

OOPS!...

MY AGENT BOUGHT IT AGAIN

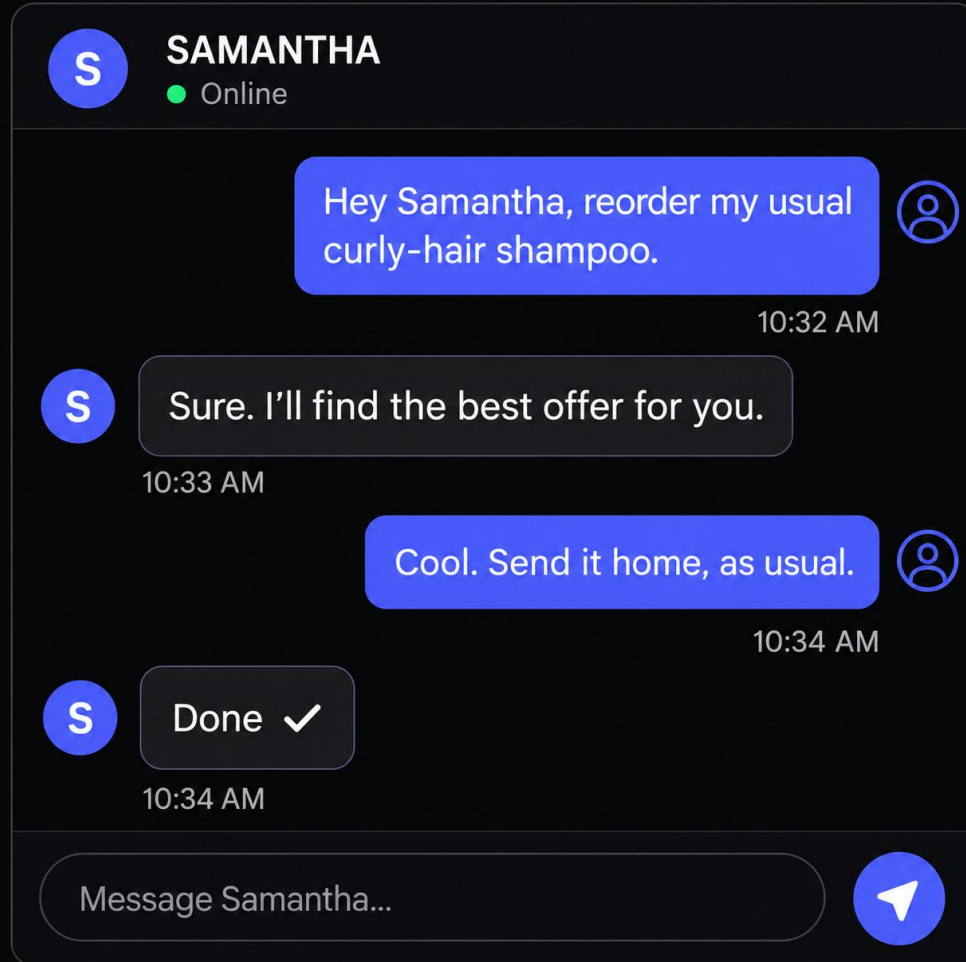
Product identity at the last
meter of agentic commerce

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A SIMPLE REQUEST



THE EXPERIENCE

- ✓ No search.
- ✓ No card details.
- ✓ No checkout form.

EVERYTHING
WORKED.

EXCEPT THE
IDENTITY.

✓ The task completed.

✗ The wrong product arrived.



SIMILARITY IS NOT IDENTITY.

“My usual curly-hair shampoo”

can still match many products

ONE DESCRIPTION. TWO POSSIBLE PRODUCTS.

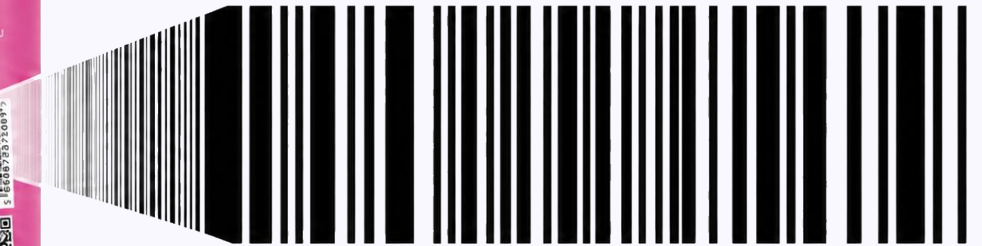
- Same brand
- Same category
- Same hair type
- Same pack size...



FOR 50 YEARS, THE BARCODE HAS CARRIED PRODUCT IDENTITY.

ONE IDENTIFIER. ONE EXACT PRODUCT.

- This specific formulation.
- This specific variant.
- This exact pack size.



5060472670809

The biggest change in retail identification

Now this identifier is
evolving...
onto the Web.



ONE IDENTITY.
NOW WEB-RESOLVABLE.

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THE URI ANCHORS IDENTITY. THE WEB CONNECTS IT TO USEFUL INFORMATION.



Product

Core identification and standard product specifications.



Instructions

Digital manuals, setup guides, and dosage guidelines.



Recycling

Disposal instructions and regional sustainability metrics.



Certification

Official verifications, eco-labels, and safety badges.



Recall

Instant safety warnings and batch-level recall procedures.



Traceability

Full supply chain visibility from raw materials to store shelf.

THE SAME LINK. NOW THE AGENT CAN READ IT.



STEP 01 · ASK

The agent asks the identifier

```
GET dlink.is/01/05060472670809
Accept: application/linkset+json
```

No search. No guessing which of ten pages is the product. The URI on the pack is the query.



STEP 02 · RECEIVE

The brand answers with a linkset

```
"anchor": ".../01/05060472670809",
"gs1:pip": [{ href }]
"gs1:instructions": [{ href }]
"gs1:recallStatus": [{ href }]
"gs1:sustainabilityInfo": [{ href }]
```

Every door from the previous slide, in one standard document. RFC 9264 · GS1 Digital Link resolver.



STEP 03 · ACT

The agent walks through the right door

```
// "Is it affected by the recall?"
follow gs1:recallStatus
// "Where can I buy it again?"
follow gs1:hasRetailers
```

Instructions, recall, where to buy — each answer from its authoritative source, never scraped.

Keys abbreviated · the live response uses full GS1 Web Vocabulary IRIs ([https://gs1.org/voc/...](https://gs1.org/voc/))

One GET. **Identity resolved by the brand, not inferred by the agent.**

brand.com/01/05060472670809

/10/A240912

/21/015783

LEVEL 01
THIS PRODUCT

/01/ GTIN

the shampoo type



LEVEL 02
THIS BATCH

/10/ BATCH

one production run



LEVEL 03
THIS UNIT

/21/ SERIAL

the bottle in your hand



THE PAGE KNOWS WHICH BOTTLE IT IS.

brand.com/01/05060472670809 /10/A240912 /21/015783

```
<script type="application/ld+json">
"@type": ["Product", "IndividualProduct"],
"gtin": "05060472670809",
"gs1:hasBatchLotNumber": "A240912",
"serialNumber": "015783"
```

Schema.org + GS1 Web Vocabulary, embedded in the page itself. Every crawler and every agent reads the same three levels a person sees on the pack.



LEVEL 01 • THIS PRODUCT

Product *the shampoo type*
"gtin": "05060472670809"



LEVEL 02 • THIS BATCH

SomeProducts *one production run*
"gs1:hasBatchLotNumber": "A240912"



LEVEL 03 • THIS UNIT

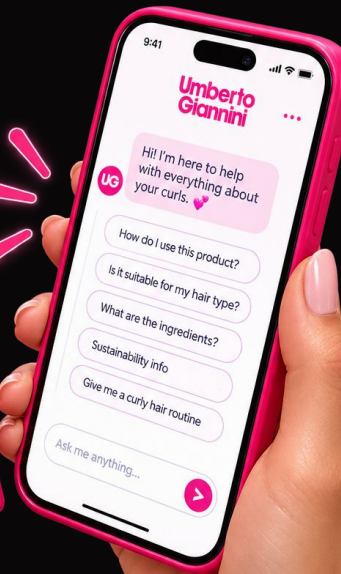
IndividualProduct *the bottle in your hand*
"serialNumber": "015783"

Same identity, same depth — **for the person reading the page and the agent reading the data.**

WHAT IF THE PRODUCT COULD ANSWER?

Are you right for my curls?

Where can I buy you again?



Is this tube affected by the recall?

How should I recycle you?

One product identity. **Answers from their authoritative source.**

THE AGENT GOT EVERY VERB RIGHT.

SUCCESSFUL ACTIONS

- ✓ SEARCH
- ✓ COMPARE
- ✓ SELECT
- ✓ PAY
- ✓ ORDER

BUT IT GOT THE NOUN WRONG

THE PRODUCT

- ✗ Every single step was executed with absolute precision, yet the agent set its sights on the wrong target.

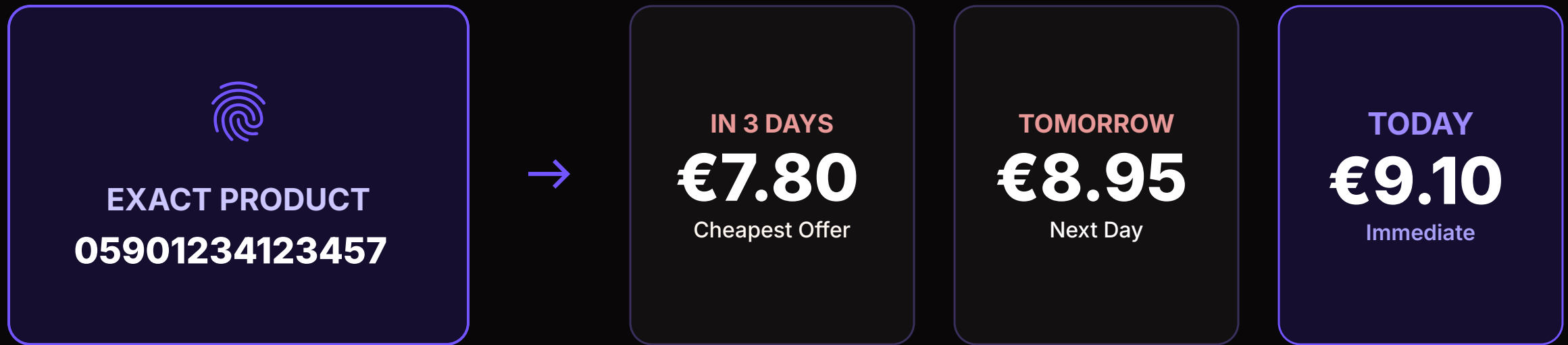
Agentic Infrastructure

Protocols tell agents how to act.

Identity tells them
what they are acting
on.



FIRST, ESTABLISH IDENTITY. THEN, OPTIMISE THE OFFER.



Price, availability and delivery are variables. **Product identity is the constraint.**

 PAU

Reorder my usual curly-hair shampoo.

 SAMANTHA

I found three offers for the exact product.

Shall I buy the cheapest one?



The intelligence remains. The guess disappears.

A QUICK REALITY CHECK

**NO MOONSHOT
REQUIRED.**

A DUTCH GARDEN BRAND
TURNED EVERY PACK INTO
A DOOR TO THE WEB



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START SIMPLE. SCALE LATER.

”

“We didn’t want to wait until we understood every future use case.”

Pokon Evergreen



START SIMPLE.

BUILD FOR WHAT COMES NEXT.

TODAY

Existing product pages

A practical consumer use case



READY FOR

Sustainability · DPP ·
Regulatory Information · Agents
Scalable future foundations



BILLIONS OF PHYSICAL PRODUCTS ARE JOINING THE WEB.

Their identities must remain open.



BRAND-CONTROLLED



STANDARDS-BASED



AGENT-INDEPENDENT

The future of product identity **must not belong to one platform.**

KEY PRINCIPLES.

01

NAMES DESCRIBE.
IDENTIFIERS IDENTIFY.

02

ACTIONS NEED AN
EXACT PRODUCT
IDENTITY.

03

PRODUCT IDENTITIES
MUST REMAIN
PART OF THE OPEN WEB.



INTENT & IDENTITY.



INFER INTENT

Let agents infer intent dynamically based on user context and behavioral patterns.



RESOLVE IDENTITY

Make them resolve precise identity to ensure secure, standards-based transactions.



**‘OOPS’ BELONGS
IN THE SONG.**

**PRODUCT IDENTITY BELONGS
ON THE OPEN WEB.**

digital-link.com

