

The new path to purchase

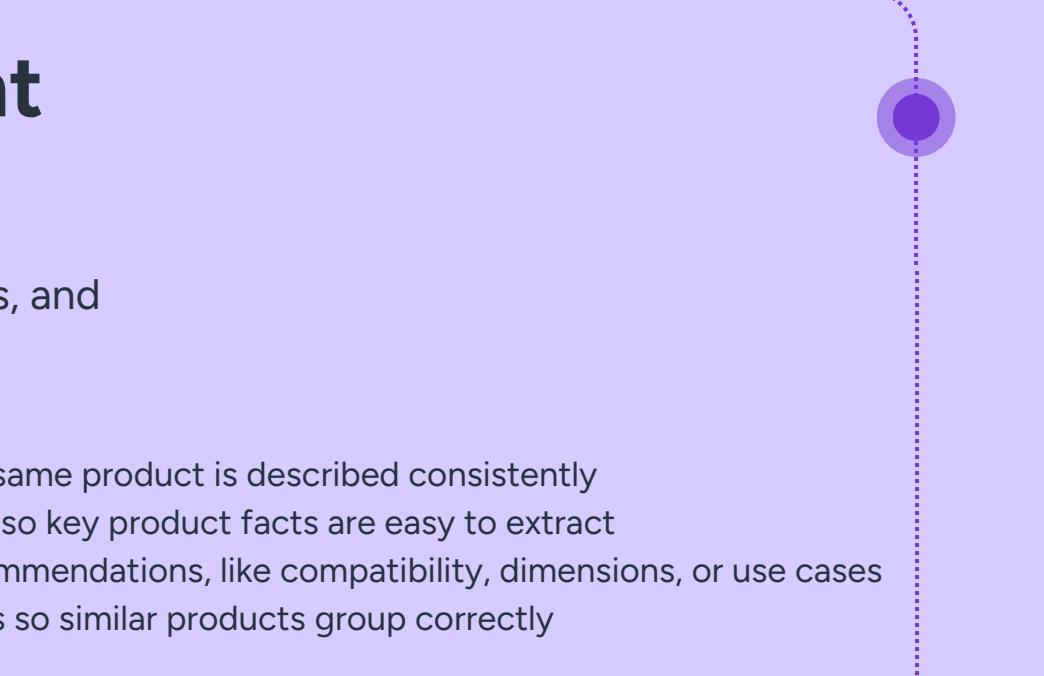
in the AI commerce era

700M people use ChatGPT every week. And 75.6M of those weekly conversations are shoppers looking for products.

Discovery increasingly starts with a prompt, not a search, as customers ask AI to suggest and compare items using hyper-specific descriptions.

700M

PER WEEK

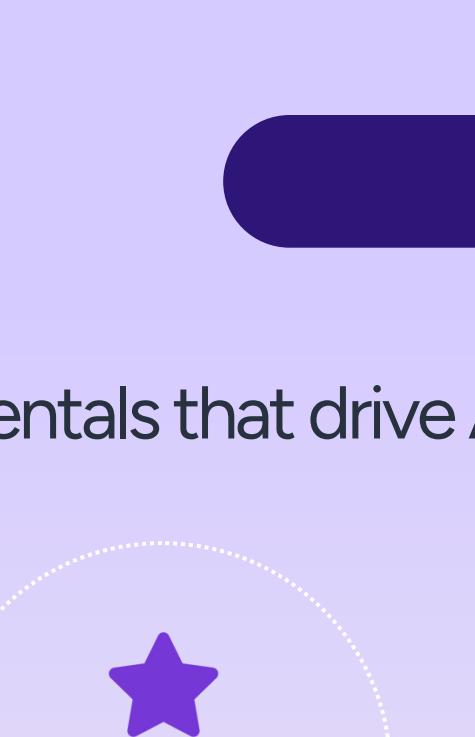


Shoppers start with AI. And AI starts with your product feed.

AI can only recommend what it can interpret. AI doesn't discover products on its own; it relies on structured product information to connect shoppers to what they want.

Here's how to make sure shoppers are finding you.

1 Compile your product feed.



Bring clean, accurate product data into one system of record.

What that usually includes:

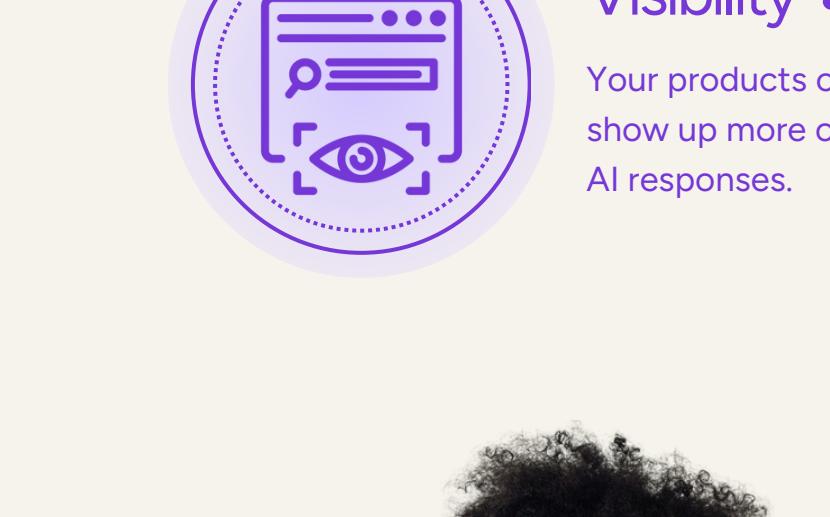
- One canonical product ID per item/variant
- Clean titles, descriptions, images, pricing, and real-time stock availability
- Normalized attributes (brand, size, color, material, compatibility, etc.)
- Fixing common issues: duplicates, missing fields, inconsistent units, messy category labels

2 Optimize content for LLMs.

Structure product titles, attributes, and descriptions for AI interpretation.

What this usually includes:

- Standardizing attribute values so the same product is described consistently
- Improving title and description clarity so key product facts are easy to extract
- Filling missing details that affect recommendations, like compatibility, dimensions, or use cases
- Aligning categories and product types so similar products group correctly



3 Deliver your catalog to AI platforms.*

Using one source of truth keeps your product data consistent across AI-driven discovery sources.

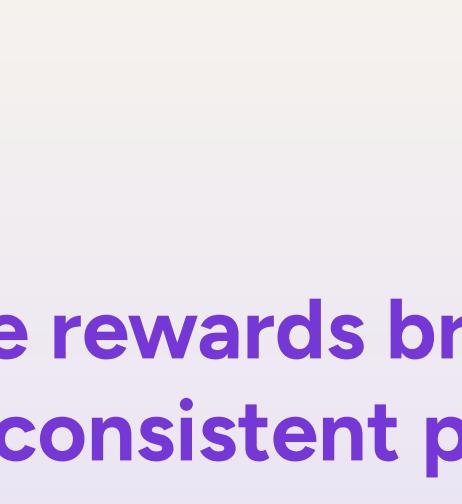
What that usually includes:

- Delivering a structured feed for ingestion by LLM platforms
- Keeping key data like pricing and availability refreshed as needed
- Applying business rules to control what is sent and when

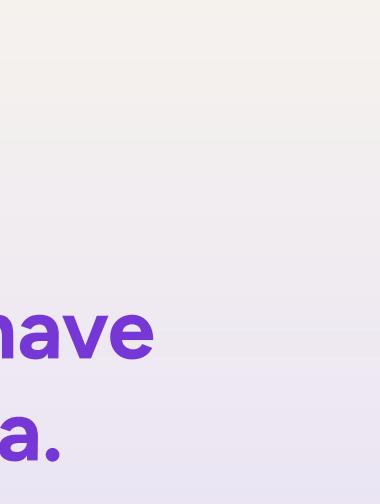
The feed fundamentals that drive AI discovery:



Clean canonical product data creates consistency across channels and improves how products are interpreted in AI responses.



Optimized product content helps products show up more accurately and improves the ability to rank and be compared in AI-driven discovery.



If platforms restrict scraping, feeds become a reliable way to provide product data that AI can ingest and reference.

Clean, consistent data supports every stage of the shift to AI commerce.

Visibility

Your products can begin to show up more consistently in AI responses.

Measurement

You can monitor mentions, rankings, and sentiment.

Optimization

You can measure performance over time and add competitor benchmarking.

Use GenAI insights from The retail AI revolution report to strengthen commerce discovery.

[Read the report →](#)



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