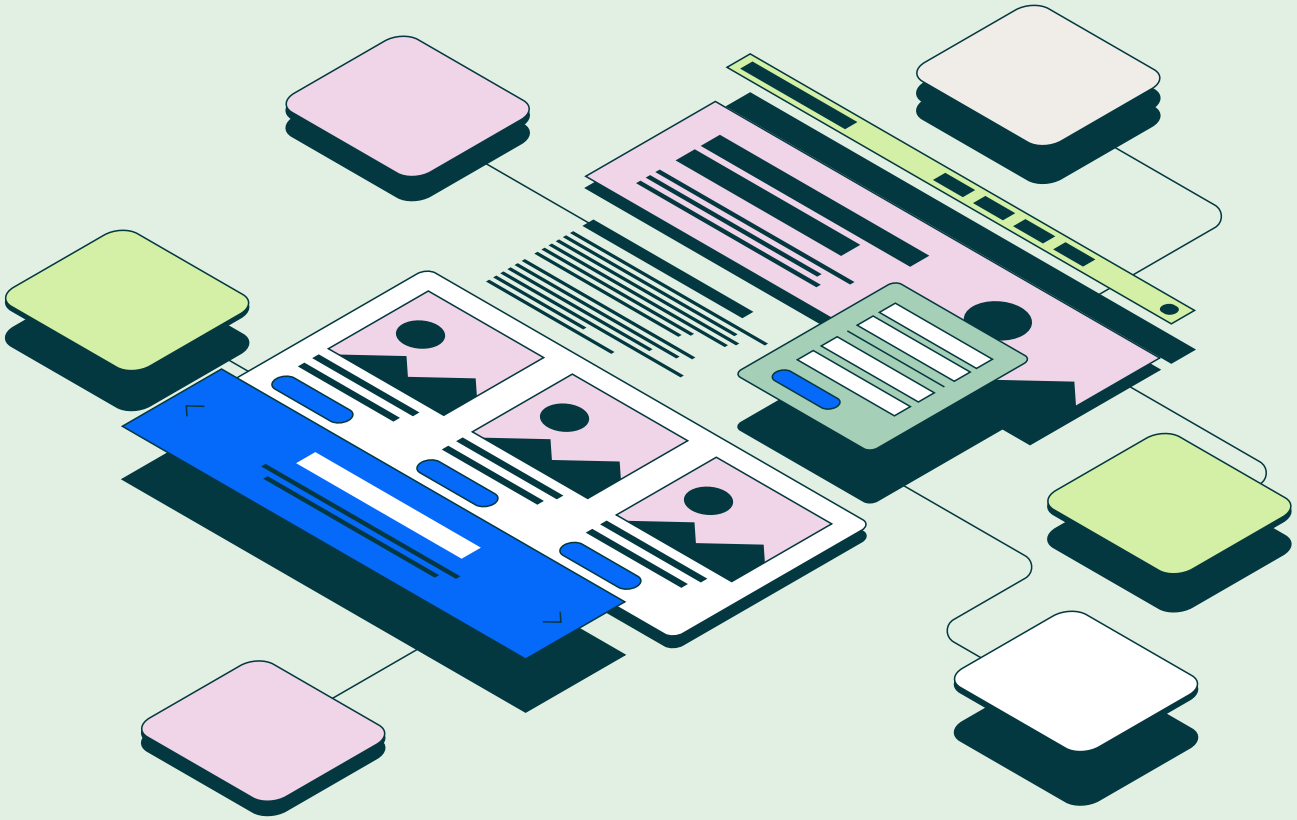
- **AI informs; the website closes.** At the decision and the purchase, buyers return to the brand's own site — so conversion there is where the journey is won or lost.
- **Buyers keep control.** With AI-completed purchases off the table for most, checkout and the final decision remain a human, on-site experience.
- **The last mile differs by audience.** B2C leans on customer reviews; B2B on demo/trial and proof.



### How Magnolia DXP helps

- **Magnolia Experiments by Kameleoon — on-site conversion, including checkout.** Run controlled experiments on the pages and flows where buyers decide and pay, and measure what actually lifts conversion for each audience.

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## Starting points for experimentation (hypotheses suggested by the research, not findings)

- **Pricing clarity.** Test how prominently pricing, plans and availability appear on pages near the decision. Pricing is the third most common main reason to visit a brand's site (14%).
- **Proof at the decision point.** Test placing the evidence each audience says changed their mind next to the decision: customer reviews for B2C buyers, product demos and case studies for B2B buyers.
- **Verification within reach.** Test making specs, credentials and sources easy to reach from the decision page. 12% of buyers visit mainly to verify something they learned elsewhere.
- **Buyer-controlled checkout.** Test guidance and comparison tools that help buyers decide for themselves. 60% of buyers are uncomfortable with AI completing a purchase automatically.

## From problems to answers

**Each finding points to a specific job, from seeing how AI represents your brand to converting at checkout. Magnolia's solutions are organized around those jobs.**

| Problem | Evidence | Magnolia solution |
|---|---|---|
| Can't see how AI describes the brand | 50% of AI's influence is in research and comparison; buyers ask AI for specs (51%) and prices (42%) | **Magnolia Answers by ai12z — AI visibility reporting** |
| AI can't easily parse or cite the content | AI use peaks at research (75%) and comparison (68%); consistency and specificity earn a second look | **Magnolia Agentic AI & GEO Tools — automatic structured markup and optimization** |
| Buyers arrive mid-conversation to verify | Site is the joint-top next stop (22%); 54% trust it over AI; 13% go back to AI | **Magnolia Answers by ai12z — on-site personalized AI assistant** |
| Facts differ between channels | Heavy AI users add analysts, newsletters, video and marketplaces to AI | **Magnolia Headless CMS — omnichannel** |
| Personalization feels intrusive | +61 real-time answers; -12 name greeting; -17 browsing follow-up | **Magnolia Intent-Based Personalization — context, not identity** |
| Conversion at the last mile | 58% use the website at purchase vs. 26% AI; 60% uncomfortable with AI buying | **Magnolia Experiments by Kameleoon — on-site conversion at checkout** |

## Solutions across the journey

| Stage | What the research shows | Where Magnolia DXP helps |
|---|---|---|
| 1–2. Realizing a need, discovering options | AI use 36% and 64%; discovery of new brands rising | **Answers by ai12z (visibility); Agentic AI & GEO Tools** |
| 3–4. Researching, comparing | AI use peaks at 75% and 68%; half of AI's influence | **Answers by ai12z; Agentic AI & GEO Tools; Headless CMS** |
| 5. Narrowing to a shortlist | AI 53%, website 56% — the two are level | **Answers by ai12z (assistant); Intent-Based Personalization** |
| 6. Making the final decision | Website 55% vs. AI 40%; website 7 points more influential | **Intent-Based Personalization; Experiments by Kameleoon** |
| 7. Completing the purchase | Website 58% vs. AI 26% | **Experiments by Kameleoon (checkout)** |
| 8 Post-purchase support | Website 55%, AI 38% | **Answers by ai12z (assistant); Headless CMS (self-service portal)** |

## Where to start

1. **Baseline.** Use AI visibility reporting to see how assistants describe your brand on your top 20–30 research and comparison questions.
2. **Optimize.** Close the gaps and contradictions between AI answers and your site; generate structured markup for the pages that answer research and comparison questions.
3. **Align.** Put one verified source of facts behind every channel, then switch identity-based personalization rules to intent and journey stage.
4. **Connect.** Deploy an on-site assistant for visitors arriving after an AI answer, starting with verification questions: specs, pricing, availability.
5. **Convert and repeat.** Experiment on the decision and checkout steps, by audience, and keep re-running the visibility report to track what changes.

# Be found by AI. *Trusted on your site.* Chosen at checkout.

## About Magnolia DXP

Magnolia is the digital experience platform (DXP) that global enterprises choose to grow faster and stay in control of every customer experience. Founded in Switzerland in 1997, Magnolia goes well beyond content management: its composable platform brings together content, AI-driven visibility and optimization, personalization and experimentation, so brands can be found, trusted and chosen in the AI era, across every channel.

## About Evidenza

Launched in 2024, Evidenza uses AI to model hard-to-reach audiences, allowing companies to run research in a fraction of the usual time. Respondents are synthetic personas, each built from 75+ demographic, firmographic and psychographic dimensions and grounded in public data, who complete quantitative surveys at scale with pre- and post-survey quality checks.

magnolia

www.magnolia-cms.com