



# Conversational Commerce Playbook

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How AI agents turn every conversation into revenue.  
The Feastables blueprint and beyond.

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certainly.io

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# 1. The commerce opportunity

Every conversation with a customer is a chance to sell. Most brands waste it. The chat widget answers FAQs and nothing else. The opportunity sits untouched.

AI agents change this. They recommend products, add items to cart, run personalised campaigns, recover abandoned checkouts, and attribute revenue back to the conversation.

*Feastables drove \$6.24M in revenue through a single AI agent. 6.5% of total revenue. 20% higher AOV. NPS of 52 (industry average: 42).*

## 2. The Feastables blueprint

When MrBeast's team came to Certainly, they did not want a support bot. They wanted a growth engine.

### Brand personality

The agent was built as a digital carbon copy of MrBeast. It captured the humour, energy, and language patterns. Fans believed they were talking to someone from the MrBeast universe.

### The secret door

A hidden interaction that only engaged fans could discover. It created viral moments, drove social sharing, and turned visitors into brand evangelists.

### Gamification

Interactive competitions, spin-the-wheel mechanics, and trivia challenges turned lead capture into entertainment. No forms required.

### Upselling engine

Winners received exclusive discounts and gifts. The agent recommended complementary products and added them directly to cart. The 20% AOV lift was engineered, not accidental.

### 3. Campaign templates

Proven conversational commerce campaigns you can deploy:

Campaign	Goal	Expected lift
Product quiz	Guided discovery	15-25% conversion uplift
Flash sale alert	Urgency + FOMO	30-40% click-through
Birthday surprise	Loyalty + retention	20% repeat purchase
New arrival preview	Exclusivity	25% early adoption
Bundle builder	AOV increase	15-20% AOV uplift

### 4. Gamification and lead capture

Young demographics do not fill out forms. Turn lead capture into a game:

- Spin-the-wheel with discount prizes (capture email/phone to play)
- Trivia challenges tied to product knowledge
- Mystery box reveals (share to unlock)
- Loyalty point multipliers for engaged conversations
- Referral competitions with leaderboards

*Feastables harvested more leads through conversation games than through all traditional form-based campaigns combined.*

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## 5. Cart recovery strategies

Re-engage shoppers who dropped off:

### Immediate nudge (within 1 hour)

A personalised message on WhatsApp or web reminding them what they left behind. Include the product image and a one-tap add-to-cart.

### Incentive layer (4-12 hours)

If the first nudge did not convert, offer a small incentive: free shipping, a bundle discount, or loyalty points.

### Social proof (24-48 hours)

Share reviews, ratings, or 'only X left in stock' to create urgency without being pushy.

## 6. Revenue attribution

Track exactly how much revenue your AI agent drives:

- Per-conversation revenue attribution
- AOV uplift measurement (chat vs no-chat)
- Conversion rate by campaign type
- Revenue per channel (web, WhatsApp, Instagram)
- Customer lifetime value impact

## 7. Channel strategy

Channel	Best for	Commerce strength
Web chat	On-site browsing, product discovery	Highest conversion
WhatsApp	Cart recovery, flash sales	Highest open rate
Instagram	Product launches, visual campaigns	Engagement
Facebook	Broad reach, retargeting	Volume
SMS	Time-sensitive offers	Immediacy
Email	Nurture sequences, complex offers	Depth

## 8. Getting started

- 1. Book a consultation with the Certainly commerce team**
2. We audit your product catalogue, checkout flow, and customer journey
- 3. Deploy your commerce agent across your chosen channels**
4. Measure revenue impact after 90 days

*Three-month pilot available. Seven days notice to cancel, no commitment.*



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