MIRA DIGITAL COMMERCE AGENCY | SHOT UNIVERSITY NSSF online

NSSF WEBINAR

Winning Firearms E-Commerce in 2027

What's changed, what hasn't, and what's next

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PRESENTERS

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MIRA DIGITAL COMMERCE AGENCY

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AGENDA

What's Changed. What Hasn't. What's Next.

45 Minutes Of Content

15 Minutes Of Live Q&A

01 The Shifting Landscape

02 The Restricted-Category Reality

03 Retailers Vs. Manufacturers

04 Fundamentals That Still Win

05 Content and Authority In The AI World

06 The E-Commerce Playbook For 2027

MIRA DIGITAL COMMERCE AGENCY

Digital Commerce Solutions
For Firearms, Tactical and Outdoor Brands

STACCATO 2011

NIGHTFORCE

Aimpoint

SIERRA – THE BULLETSMITHS –

BARNES

Trijicon

Cheaper Than Dirt!

BLACKSTONE SHOOTING SPORTS

PRIMARY ARMS

ARMY · NAVY · OUTDOORS EST. 1972

KITTERY TRADING POST Outfitters with Style Since 1938

WINE DIRECT

PRO-SHOT BUILT AMERICAN. MADE RIGHT.

PRO-TECH KNIVES USA

EveryGunPart

SHOOT STEEL .com

MIGRATIONS · OMNI-CHANNEL · AUTOMATION & PERSONALIZATION · AI SHOPPING ASSISTANTS · PRODUCT CONFIGURATORS

THE SHIFTING FIREARMS CONSUMER

Younger. More Diverse. AI-Forward.

Younger

First-Time Buyers Aged 30 & Under



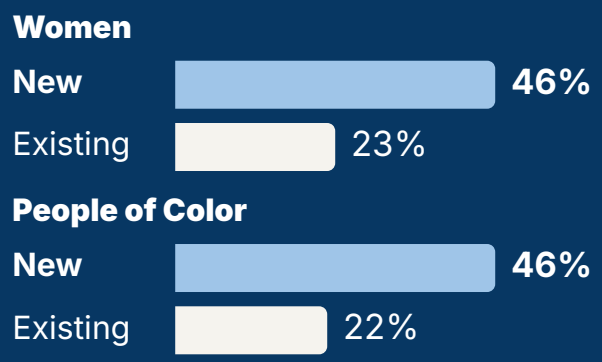
1 in 4
New Gun Owners Were Under 30

25–34
Peak Target-Shooting Age
(19% Participate)

NSSF Retailer Surveys; Annals of Int. Med. (2021); USFWS (2025)

More Diverse

New Owners Vs. Existing Owners Who Bought, 2021–2024

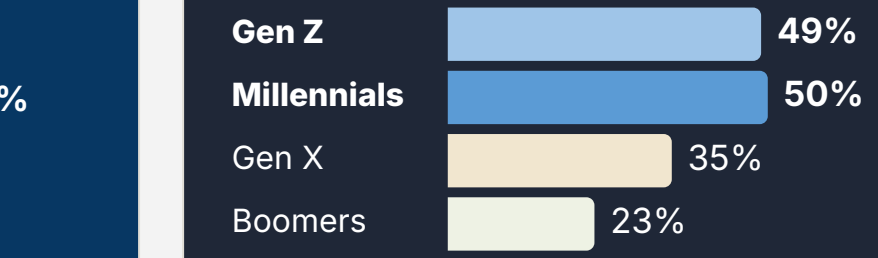


22% → 32%
Women's Share Of All Gun Owners, 2018–2024

2024 National Firearms Survey (Annals, Mar. 2026); GSS via RAND

AI-Forward

Use AI As Their Primary Tool For A Shopping Task



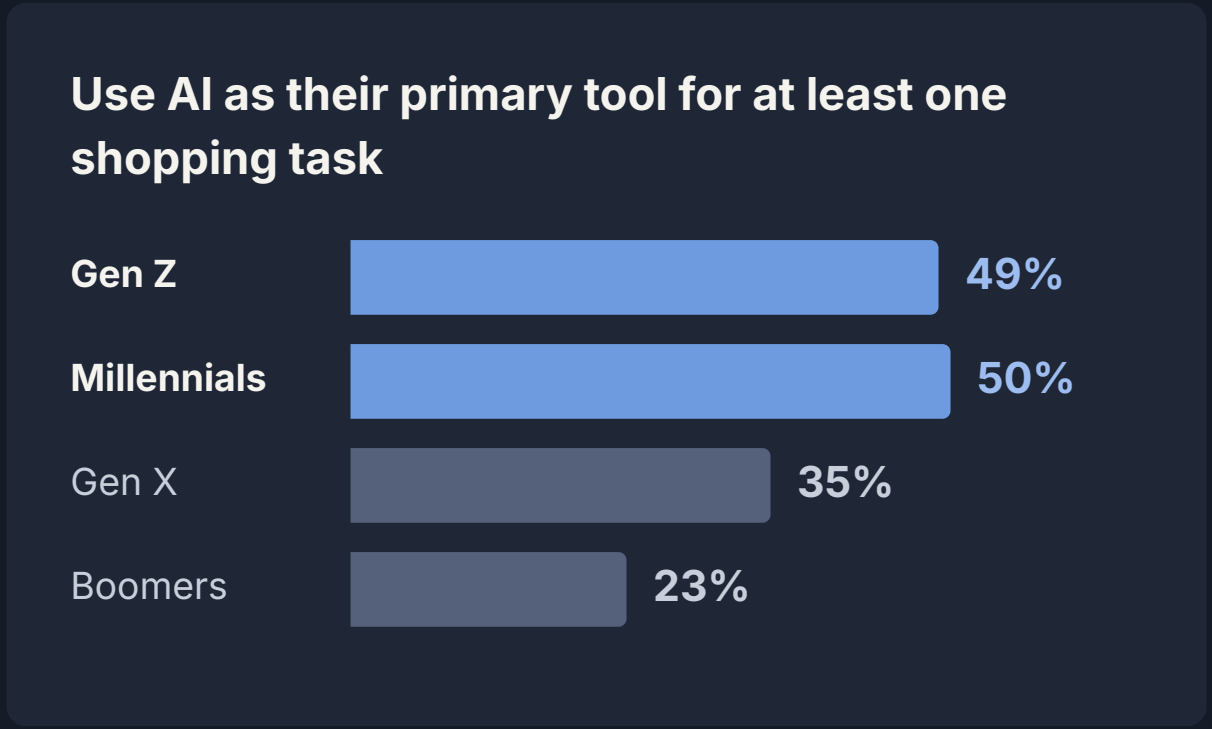
66%
Of 18–29s Use AI Chatbots

+693%
AI Traffic To Retail Sites

Deloitte (2026); Pew (June 2026); Adobe Analytics (2025)

03 · AI-FORWARD

The Age Group Buying First Is The One *Asking AI First*



66%

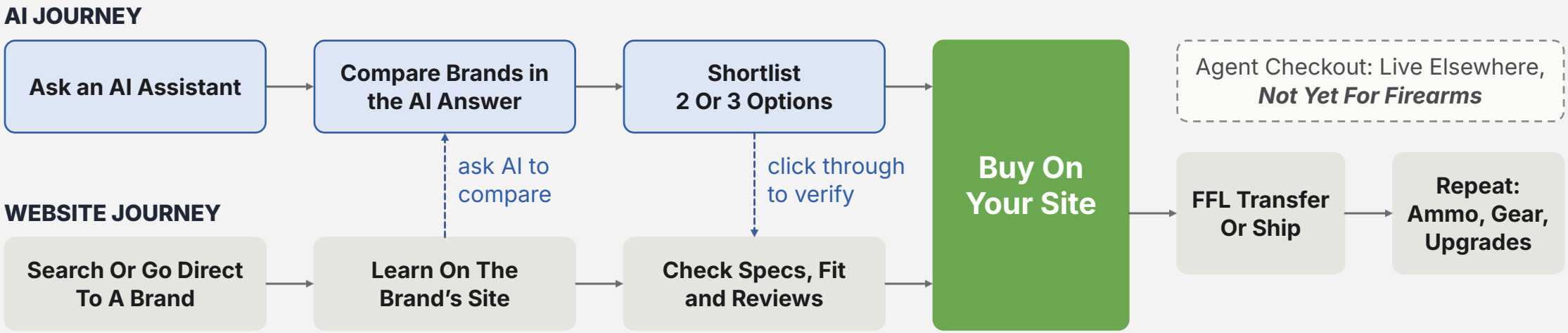
of 18–29s use AI chatbots;
72% read AI search summaries

+693%

AI traffic to U.S. retail sites

Sources: Deloitte 2026 Holiday Retail Survey (via FashionUnited, Nov. 2026); Pew Research Center (June 2026, n=5,119); Adobe Analytics, Nov.–Dec. 2025

Shoppers Weave Between AI Answers And Your Site Before They Buy



COMMON PATHWAY VARIATIONS

- **A** Research In AI, Then Buy On Your Site
- **B** Start On Your Site, Double-Check In AI
- **C** Google AI Overview First, Then A Click To You
- **D** Agent Checkout: Firearms Later

02 · THE RESTRICTED-CATEGORY REALITY

Firearms Sellers Face Six Constraints Most Categories Never Deal With

Paid ads	Closed	**AI Agent Checkout**	Closed	**Payments**	Limited
Platforms	Limited	**SMS**	Restricted	**Compliance**	Required

So What: Growth Has To Come From Channels You Own, Earn, and Develop.

Organic Search, AI Citations, A Fast Site and A Customer List You Control in a Market Where Everyone's Playing By The Same Rules.

Sources: Google Merchant Center, Dangerous products policy; OpenAI, Commerce policies (updated June 17, 2026).

Retailers and Manufacturers Must Prepare For 2027 In Different Ways

	Retailers and E-Tailers	Manufacturers
WHAT AI SHOULD SAY	**The Best Place To Buy:** In Stock, Ships To My State, Fair Price, Fast FFL.	**The Source Of Truth:** Specs, Compatibility and Where To Buy Nearby.
DATA TO GET RIGHT	**Live Inventory and Pricing** Across Thousands Of Skus And Ffls.	**Complete Product Data** and A **Dealer Locator** With Live Stock.
WHERE YOU WIN THE SALE	**Checkout, Bundles and Replenishment:** Ammo, Accessories, Loyalty.	**The Hand-Off:** Route Firearms To Dealers, Sell Parts and Gear Direct.

Complementary. Not Competing: AI cites manufacturers for ***facts*** and retailers for ***availability***.

You Can't Buy Reach.
But The Reach You Earn In AI Converts Better.

+130%	**Adobe expects AI traffic to U.S. retail sites to rise 130%** year over year this holiday season.[1]
90%	**Better conversion for AI-referred visitors than other traffic.** In 2025, AI traffic converted 9% worse.[2]
~60%	**of searches end without a click to any site.** Being cited now matters more than ever.[3]
0	**Extra requirements to appear in Google's AI Overviews.** Crawlable pages, fast UX, text-first content and accurate markup win.[4]

1 Adobe holiday forecast, Sept 28, 2026 . 2 Adobe AI traffic report, Oct 29, 2026 3 SparkToro, 2024 data 4 Google Search Central, AI features and your website, Dec 2025.

What Stays The Same: Speed, User Experience and Trust Build Loyalty

SPEED

Fast pages

A 0.1s faster mobile load lifted retail conversion 8.4%.[1]

USER EXPERIENCE

Easy to Navigate

Clear menus, filters, and search get shoppers to the right product fast.

Everything They Need

Complete specs, fit and compatibility in page text.

TRUST

Proof

Verified reviews, warranty, testing and real photos.

No surprises

FFL steps, transfer fees and state limits shown up front.

62% trust an AI recommendation more when verified reviews and photos back it, vs **9%** for brand content.[2]

Getting These Right Drives New Sales and Builds Loyalty.

1 in 3 shoppers who click an automated email go on to buy, vs 1 in 18 for campaigns.[3]

1 Google/Deloitte, Milliseconds Make Millions, 2020. 2 Bazaarvoice, GEO Shopping Consumer Survey, Dec 2025 (vendor). 3 Omnisend, 2026 Ecommerce Marketing Report, 2025 data (vendor).

Conversion Is Still Won Or Lost In Four Places On Your Site

01
Search and Filters

- Filters by caliber, platform and use
- Synonyms, model numbers and typos handled

56% of sites fail shoppers' search needs[1]

→

02
Product Pages

- Key information above the fold
- Full spec table in page text
- 'Fits your firearm' compatibility

→

03
Cart and Bundles

- Free shipping threshold shown with progress
- Compatible add-ons in the cart
- Firearm, optic, and ammo bundles

→

04
Checkout and FFL

- Dealer map with fees shown
- State limits flagged before payment

40% of abandoners cite extra costs[2]

Why It Matters: The same product data powers filters, product pages, and AI answers.

1 Baymard Institute, Search UX benchmark (Apr. 2026) · 2 Baymard Institute, Cart Abandonment (Oct. 2026)

AI Engines Quote Specific, Expert Content, So Publish What Only You Know

Load Data
In page text, not PDFs.

How-To Guides
Setup, mounting, zeroing, cleaning and care.

Comparisons
This vs. that, and what fits what.

Expert Voices
Staff, pros and verified reviews with use cases.

WHAT GOOGLE SAYS WORKS

- No AI file, chunking or special schema needed
- Crawlable pages, clear internal links
- Key content in text, plus images and video
- Structured data that matches the page[1]

AUTHORITY BEYOND YOUR SITE

- Same specs on your site, dealers and distributors
- Mentions in industry media and reviews
- Brand mentions are a top signal for AI visibility [2]

1 Google Search Central, AI optimization guide, May 2026. 2 Ahrefs, 75,000 brands, Dec 2025.

Customer Data Is Your Growth Engine. So Protecting It Is Part Of The Plan.

GROW

Retain The Customer

- Profile: caliber, platform, activity and season
- Lifecycle: the firearm, then ammo, accessories and the next firearm
- Owned channels: email and loyalty, segmented and consented
- Personalization at scale with AI, on data you own

SECURE

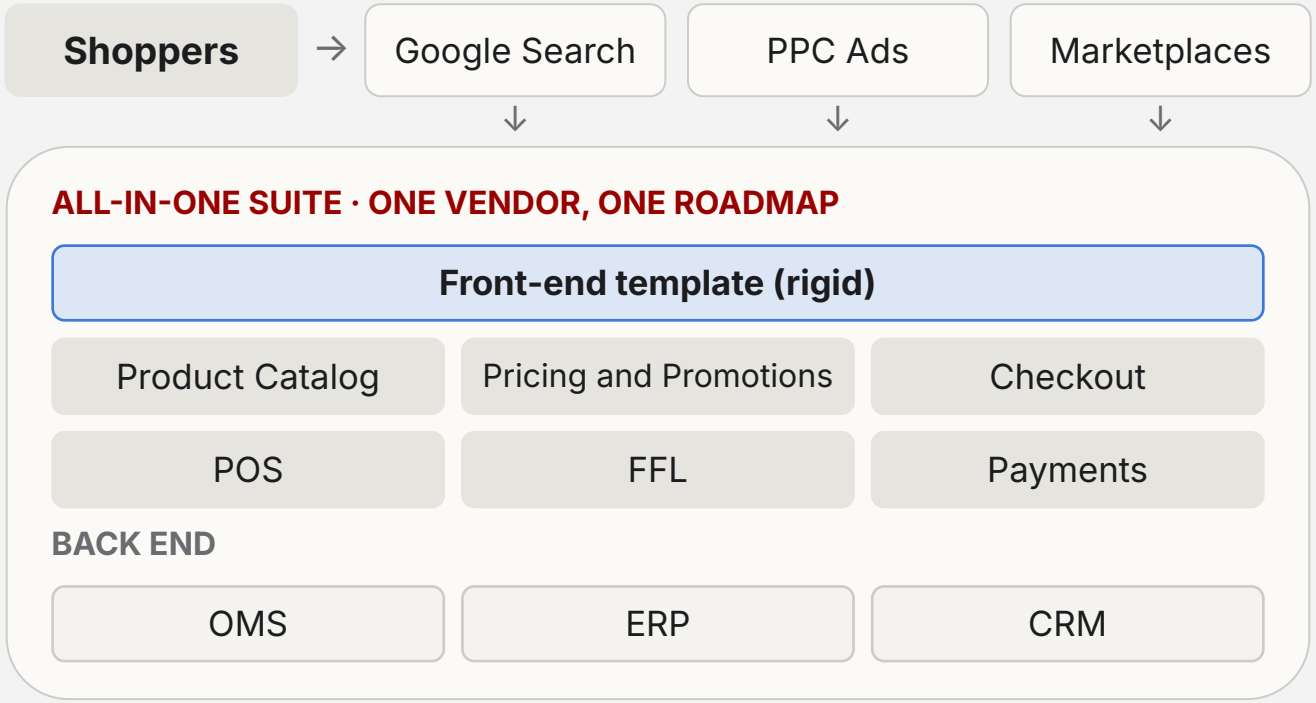
Protect The Data

- PCI DSS 4.0.1: payment-page scripts authorized and monitored since March 31, 2025[1]
- E-skimming targets checkout scripts: audit every tag on payment pages[1]
- Keep only the data you need, with clear retention rules
- MFA, least-privilege admin access, patched platform and plugins

Platform check: can you list every script on your checkout page? *If not, review your platform.*

1 PCI Security Standards Council, guidance on PCI DSS requirements 6.4.3 and 11.6.1

Yesterday's Stack: One Closed Suite, Rigid Templates, and Reach Bought With Ads



WHY IT HOLDS BRANDS BACK

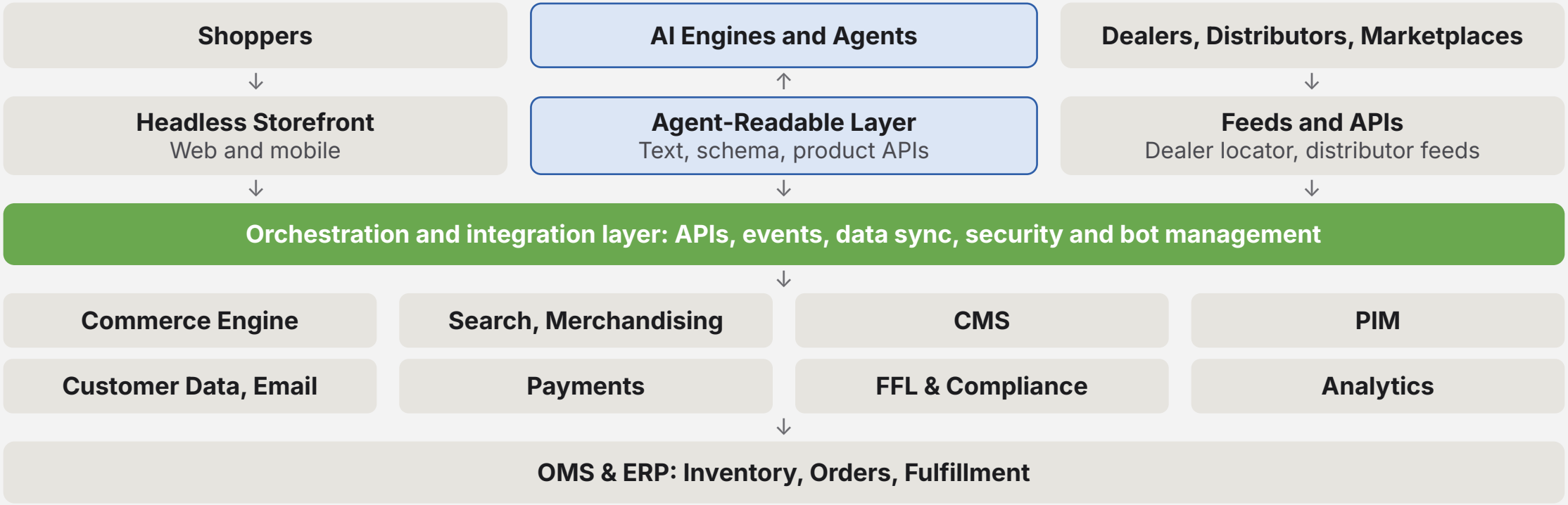
Monolithic
One vendor, one bundle, one roadmap.

Hard To Extend
Limited APIs for best-of-breed search, Product catalogs or AI agents.

Locked-In Templates
Built for plug-and-play dealers, not brand experiences.

Slow To Innovate
New channels, rules and AI wait on the vendor's release cycle.

Today's Stack: One Clean Data Layer Serves Shoppers, AI Engines and Partners



What's Changing In 2027: 7 Signals Across Discovery, Commerce, and The Tech Stack

DISCOVERY

AI Referrals Surge
+130% project in the 2026 holidays, and they convert 90% better.[1]

Zero-Click Search
About 60% of searches end without a site visit.[2]

1 Adobe · 2 Bain

COMMERCE

Agent Checkout Arrives
Google UCP and OpenAI ACP standardize it.[4]

Firearms Left Out, For Now
Mainstream AI shopping excludes the category.[5]

Agents For Complex Buys
Pilots for builds, optics, and reloading.*

4 InfoQ · 5 OpenAI

TECH STACK AND DATA

Composability Is Now Mainstream
73% of firms use headless for speed and content.[6]

Clean Data Everywhere
Readable product data matters on every channel.

6 WP Engine · * Mira client observations

Readiness Playbook: Ten Moves Before 2027

1	Check performance on product, category and checkout Pages	Quick Win
2	Clear the clutter: heavy images, unused scripts, tags and apps	Quick Win
3	Let AI tools read your site: robots.txt, age gates	Quick Win
4	Put specs and manuals in page text, not PDFs	Project
5	Add structured data that matches the page	Quick Win
6	Write unique product content: uses, comparisons, fit	Project
7	Build a clear value proposition	Project
8	Track AI as a traffic source and test what AI says about you	Quick Win
9	Make the FFL step painless	Project
10	Make the platform call: optimize, modernize or replatform	Strategic

TAKEAWAYS FOR 2027

Trends Are Shifting. Traffic Is Shifting. The Foundations Are The Same.

Build solid technical foundations now and they'll pay off wherever your customers find you next.

01

Where The Market Stands

Buyers research in AI and buy on your site. Paid reach stays closed, so owned and earned channels carry growth. Own them!

02

What Still Wins

Speed, product truth, trust, and an up-to-date email list still decide who converts and who comes back.

03

What's Next

Discovery moves into AI answers. Clean data, a fast headless front end and secure piping decide who gets cited.

JOIN THE MIRA RESEARCH

Take The 2027 Industry Benchmark Survey.

See The Results At Shot Show.

Firearms E-Commerce and AI Pulse 2027

- Only takes 7–10 minutes
- Anonymous, reported only in aggregate
- Covers retailers, distributors, and manufacturers
- You get the full report, broken out by segment

Scan To Take Survey

Meet with Us at SHOT Show

January 19–21, 2027
The Venetian Expo, Las Vegas

SHOT University Session: January 19, 2:00–2:45 pm
Future-proofing e-commerce, merchandising and AI discoverability

Booth 15033

MIRA DIGITAL COMMERCE AGENCY

MIRA INSIGHTS

Stay Current

> Practical notes on firearms and tactical e-commerce, AI discoverability, and what is working for brands and retailers.

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SHOT SHOW

Jan 19–22, 2026

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Caesars Forum
Las Vegas

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SHOT UNIVERSITY™

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Jan 19–21, 2027

The AI-Driven Firearms Retailer:
Future-Proofing E-Commerce, Merchandising and AI Discoverability

January 19 - 2:00PM - 2:45PM

Additional Topics Include:

- Compliance
- Marketing
- Media Relations
- Staff Training
- And More



Strengthen Your **Knowledge Base** While Attending SHOT Show!