

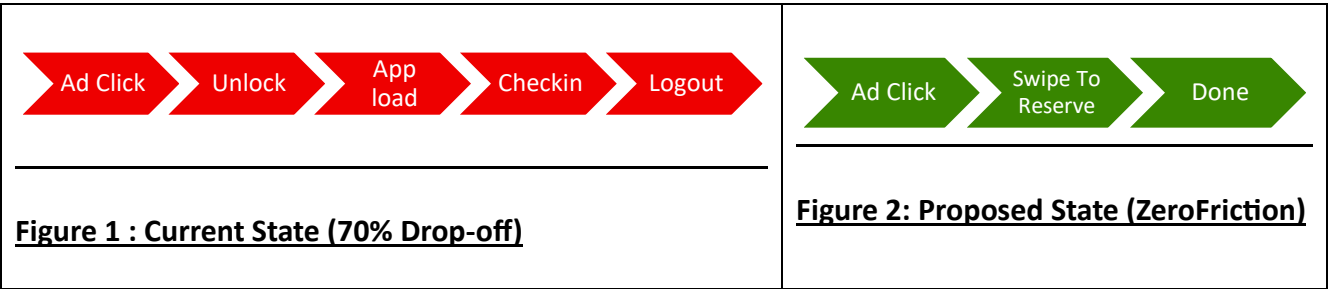
The Glance Commerce Extension (GCE): Bridging the Discovery-to-Transaction Gap

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1.Industry Shift & Strategic Context

Agentic AI Revolution	Shift to the Surface Economy
<ul style="list-style-type: none">• Predictive models merely <i>forecast</i> clicks.• Agentic AI autonomously executes multi-step workflows (creative production, bidding, targeting, sequencing).• This unlocks capabilities previously requiring large, sophisticated teams	<ul style="list-style-type: none">• Engagement is moving from in-app environments to on-device surfaces.• Legacy funnels rely on high friction redirects to mobile web/app.• The future is Zero-Click experiences that collapse discovery and action into one surface.

The High-Impact Problem: The Discovery → Transaction Gap



- **The Data:** D2C brands suffer ~70% Cart Abandonment at checkout.
<https://yourstory.com/2025/07/70-drop-offs-online-brands-must-fix-fast>
- **The AI Opportunity:** Underwrite **instant checkout directly on the Lock Screen** using device/telco signals as a proxy for credit-risk prediction.

2. Selected Personas & Impact Analysis

Primary Persona:

Set A – Persona 2: CMO, Small–Mid D2C Brand

- “Wartime operator” focused on CAC efficiency
- Understaffed creative/media team
- Struggles with funnel leakage and RTO (Return-to-Origin) losses

Impact:

- Reduced CAC via frictionless checkout
- Agentic creative + bidding workforce
- Faster “Sales Velocity” through impulse capture

Secondary Persona:

Set B – Persona 3: Head of Monetisation, E-commerce Publisher

- Wants to evolve into a **Retail Media Network**
- Limited in-app surfaces
- Needs scalable off-site inventory

Impact:

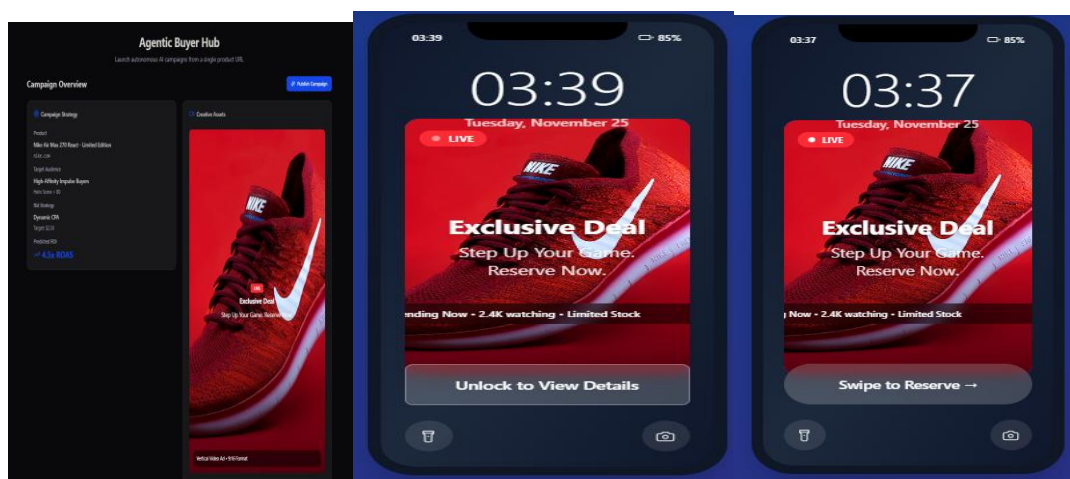
- Gains a high-intent lock-screen storefront
- Extends merchant monetisation beyond the app
- Builds new GMV streams powered by AI

3. Business Rationale: Why InMobi/Glance is Uniquely Positioned

Capability	Google	Meta	InMobi (Glance)
Surface Access	In-app surfaces only (Search, YouTube, Discover). Requires user action to enter	In-app surfaces only (Feed, Stories, Reels). Dependent on app engagement, scroll.	On-device Lock Screen. Native integration via OEM firmware; first surface user sees. No app required.
Data Signals Available	Logged-in Google identity, search history, browsing activity, partial device metadata.	Logged-in Facebook identity, social graph, engagement history.	OEM-level device metadata, telco consistency signals, network stability, device behaviour patterns. Exclusive signals for risk modelling.
Friction in Funnel	Requires redirect to mobile web/app; login often required; multi-step checkout.	Requires redirect to advertiser site/app; high drop-off on external handoff.	Zero-click pre-checkout ("Swipe to Reserve"). No redirect, no login, no app. Checkout initiated directly on Lock Screen.
Commerce Capability	Strong discovery but relies on advertiser's site for conversion. No native underwriting of risk.	Strong discovery but weak in transaction closure; cannot underwrite risky orders (RTO).	Full-funnel commerce: Lock Screen storefront + Helix Risk Engine to underwrite transaction risk + programmatic delivery.

4. Proposed Solution: The Glance Commerce Extension (GCE)

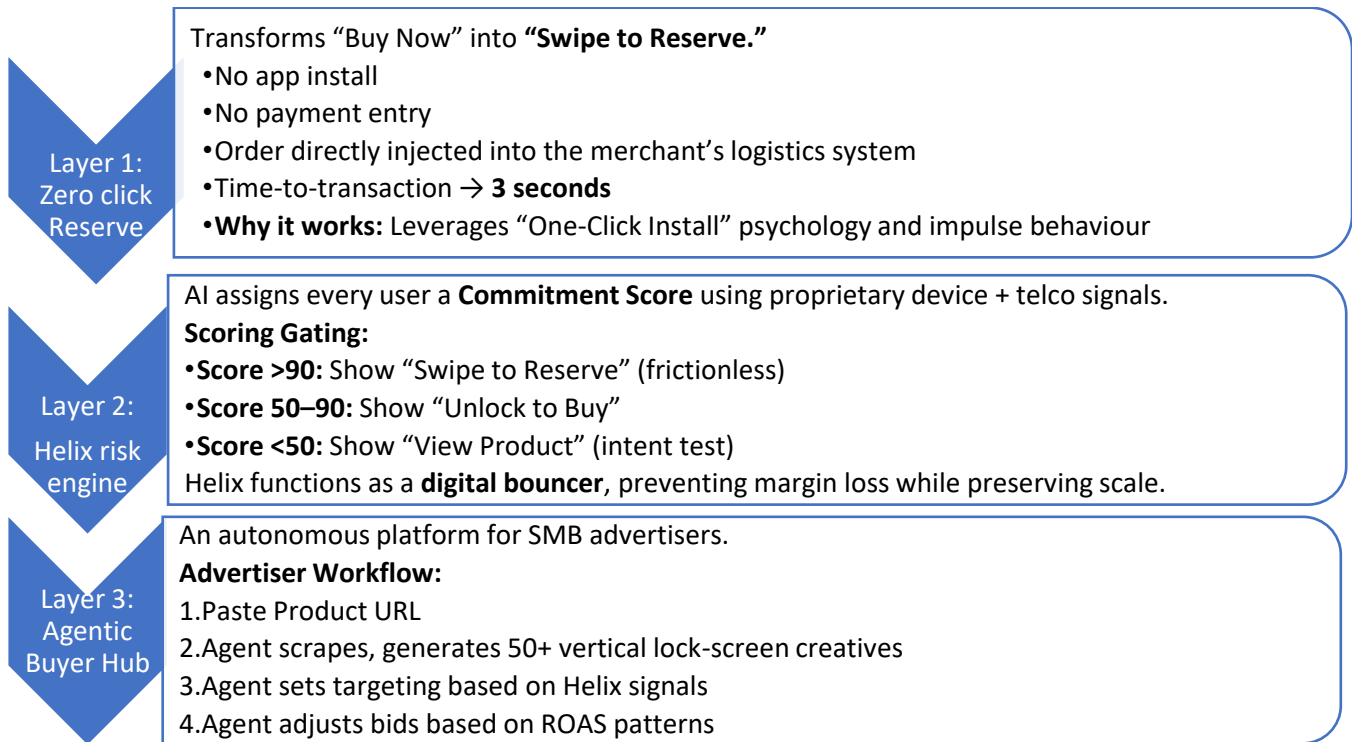
** Refer appendix for full product walkthrough



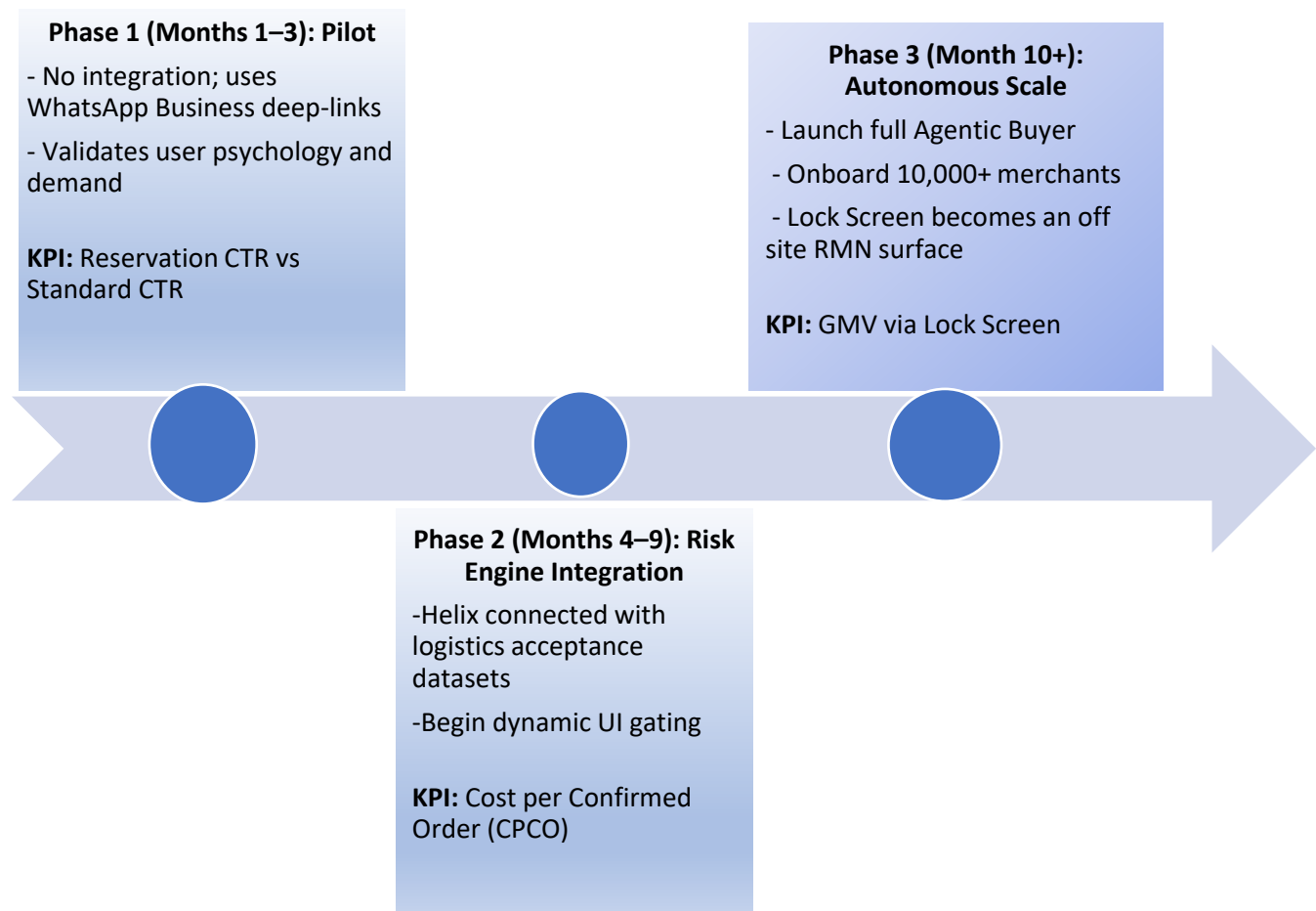
Agentive buyer hub: Creating automated campaigns

Zero click screen: Risky segment (unlock option)

Zero Click screen: Non risky segment (reserve option)



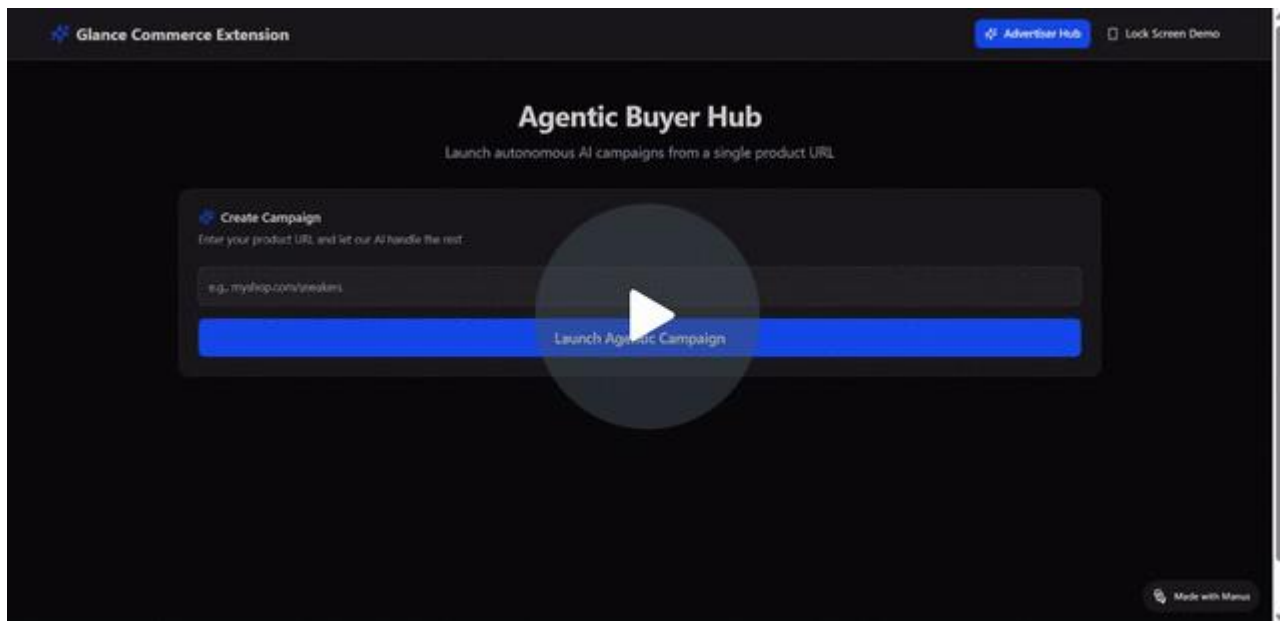
5. Execution Plan (timeline)



Appendix

Click to see the complete prototype walkthrough:

[Revolutionizing Mobile Commerce with Zero-Click Solutions - Watch Video](#)



Data Flows:

