

botjar •

The CRO platform for the age of agentic commerce.

\$5 trillion in AI-driven commerce by 2030. Zero tools to optimize for it.

McKinsey, 2025

botjar.io • Pre-Seed • Vilnius, Lithuania • Q3 2026 Launch



2015

We started optimizing for mobile.

It won.



2026

Now it's time to optimize for bots.

It will win too.



THE SHIFT

Agentic commerce is the largest platform shift since mobile.

\$0T

Global agentic commerce
by 2030

McKinsey

0%

of US ecommerce by 2030

Bain

\$0B

US agentic spend by 2030

Morgan Stanley

0%

of B2B purchases agent-
mediated by 2028

Gartner

IT'S LIVE

This is not a forecast. It is already shipping.

- Apr 2025 ChatGPT Shopping
- Jun 2025 Shopify Agentic Storefronts
- Nov 2025 Google Agentic Checkout
- Jan 2026 Universal Commerce Protocol
- Jan 2026 ChatGPT Instant Checkout

0x

Shopify AI-driven order growth in one year

0%

YoY growth in AI referral traffic to retail

THE PROBLEM

The traffic is here. The infrastructure is not.

98.5% of stores lack the structured data AI agents need to recommend their products.

0%

of all web traffic is AI bots

0%

of web pages have Product schema markup

0%

of AI searches result in zero clicks

0%

higher conversion rate from AI referrals

THE GAP

What Hotjar shows vs. what botjar reveals.

What Hotjar shows

Human sessions only · 49% of traffic

- Heatmaps for human clicks
- Session recordings for human visitors
- Conversion funnels for human journeys
- Zero bot visibility

What botjar reveals

The other 51%

- Crawl Replays for bot sessions
- Bot Datamaps for crawl attention
- Crawl Funnels for bot journeys
- Schema Pulse for AI readability
- AI Output Monitor for recommendations

THE SOLUTION

botjar is the CRO toolkit for the other 51%.

Three pillars. One platform.



Record

Replay bot crawl sessions. See what every AI agent does on your site, page by page.



Analyze

Datamaps, funnels, schema scoring.
Understand bot behavior at scale.



Optimize

Fix crawl errors, add structured data,
remove dead ends. Get recommended.

THE TOOLKIT

Six tools. Built for the traffic that decides who gets recommended.

Crawl Replays

Session recordings for bots

AI Output Monitor

Track what AI says about you

Bot Datamaps

Heatmaps for crawler attention

Dead End Detection

Find where bots get stuck

Crawl Funnels

Bot journey analytics

Schema Pulse

AI-readability scoring

HOW IT WORKS

From install to first optimization — five minutes.

1

Install

One JS snippet or Shopify App Store.
Live in 30 seconds.

2

Discover

Bot sessions record immediately. See
what AI agents do on your site.

3

Optimize

Fix dead ends, add structured data,
improve schema scores. Get
recommended.

THE MOAT

Why incumbents cannot compete.

Hotjar / VWO / Optimizely

JS-based. Bots don't execute JavaScript. Fundamentally cannot see bot traffic.

Cloudflare / Akamai

Business model is built on blocking bots. Cannot pivot to optimizing for them.

Ahrefs / SEMrush

Built for PageRank and keywords. Not designed for AI recommendation engines.

Profound / Otterly

Monitor AI outputs only. No on-site CRO — no recordings, heatmaps, or funnels.

THE MARKET

The \$5B CRO industry serves 49% of traffic. We serve the other 51%.

\$0B+ Human CRO (Established)

Crowded · Hotjar, VWO, Optimizely, Crazy Egg

\$0 Bot CRO (Greenfield)

Zero players · 51% of traffic · **botjar**

THE MATH

Unit economics that work from day one.

Avg Shopify AOV: \$65. Breakeven at just 3 AI-referred orders per month.

\$0 Free 1K sessions/mo	\$199 Growth 50K sessions/mo	\$499 Scale 200K sessions/mo	Custom Enterprise Unlimited
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GO-TO-MARKET

Distribution through the platforms merchants already use.

Shopify App Store

4.8M+ stores. Native integration. One-click install.

Free Tier Flywheel

Free plan drives adoption. Usage-based expansion.

OC Calculator

Interactive lead gen tool. Enter your URL, see your bot traffic gap.

Content-Led GTM

Category-defining content around the '51% blind spot' narrative.

Multi-Platform Expansion

WordPress, WooCommerce, custom sites via JS snippet.

Usage Expansion

Merchants naturally upgrade as they discover more bot data.

TRACTION & TEAM

Early but moving fast.

Traction

- ✓ Waitlist live at botjar.io
- ✓ OC Calculator converting visitors
- ✓ Category creation: 'Bot CRO' — first mover
- ✓ Zero direct competition in the category

Team

Founded by DTC operators running Shopify brands. Discovered the bot CRO gap firsthand. Based in Vilnius, Lithuania.

HIRING

- Senior Full-Stack Engineer **OPEN**
- ML Engineer — Bot Detection **OPEN**
- Growth Marketing Lead **OPEN**



THE ASK

€750K pre-seed to build and ship.

€5M post-money · 15% equity · 10 months to revenue

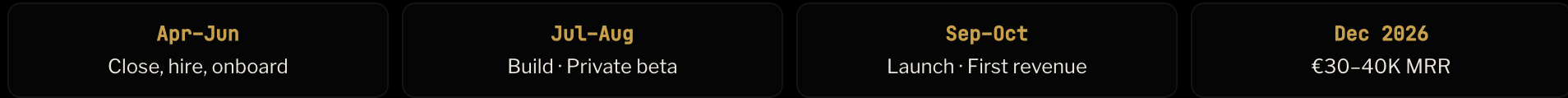


- Team (€500K)
- Ops & Infrastructure (€130K)
- Buffer (€120K)

Team · 6 people · Vilnius · €50K/mo

Senior Full-Stack Engineer	€10K	Full-Stack Engineer	€8K	ML Engineer	€8K
CEO / Product / GTM	€10K	Growth & Marketing	€6K	UI/UX Designer	€5K

Path to Seed



Seed target: €2-3M @ €20M post · Jan 2027



● LIVE

While you were reading this deck...

2,097,473+

AI agents shopping right now

15M

Products being recommended

\$222M

Revenue decided by bots today

0

Tools tracking it



We're early. Let's build.

botjar •

Get in Touch

Download PDF

investors@botjar.io · botjar.io · Vilnius, Lithuania



SOURCES

All data points in this deck are sourced from public reports.

01 McKinsey — The Agentic Commerce Opportunity (Oct 2025)

\$5T global agentic commerce by 2030

02 Bain & Company — Agentic AI Will Reshape US Retail (Dec 2025)

25% of US ecommerce by 2030

03 Morgan Stanley — Agentic Commerce Impact (Dec 2025)

\$385B US agentic spend by 2030

04 Gartner — Strategic Predictions for 2026

90% of B2B purchases agent-mediated by 2028

05 Imperva — 2025 Bad Bot Report

51% of web traffic is AI bots

06 HTTP Archive — Web Almanac 2024: Structured Data

1.5% of pages have Product schema

07 Adobe Analytics — AI-Driven Traffic Surges (2025)

31% higher conversion, 4,700% YoY growth

08 Shopify — Agentic Commerce at Scale (Jan 2026)

15x AI order growth, UCP, Agentic Storefronts

09 Shopify + Google — Universal Commerce Protocol

Open standard, 20+ companies

10 OpenAI — Buy It in ChatGPT (Sep 2025)

Instant Checkout, Agentic Commerce Protocol

11 Shopify — Winter '26 Edition: Agentic Storefronts

Every store agent-ready by default

12 PYMNTS — Shopify: Agentic AI Drives 11x Spike in Orders

AI traffic 7x, orders 11x since Jan 2025

13 Search Engine Land — ChatGPT Ecommerce Conversion Data

ChatGPT converts 31% higher than organic

14 Cloudflare — 2025 Year in Review: AI Bot Crawling

GPTBot volume +305%, retail 25.5% of crawls