Feedvisor Extends Agentis to Amazon Business

Agentis now brings B2B demand, buying behavior and customer economics into advertising and pricing decisions across Amazon

NEW YORK, NY, UNITED STATES, November 4, 2026 /EINPresswire.com/ -- Feedvisor today announced that Agentis, its agentic commerce platform, now supports Amazon Business.The expansion enables brands to identify where business-buyer demand sits within their existing Amazon business, understand how those customers differ from consumers, and act on those differences across advertising and pricing.

Business purchasing continues to move online. Forrester projects U.S. B2B e-commerce is projected to reach $3 trillion by 2027, and McKinsey found that 73% of B2B decision-makers are willing to spend up to $50,000 in a single online transaction, up from 59% in 2022.

Reaching business buyers is only part of the challenge. They often purchase the same products as consumers while evaluating, buying and repurchasing them very differently. Order quantities, specification requirements, replenishment behavior, pricing structures and procurement workflows can all change what a transaction is worth and what it takes to win it.

“B2B isn’t another audience segment. It’s a different buying context,” said Victor Rosenman, CEO and Founder of Feedvisor. “A business buyer may purchase in larger quantities, replenish more often, qualify for different pricing, and be worth considerably more over time. An agentic system should understand that context and fine-tune optimization decisions accordingly. That’s what we’ve extended Agentis to do.”

From B2B Signals to Agentically Orchestrated Decisions

Agentis brings B2B signals into the same system that already connects advertising, pricing, demand, competition, inventory and margin across a brand’s Amazon business. It continually reasons across those signals to determine how differences in customer behavior and economics should shape each action.

Four agents work together:
Demand Agent weighs B2B performance and customer economics alongside Sponsored Ads, DSP and Amazon Marketing Cloud (AMC) signals to determine where to invest and how to reach

business buyers across the funnel. This includes optimizing bids, budgets and placements to capture existing demand, and informing DSP audience strategies and AMC-built custom audiences to reach new business buyers and build demand.
Margin Agent connects demand to pricing, competition, inventory and margin, identifying where business pricing, quantity discounts and promotions are supported by the economics.
Intelligence Agent identifies where business demand is concentrated and surfaces meaningful differences between business and consumer performance.
Orchestrator Agent reasons across the inputs from the other agents to formulate context-aware strategy.

The result is one system that can recognize when the same product represents two very different customer opportunities.

The B2B Business Many Brands Already Have

"For many brands, the B2B opportunity isn't something they have to create. It's already inside the business they have," said Dani Nadel, President and COO of Feedvisor. "Business buyers are often purchasing through the same campaigns and the same listings, but their behavior and value disappear into the averages. Separate that demand, and you start to see a business you couldn't see before: a customer who buys in larger quantities, comes back more often, and returns less. That changes where and how you invest."

That demand is rarely spread evenly. B2B purchasing is often concentrated in a subset of a brand's catalog, giving brands a more precise way to focus on the products where business buyers behave differently rather than treating the entire catalog as B2B.

Turning Hidden Demand Into Growth

Feedvisor's analysis of an office supplies brand's Amazon business revealed a striking difference between its business and consumer customers. Business buyers converted at 41%, compared with 15% for consumer buyers; they generated 3.31x ROAS versus 1.90x; and they purchased 40% more units per order.

That changed the strategy. Agentis managed B2B and consumer demand simultaneously, within the same system, optimizing against each customer segment's distinct performance, products, and economics. Working alongside the platform, Feedvisor's team created dedicated Amazon Business campaigns, adjusted bids and placement multipliers, expanded Sponsored Brands Video and Sponsored Display, incorporated B2B pricing and retail-readiness considerations, and measured business performance separately from consumer performance.

B2B orders increased 24% while non-B2B order volume remained flat, a strong signal that the growth was additive rather than simply shifting existing consumer orders. Business buyers accounted for just 16% of sessions but generated 45% of revenue.

Agentis for Amazon Business is now available, enabling brands to identify B2B demand within their existing business, understand how its economics differ, and manage it alongside consumer demand within a single system.

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Feedvisor

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