Riskified Announces Expansion of AI Agent Intelligence to Secure Native Merchant AI Shopping Assistants

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Amidst the growing adoption of native AI agents and chatbots on retail websites, Riskified leverages its unique data infrastructure to help merchants deploy highly personalized, secure AI shopping assistants

NEW YORK--(BUSINESS WIRE)--Mar. 3, 2026-- Riskified (NYSE: RSKD), a leader in ecommerce fraud and risk intelligence, today announced an expansion of its AI Agent Intelligence platform, positioning the company as the definitive shield for the next era of ecommerce. As merchants explore deploying their own native, conversational AI shopping assistants to elevate their customer experience, Riskified is ensuring that these new touchpoints are protected from sophisticated fraud and abuse.

Retailers are heavily investing in bringing AI agents directly to their digital storefronts. Research from McKinsey & Company underscores this trend, noting that 82% of retail organizations have already launched generative AI pilots focused on reinventing customer service.

As merchants build out their AI shopping assistants to offer deep personalization and loyalty programs based on customer preferences, Riskified provides a critical risk intelligence layer that makes these interactions both smart and secure. Because Riskified analyzes the complete purchase history of the end customer across an expansive global network of ecommerce brands, it provides highly differentiated data that merchants cannot access on their own.

“Merchants looking to launch their own virtual shopping assistants have a home-field advantage maintaining direct, personalized relationships with their shoppers,” said Assaf Feldman, CTO and Cofounder of Riskified. “Riskified’s role is to serve as the definitive risk intelligence layer to both enhance and secure AI agent interactions. By augmenting a merchant's proprietary customer history with insights from our vast multi-merchant network, we help to ensure that every transaction and claim enacted through a merchant’s AI agent is a verified identity.”

Riskified aims to protect these new touchpoints from sophisticated fraud and abuse, introducing several capabilities designed specifically for merchants’ conversational AI shopping assistants:

1. **AI Agent Identity Signals**: Allows a merchant’s AI shopping agent to directly query Riskified’s Identity Graph to retrieve associated risk indicators and resolve an identity programmatically. This can be done either through enhancements to our MCP integration AI Agent Approve on AWS Marketplace, via Google’s Agent-to-Agent (A2A) protocol, or via standard RESTful APIs. In this model, Riskified acts as a “trust agent,” serving up real-time risk intelligence directly into different moments of the shopping experience where they add the most value. For example, native AI agents can get real-time risk signals while they are in the conversation with the consumer to offer instant refunds or exchange decisions based on consumer risk and eligibility.

2. **Enhancements to AI Agent Policy Builder:** Within Riskified Decision Studio, merchants can identify and apply business rules to manage the risk of order volume coming from their native AI shopping agents. This control will allow merchants to confidently deploy their branded conversational AI agents without exposing themselves to programmatic refund claim abuse, reseller arbitrage, or promotion abuse.

Riskified’s pragmatic and focused approach addresses the reality that fraud rings are already exploiting early agentic protocols and chatbots. By focusing on identity resolution and anomalies in purchasing patterns, Riskified ensures that the transition to AI-mediated shopping on merchant websites remains a revenue driver, not a liability. Learn more about additional agentic capabilities on the Riskified blog.

About Riskified
Riskified (NYSE:RSKD) empowers businesses to unleash ecommerce growth by outsmarting risk. Many of the world’s biggest brands and publicly traded companies selling online rely on Riskified for guaranteed protection against chargebacks, to fight fraud and policy abuse at scale, and to improve customer retention. Developed and managed by the largest team of ecommerce risk analysts, data scientists, and researchers, Riskified’s AI-powered fraud and risk intelligence platform analyzes the individual behind each interaction to provide real-time decisions and robust identity-based insights. Learn more at riskified.com.

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