

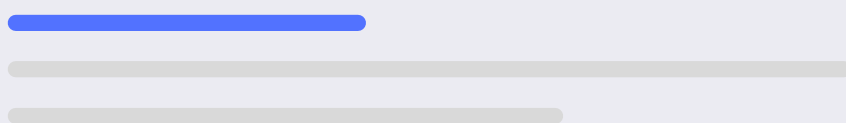
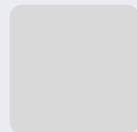
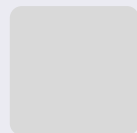


Is your product in the answer?

How AI shopping assistants decide what to recommend, and how to check where you stand.

TRADITIONAL SEARCH

best carry-on suitcase under \$150 



vs.

AI ASSISTANT ANSWER

What's the best carry-on that fits under an airplane seat?



★★★★★ 4.7
\$129



★★★★★ 4.6
\$149



★★★★★ 4.5
\$139

When a shopper asks an AI assistant what to buy, it returns a handful of products. No page two.
The recommendation runs on product data.

THE FOUR THINGS AGENTS CHECK

01

ATTRIBUTES IN SHOPPER LANGUAGE



UNDERSEAT

15.7" W

SOFT-SIDED

"Fits under an airplane seat" only matches your product if that fact lives in your data, not in a photo or a PDF.

02

FRESH PRICE & INVENTORY

Assistants avoid recommending what might be out of stock or mispriced. Stale feeds get skipped.

\$129.00

IN STOCK



\$129.00

OUT OF STOCK



03

FACTS THEY CAN CONFIRM



RECYCLED NYLON



22"x14"x9"



FREE RETURNS



3-5 DAY SHIPPING

Materials, dimensions, shipping, returns. A claim the model can't verify against your data is a claim you never made.

04

CREDIBILITY BEYOND YOUR CATALOG

Reviews, ratings, and third-party mentions count in every comparison.

★★★★★ 4.8/5
1,200 reviews



Editorial mention



Third-party review



1.

WRITE 10 PROMPTS

Build a list of questions your shoppers would ask.

"Best carry-on under \$150"

"What's the best for travel?"

"Which one has free returns?"

...and 7 more

2.

RUN THEM

Test your prompts in three AI assistants.

 ChatGPT

 Gemini

 Copilot

3.

RECORD THE ANSWERS

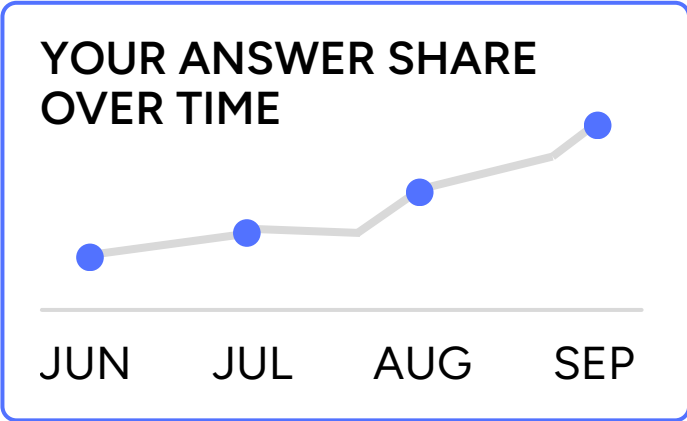
Note which products get recommended, including competitors.

Prompt	A	B
Best under \$150	✓	
Best for travel	✓	✓
Free returns		✓

4.

REPEAT MONTHLY

Track changes over time and improve your answer share.





WORTH KNOWING

Keep your SEO budget.
The same structured-data work
that earns search rankings makes
products selectable by AI.
Extend, don't swap.

Clean, current, structured product feeds are where
all of this starts. **[Read the full post at rithum.com](https://rithum.com)**



How AI shopping agents decide what to recommend



Check where you stand. [Read the full post at rithum.com](https://rithum.com)

