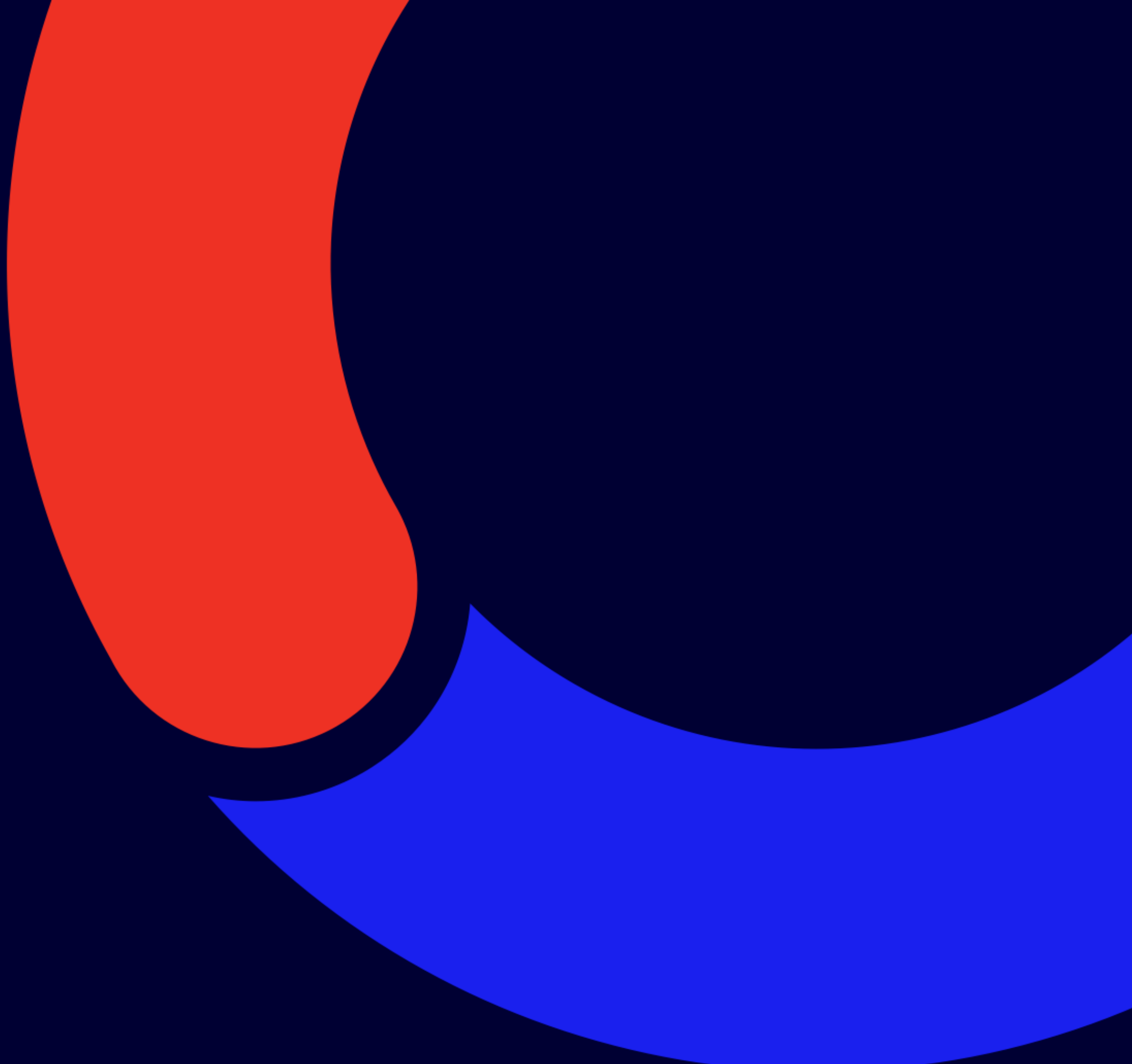




omd



## WebMCP:

When the Web Stops Being Guesswork for AI Agents,  
unlocking greater efficiency for Agentic AI to scale

Updated: February 27<sup>th</sup> 2026



WE *Create* WHAT'S NEXT



## WebMCP could reshape conversion, consent, and content

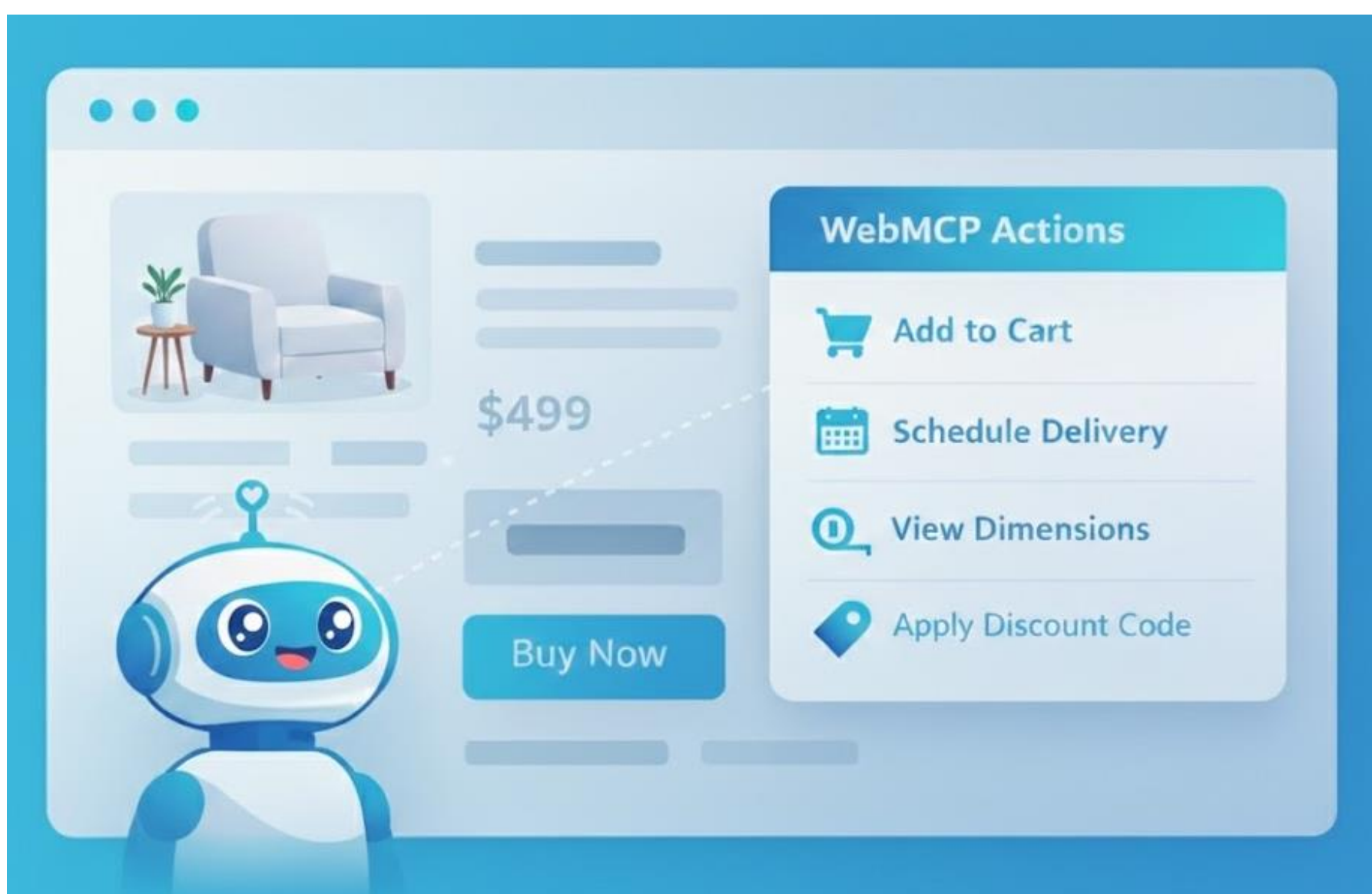
### The Browser As The Agent's Operating System

AI systems built to 'do' have defined the leading edge of capability for the past 18 months.

As capability has developed, the way we think about 'agentic' has become increasingly tangible.

In 2025, OpenAI's [Operator](#) started as a browser-using research preview and later folded into ChatGPT [agent mode](#). OpenAI then went one step further with [ChatGPT Atlas](#), putting the assistant inside a browser shell. Perplexity launched [Comet](#), and Google stitched [Gemini into Chrome](#).

One of the critical barriers to the widespread use of agents, especially agentic commerce, is that the web was not built for them. Agentic browsing is expensive today because it is ambiguous. Models look at [sitemaps](#) or take screenshots, guess which button is the right one, try, fail, retry, and burn tokens to achieve their goals.



The recent launch of an [early preview of WebMCP](#) (Web Model Context Protocol) addresses these challenges, enabling an agent-centred version of the web. WebMCP allows sites to [expose structured tools to AI agents](#) rather than forcing agents to pretend to be human with brittle clicking and scraping. Any site can be its [own MCP server](#).

WebMCP is [native to browser](#) security with all origin permissions, user presence, and authenticated sessions, handled by the browser, the main piece of software every consumer already trusts enough to log in everywhere.

WebMCP [delivers a Declarative API](#) for standard actions (e.g. forms), and an [Imperative API](#) for richer workflows (i.e. tools). This means we stop asking the agent to interpret the user interface instead and just tell it what the UI *does*.

If agents become the default interface for high-intent tasks (research/comparison/purchase), then success shifts from ranking in a results page to being directly invocable as a tool. This is a different kind of discoverability, and it will reward brands that make their truth maximally machine-readable.

### Conversion Becomes A Tool Call

WebMCP is just one of a set of new agentic [protocols that will enable commerce](#). Google is building an agentic commerce infrastructure with [Universal Commerce Protocol \(UCP\)](#) positioned as a [standard way](#) to connect inventory, pricing, checkout and post-purchase flows across Google AI surfaces. As well as [payment](#) and [ad](#) protocols.

Google is also experimenting with [AI Mode Direct Offers](#) as a new ad unit family that collapses ad exposure and incentive delivery into a single step.

WebMCP unlocks several benefits for advertisers:

- **Agent-native lead gen.** Lead forms today are designed to persuade a human to do work. In an agent world, persuasion shifts to whether the agent believes follow-up is worth the user's time. WebMCP can carry richer context (why this quote matters, what happens next) without turning the page into a novel.
- **Deep specs for machine evaluation.** Humans skim while agents ingest. Brands can expose a more exhaustive product truth layer (availability, compatibility and sustainability data, service terms, constraints) for the agent to evaluate, while keeping the human page readable.
- **On-site offers without platform tolls.** If Direct Offers become normalised in AI surfaces, brands will want equivalent logic on owned properties. WebMCP gives a structured way to present eligibility, incentives, and guardrails to the agent.



Measurement also changes. Click-through has been a proxy for intent, but tool invocation is closer to intent. This aligns with where standards bodies are heading: the [IAB Tech Lab's new Agentic Roadmap](#) is explicit about scaling agentic execution using protocols like [MCP alongside existing ad plumbing](#).

Brands will need to model agent journeys the way human journeys are mapped today, with new event taxonomies, new fraud controls, and clear consent.

This is another facet of Agentic Experience Optimization (AXO), which builds on top of GEO (Generative Engine Optimization), but the opportunity is massively expanded as a multitude of agents, each with specific intents (and characters) will be visiting sites, looking for solutions.

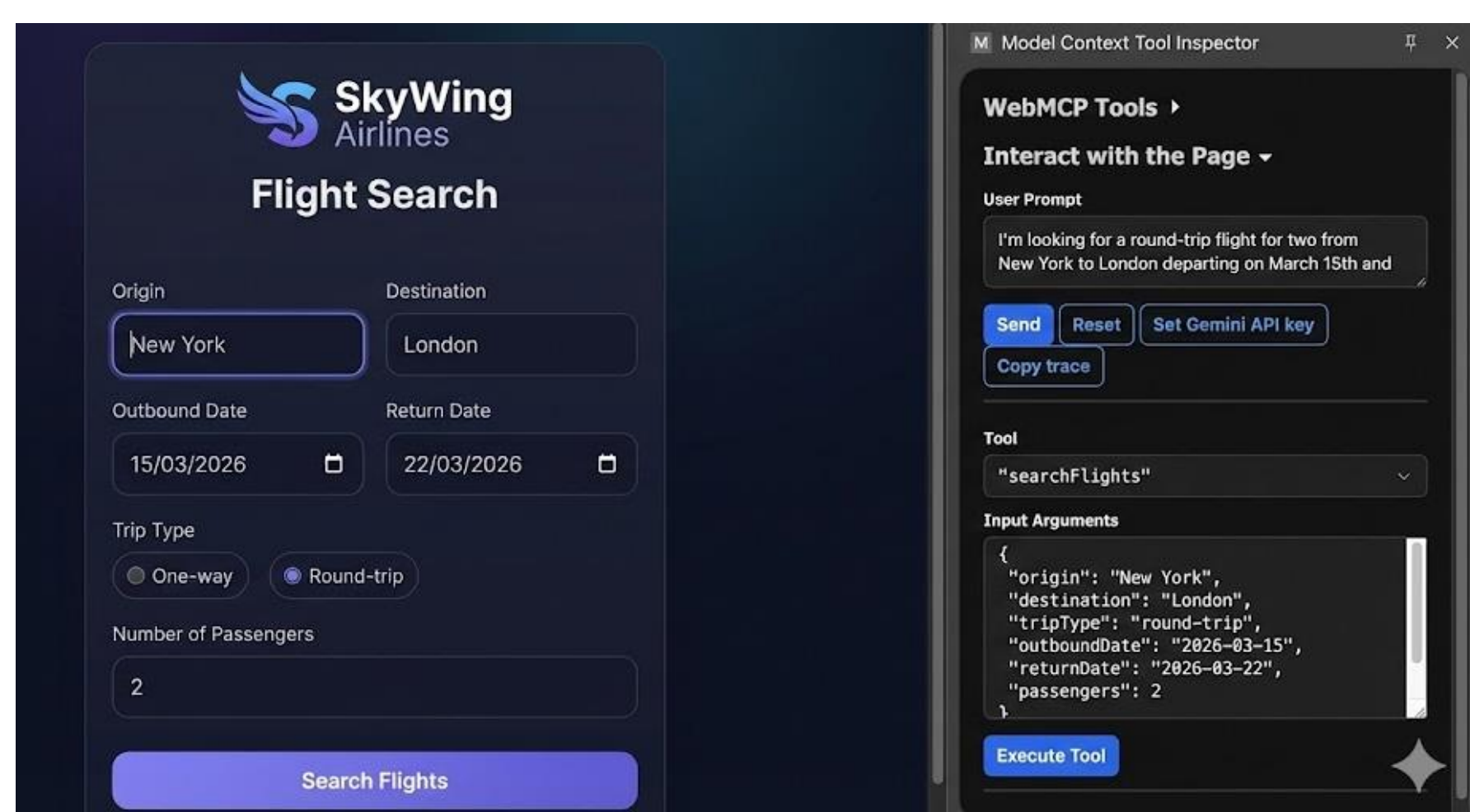


## Shifting Web Economics

AI has been challenging the long stable economic models of the web, e.g. generative answer engines providing answers directly rather than [traffic to brand](#) and [publisher sites](#). Infrastructure players like Cloudflare are now [blocking AI crawlers by default](#) and creating [pay-per-crawl](#) models.

WebMCP means rather than just saying no to crawlers, publishers and brands can say 'yes, but... here is the right interface'. This creates a few practical opportunities:

- When content is licensed, the agent needs a clean, auditable way to retrieve it. WebMCP tools can become the checkout layer for premium summaries, citations, or full-text access. This will shake up corporate intelligence models, driving utility beyond per-seat access to a wider range and scale of services embedded.
- If the user arrives via an agent, a newsletter signup, membership offer, or app install prompt can be delivered without burying in pop-ups. If agents can compare in a structured way, [margin-weighted storytelling](#) can deliver richer descriptions for higher-margin products, preferred bundles, or private-label substitution.
- WebMCP could let publishers expose [canonical entity facts](#) (ratings, prices, specs, editorial verdicts) as tools, improving accuracy for comparison shopping and keeping attribution intact. This can be a new revenue stream for trusted entities such as charities, consumer orgs or government agencies.



If publishers can provide agents with a clean tool layer, they can also provide brand-safe, measurable surfaces for commercial content that agents can call without scraping. Creating a new inventory supply type between the API and a pageview. Metrics will need to adapt.

WebMCP offers a path to move from banner consent to machine-readable consent flows. Europe, in particular, is already [sharpening expectations](#) around text-and-data-mining opt-outs and training transparency.

We can expect a barrage of new policies, regulations and risks to manage in the coming years.

**WE Create WHAT'S NEXT**

## AI & Sustainability

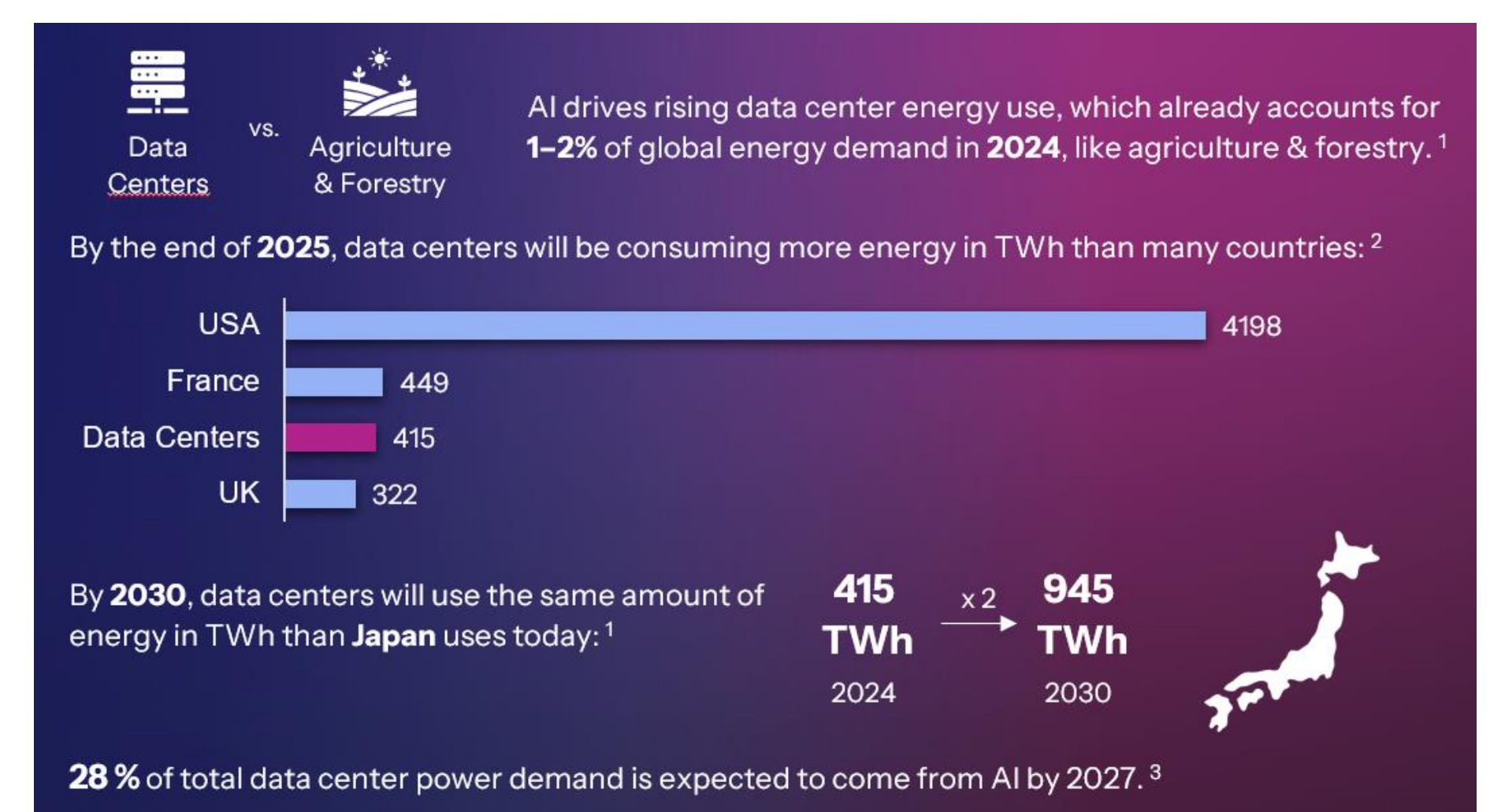
If agentic tech scales to billions of users (commerce is likely to be a primary vector), then current AI energy demands could expand significantly.

WebMCP may be one of the first agent standards that directly reduces waste. Scraping and visual browsing are compute-hungry because they are token-hungry- reducing [agentic token use by 89%](#) and [errors by 94%](#).

The [IEA](#) projects global electricity demand from data centres will [more than double by 2030 to ~945 TWh](#), with AI as the biggest driver.

The OM Sustainable Solutions Team has developed a thought leadership paper exploring AI energy use and what it means for brands, agencies, and the media landscape.

Brands, agencies, and users now face a critical challenge: How to harness AI's potential while minimising its impact on the planet and society. The answer lies in embedding sustainability and ethics into every stage of AI adoption, from selecting efficient models to promoting transparency, adoption of efficient protocols and empowering responsible use.



The future of media will be defined not just by what AI can do, but by how responsibly it is used. For more actionable insights and key stats on the environmental impact of AI, reach out to [stephanie.scheller@omc.com](mailto:stephanie.scheller@omc.com) to receive the full paper or stay informed with continuous updates from our [Sustainability Hub](#).

[Token-efficiency](#) will become a growth driver, helping brands reduce their environmental impact, control costs, and deliver faster experiences while delivering more value. To deliver at scale, consumer insight, content, data and identity will need to be deeply integrated. With Omni as an intelligence layer and agentic workflow engine, Acxiom Real ID to keep consented identity consistent, and Flywheel to connect retail signals to measurable outcomes, we can help clients move from experiments to operational advantage quickly and efficiently.



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