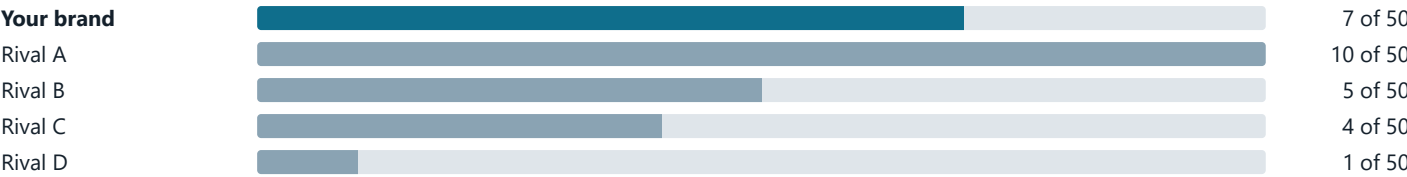


We asked ChatGPT 50 questions your shoppers ask. Rival A was mentioned in 10 of them. Your brand in 7.

MENTIONED IN CHATGPT ANSWERS

Questions that name no brand, e.g. "best ... under \$...". Count = answers that mention the brand.



HEAD TO HEAD

When a shopper asks you vs...	You picked	Rival picked	No clear pick
Rival B	0 of 3	3 of 3	0 of 3
Rival C	0 of 3	3 of 3	0 of 3
Rival A	1 of 3	2 of 3	0 of 3
Rival E	1 of 3	1 of 3	1 of 3
Rival D	2 of 3	1 of 3	0 of 3

3 QUESTIONS YOU LOSE

- "Comfortable women's flats that aren't leather" — named Rival A, Rival C, not you
- "Best slip-on sneakers for women" — named Rival B, Rival A, not you
- "Men's slip-on sneakers that still look like regular shoes" — named Rival B, Rival A, not you

WHO CHATGPT ACTUALLY RECOMMENDS

Brand	Recommended in
Rival A	10 of 50
Brand 1 not on your list	9 of 50
Brand 2 not on your list	8 of 50
Brand 4 not on your list	7 of 50
Brand 5 not on your list	7 of 50
Your brand	6 of 50

SITES CHATGPT CITED MOST

Rival A's own site cited in 9 answers	Your brand's own site cited in 7 answers
Brand 2's own site cited in 8 answers	Brand 1's own site cited in 7 answers
Brand 3's own site cited in 8 answers	Brand 5's own site cited in 6 answers

The brand's own site was cited in 7 of 50 of these answers.

WHAT WE'D FIX FIRST

Win the "what should I buy for..." questions To verify

On "what should I buy for..." questions, your brand was mentioned in 2 of 15 answers and Rival A in 4. Likely lever: product pages and product data that state the facts these questions ask for (price, size, materials, use case), so AI can match you to them.

Make your own pages the source To verify

ChatGPT cited Rival A's own site in 10 of 50 answers and yours in 7. Likely lever: product and collection pages that answer these questions directly, with complete product data AI can read.

API-observed answers from ChatGPT (OpenAI API with web search), 2026-10-22, 73 questions. Answers vary between runs. Model gpt-6.1-sol; 50 of the questions name no brand; shopper location US. Treat one run as indicative, not a ranking. Not an official OpenAI ranking. "To verify" = suggested from these answers, not yet confirmed in your store. Run 2026-10-22T04-19-11Z.