AIORA

The State of Retail Coordination

What we found across 15+ enterprise retail surfaces

50+ documented findings

10+ retail categories

4 continents

Every system is right. The collective experience is uncoordinated.

Modern commerce stacks are composable — and each component optimizes correctly, in isolation.

Search
Relevance ✓

Retail media auction
Fill rate ✓

Promo engine
Conversion ✓

Loyalty engine
Lifetime value ✓

CMS / campaigns
shipped on time ✓

UNCOORDINATED CUSTOMER EXPERIENCE!

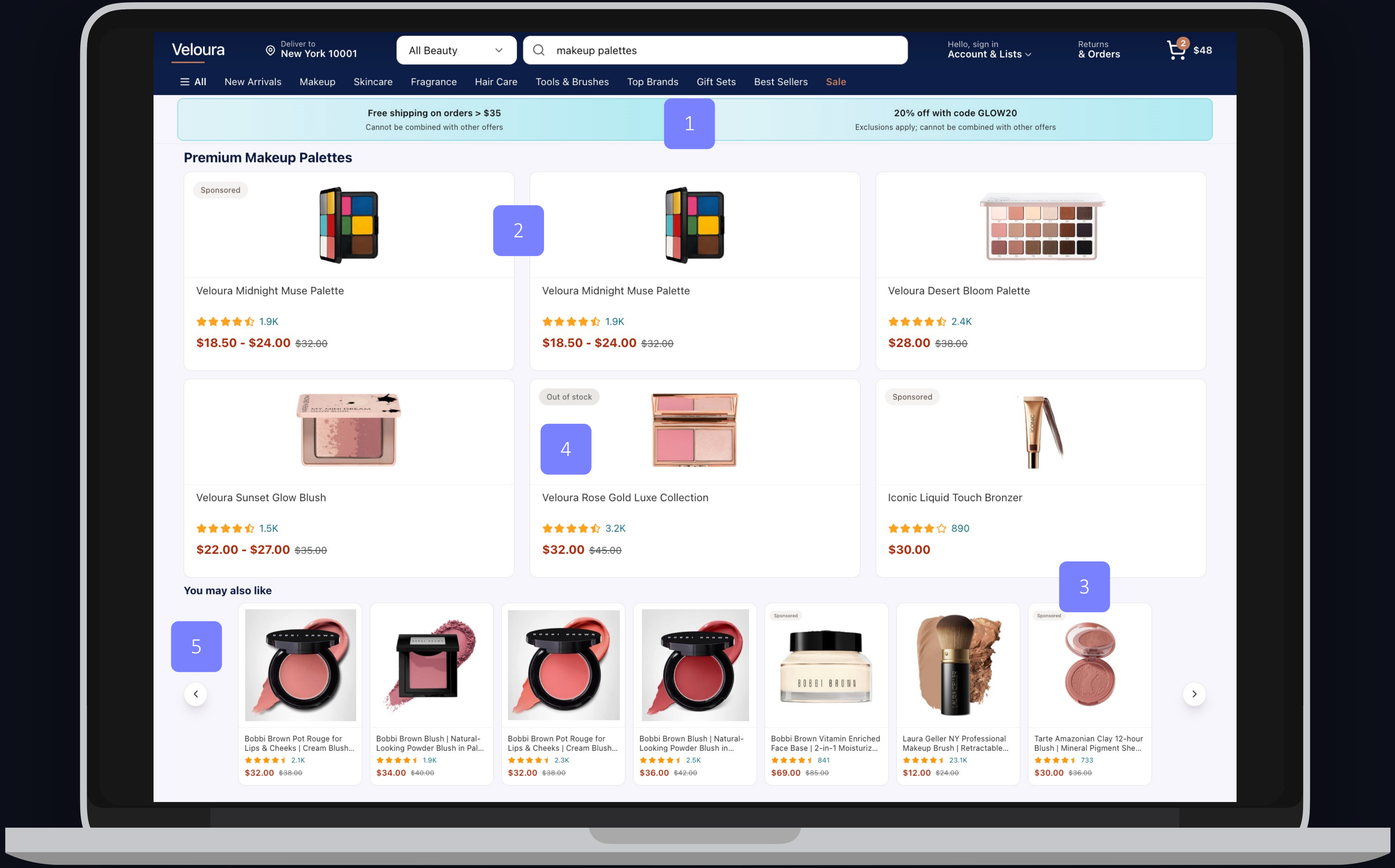
The customer sees the intersection of all five — where the headline contradicts the tiles, the ad promotes what inventory flags, and the checkout forgets what the popup promised.

Coordination failure: No system owns the intersection — and no dashboard shows it.

AIORA Confidential

Smart tools. Dumb coordination.

An illustrative composite — the failure types we observe in the wild, shown together on one representative page..



1 Ungoverned offer stacking

2 Duplicate products (same SKU in ad + organic)

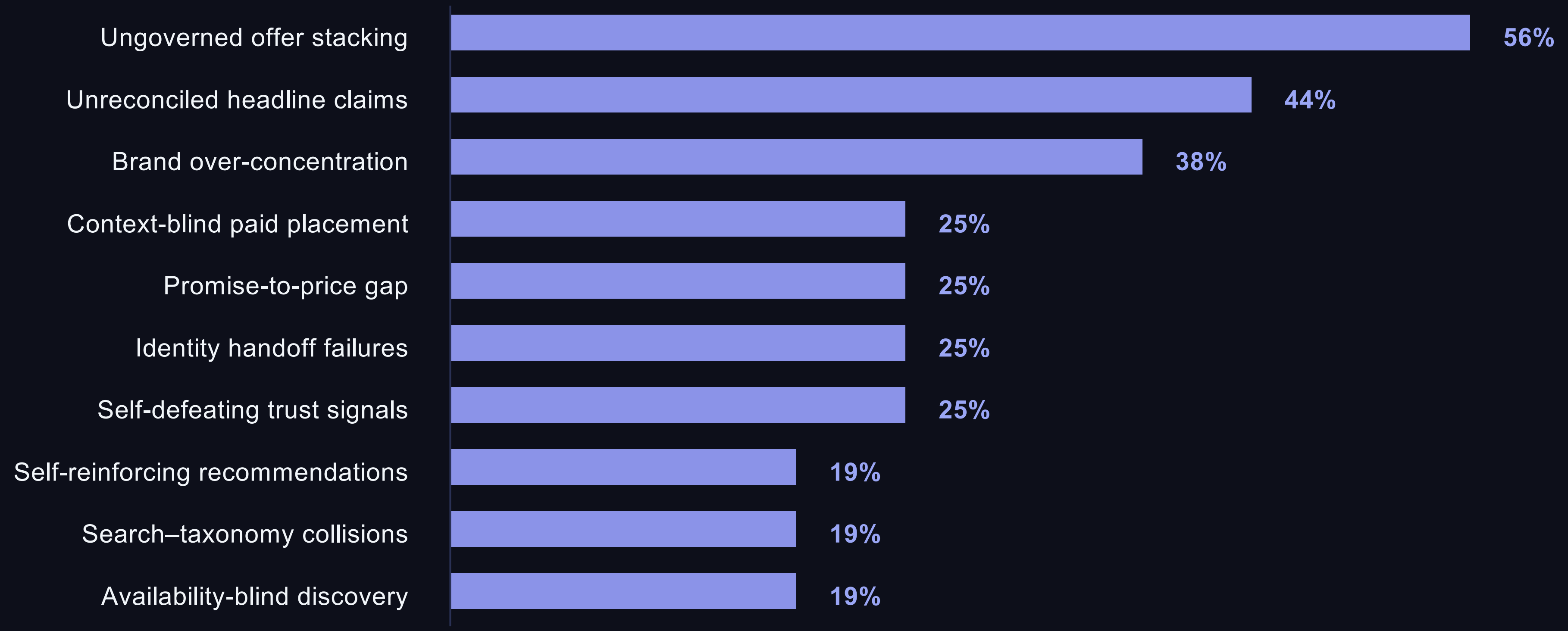
3 Brand / ad over-concentration

4 OOS Surfaced

5 Self-reinforcing recommendations

Ten recurring patterns

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



Every one of these spans multiple systems and is invisible to any single tool's dashboard.

The five most prevalent patterns

Ungoverned offer stacking

56%

Markdowns, codes, loyalty pricing, and shipping waivers run concurrently with no visible precedence.

Why it's invisible: No single system knows the others fired. Each is “correct” — only the rendered page shows the collision.

Unreconciled headline claims

44%

Promotional headline claims that the underlying product tiles don't actually support.

Why it's invisible: Different systems set the claim and the inventory behind it — neither checks the other. Only the rendered page shows the gap.

Brand over-concentration

38%

A single brand dominating sponsored and organic placements across a page — crowding out the assortment.

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

The promise-to-price gap

25%

An offer surfaced as available that eligibility rules quietly contradict at the cart or PDP.

Why it's invisible: The offer engine and the eligibility engine each behaved correctly in isolation. The contradiction exists only on the page.

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.

AIORA Confidential

What it costs

2–5%

of GMV exposed to coordination leakage*

across margin give-away, revenue lost,
abandonment, and trust erosion

** AIORA operating estimate, drawn from the team's retail P&L experience.*

How we engage

Seeing the problem is the first step. Quantifying it is the second. Resolving it is where growth happens.

STEP 1

Diagnostic

Scanner brings your customer's lens

“You have a promo-stacking conflict on your homepage.”

Retailer provides: **Nothing**

Retailer gets: **Annotated patterns**

→

STEP 2

Measurement

Put a dollar value on every pattern

“It’s costing $2.3M a year, concentrated in loyalty-tier during sale events.”

Retailer provides: **Existing log data**

Retailer gets: **Dollar-quantified findings**

→

STEP 3

Resolution

Test the fixes. Measure the impact.

“Here’s the A/B design, the fix, and the measured impact.”

Retailer provides : **Experimentation access**

Retailer gets: **Measured impact + roadmap inputs**

aiora.systems/solutions · info@aiora.systems

No integration to start. AIORA works inside retailer’s data environment under their access controls.

AIORA Confidential