

The State of Retail Coordination

What we found across 15+ enterprise retail surfaces.

FINDINGS

50+ documented findings

COVERAGE

10+ retail categories

REACH

4 continents

THE PROBLEM

Every system is right. The collective experience is uncoordinated.

Modern commerce stacks are composable, and each component optimizes for its own metric.

EACH SYSTEM, DOING ITS JOB

01

Search

Ranks for relevance.

✓ Relevance

02

Retail media auction

Fills the paid slots.

✓ Fill rate

03

Promo engine

Runs the offers.

✓ Conversion

04

Loyalty engine

Rewards members.

✓ Lifetime value

05

CMS and campaigns

Publishes the creative.

✓ Offer take rate

NOBODY'S JOB

The intersection the customer sees

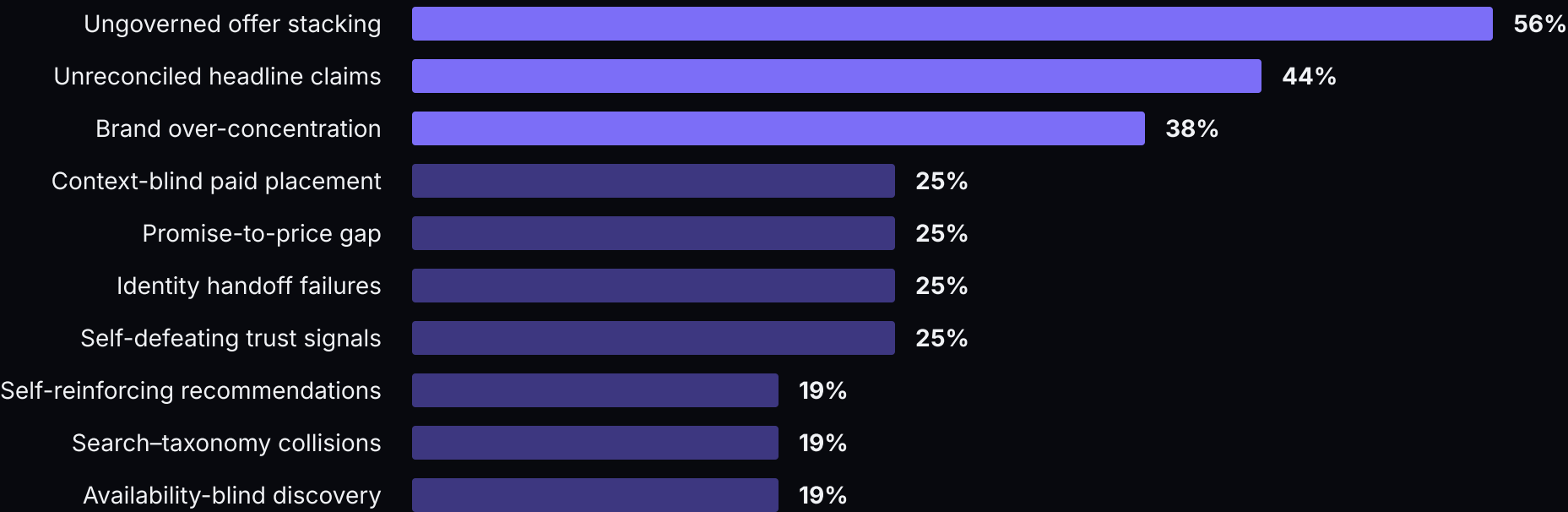
The customer sees all five at once: the headline contradicts the tiles, the ad promotes what inventory flags, and the checkout forgets what the popup promised.

COORDINATION FAILURE

No system owns the intersection, and no dashboard shows it.

Ten recurring patterns

Floors from a single external scan. Share of 15+ retailers where each pattern appeared at least once; real incidence runs higher.



Each of these spans multiple systems, and no single tool's dashboard shows it.

The five most prevalent patterns

Ungoverned offer stacking

56%

Markdowns, codes, loyalty pricing and shipping waivers run at the same time with no visible precedence.

Why it's invisible. No single system knows the others fired. Each is "correct", and the collision shows up on the rendered page alone.

Unreconciled headline claims

44%

Promotional headline claims that the product tiles underneath do not support.

Why it's invisible. Different systems set the claim and the inventory behind it, and neither checks the other. The gap shows up on the rendered page alone.

Brand over-concentration

38%

One brand dominates sponsored and organic placements across a page and crowds out the assortment.

Why it's invisible. Each placement engine cleared its slot on its own. No system sees the aggregate the customer sees.

Promise-to-price gap

25%

An offer surfaced as available that eligibility rules contradict at the cart or product page.

Why it's invisible. The offer engine and the eligibility engine each behaved as designed. The contradiction exists on the page alone.

Identity handoff failures

25%

Recognized-member sessions that break across auth, cart and loyalty: lost identity, emptied carts.

Why it's invisible. Auth, cart and loyalty are separate systems with no shared view of the session.

How coordination failures create commercial exposure

2–5% of GMV at risk

For a \$1B retailer: \$20–50M of GMV at risk annually

AIORA operating estimate. The actual opportunity is measured using the retailer's own data.

Peak sales events

Coordination failures compound when traffic and GMV are highest, as promotions, inventory, search, recommendations and ads change at the same time.

- Offer stacking
- Price mismatches
- Margin giveaway
- Lost conversion

Abandoned cart and browse

Unexpected costs at checkout and contradictions between screens cause customers to leave. The retailer then spends more on retargeting to bring them back to the same problem.

- Lost revenue
- Abandonment
- Recovery spend
- Retargeting waste

Returning customers

Multiple systems compete on the first screen a returning customer lands on, usually the homepage or a campaign landing page, where traffic and conversion are highest. When their decisions conflict, retailers lose revenue.

- Product exposure
- Assortment mix
- Repeat conversion
- Customer value

Unresolved complaints

Customers experience the composite journey, but each tool reports only on its own system. The conflict persists.

- Unresolved issues
- Repeat failures
- CX impact
- Revenue at risk

From coordination failure to measured resolution

01 · DIAGNOSTIC

Bring your customer's view

Surfaces coordination failure patterns on your live site, page by page, as your customer sees it.

YOU PROVIDE

Nothing

YOU GET

Annotated findings and specific patterns to investigate

02 · MEASUREMENT

Put a value on each pattern

A structured deep dive into your existing log data. Quantifies each pattern and surfaces new patterns that are invisible from outside.

YOU PROVIDE

Existing log data

YOU GET

Dollar-quantified findings, with confidence-rated estimates

03 · RESOLUTION

Test the fixes, measure the impact

Controlled experiments on the highest-value patterns. Your team runs the tests; AIORA provides the coordination lens.

YOU PROVIDE

Experimentation access

YOU GET

Measured impact and inputs into product, merchandising and operational decisions

Each step proves the value before the next begins.

No integration required.

WHY NOW

Proof of value in weeks, not months or quarters

You can spend months in security and engineering review, quarters integrating, and longer still proving value.

AIORA starts with a diagnostic to prove the problem. We measure the impact before you integrate anything.

No integration

No backend access

No production changes

NEXT STEP

**Request an AIORA
coordination diagnostic**

info@aiora.systems

We show proof first, then build on top of it.

aiora.systems/solutions