

How AI agents can get smarter with Embed

AI agents are quickly emerging as the next major interface for users—on par with, and perhaps even replacing social feeds. Instead of scrolling, users will interact with high context human like counterparts that anticipate needs, retrieve insights, and personalize every experience—from content to transaction recommendations.

At Embed, we've been collaborating with teams building in the AI agent space to explore how semantic search and personalization can power this next generation of agentic interfaces. One of the most forward-thinking builders we've worked with is [Zo](#). The Zo team is building tools to make agents not just more capable—but deeply insightful and personalized.

"You're going to stick with the agent that knows you the best, that understands you, and that's going to be very sticky." Azi, Zo Founder & CEO

In this piece, we'll walk through how Zo is using the [Embed semantic search API](#) to give their Farcaster discovery agent superpowers.

Farcaster open data + AI = smarter, more personal agents

When a user opens the Zo app—similar to a chat interface like Telegram or WhatsApp—they're assigned a default generalist agent that's able to provide information on things as diverse as ERC20 contracts and the weather. But most interestingly, the Zo marketplace has a selection of access mini apps tailored to them.

One of the most compelling examples so far? The Farcaster Discovery Agent, powered by the 'mbd semantic search API.

This agent offers a glimpse into the future of how users will engage with crypto-native social content: through personalized, conversational interfaces.

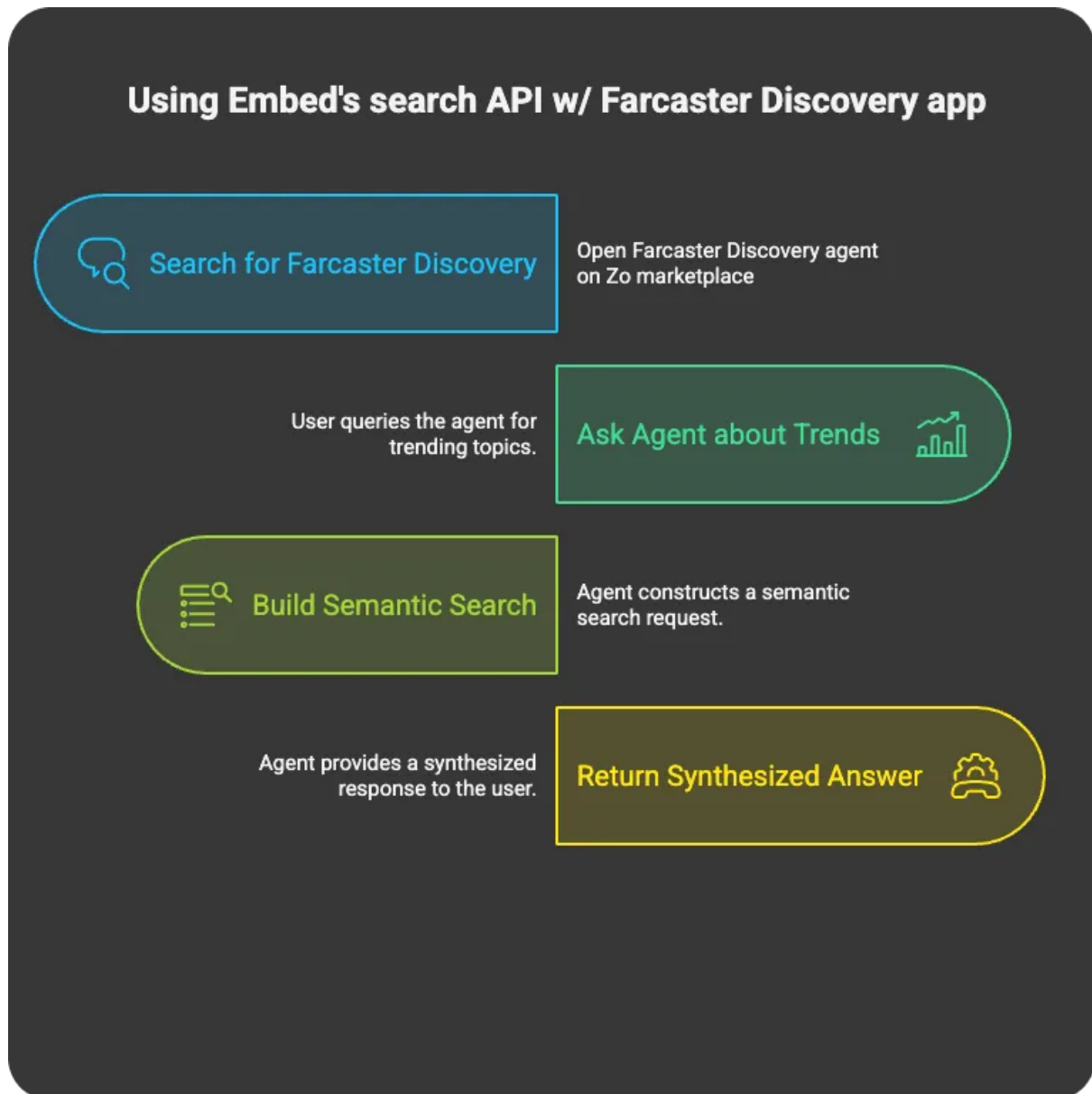
On the image below is a search query about a niche NFT collection in the \$higher token community on Farcaster:

Sample query about a trending NFT collection on Farcaster, with a high-quality synthesis of recent activity.

Using the Farcaster Discover bot is simple:

1. Open the Zo app and search for **Farcaster Discovery**, or use [this direct link](#).
2. Ask the agent about communities, events, or projects trending on Farcaster. The better the prompt, the richer the result—just like a good RAG (retrieval-augmented generation) system.

3. The agent takes your query, builds a semantic search request via the 'mbd API, and returns a clean, synthesized answer based on relevant onchain social content. [See the documentation for our search API here.](#)



Over time, the Zo team aims to make these agents even smarter—connecting them to a broader personalization engine powered by social graphs, wallet history, and topic interest.

Why this matters

AI agents are evolving quickly—but the winning ones won't just be more capable. They'll be more **context-aware**, more **personal**, and more **social**.

At 'mbd, we're helping builders create agents that tap into web3's unique data layers—onchain transactions, decentralized social graphs, and real-time content—to make

agents more useful. Whether it's through semantic search, topic-specific content feeds, or personalization APIs, we're enabling agents to deliver the right insight at the right time.

According to Zo's founder Azi, the next generation of agents will monetize not by showing content, but by executing on intent—taking small cuts on actions they help initiate, from swaps to purchases. In this world, attention, retention, and personalization become the battleground. Agentic apps are now competing for engagement—and the smartest ones are those that truly *know* their users.

Farcaster thread from @albiverse

Embed (@mbd) is increasingly supporting agents and seeing how we can help make them smarter.

What does that mean? It means providing agents with as much context as possible, especially social context, as its the information that tends to be the most meaningful to users today. i.e. putting information in context of their social graph.

One early example of this is. Zo's **Farcaster Discovery Agent**, powered by our semantic search API. You ask about a community or NFT collection on Farcaster, and it replies with a clean, synthesized summary of onchain social activity (see example in the article)

I believe that @azi nails it when he says that in the future users are going to stick with the agents that know them best. the @mbd team firmly believes in personalization as a greatest differentiator and users being in control of this personalization.

Excited to do more to support agent builders!

(link)

Twitter thread from (mbd the world)

1/

AI agents are quickly emerging as the next major user interface—maybe even replacing the feed.

Think: human-like interfaces that anticipate needs, personalize content, and execute intent.

A bit like a good parent??

2/

At @mbdxyz, we're working with forward-thinking teams like @zoagents to make these agents

smarter

Here's how Zo is using our tech to level up agentic experiences 📌

3/

When you open the Zo app, you're matched with a generalist AI agent.

But what's even better is their **Farcaster Discovery Agent**

You ask about a community or NFT on Farcaster, it replies with a clean, high-quality summary.

4/

You can try it now → <https://app.zo.me/#/z/mDwUyIMljkfiEDtUDv>

It's a glimpse into the future: conversational, personalized discovery of onchain social data.

5/

Soon, Zo agents will connect to wallet history, social graphs, and more to go **beyond retrieval**

"You're going to stick with the agent that knows you best" — Azi, Zo CEO

6/

At @mbdxyz, we believe the most useful agents will be:

- Context-aware
- Social
- Intent-driven

They'll monetize not by showing ads—but by helping you act: swaps, purchases, participation.

7/

We're building the infra to help agents:

→ Understand users

→ Retrieve insights

→ Take action

Semantic search. Personalization APIs. Onchain + social signals.

If you're building agents, come chat with us.