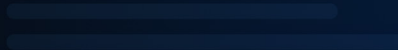


📄 Standard product data



No image context

Smart Air Fryer 5.7L



- ⚠ No use case context
- ⚠ No Q&A pairs
- ⚠ No intent signals
- ⚠ No differentiators



🔧 AI-ready product data



Product highlights

- Evenly cooked food with little to no oil usage
- Family-sized capacity for weeknight meals
- Dishwasher-safe basket, easy cleanup

- ✦ Q&A pairs
- ✦ Use case tags
- ✦ Differentiators

Productsup⁷

The AI invisibility trap

Why LLMs can't find your products and how to fix it

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Introduction

The new digital shelf isn't a webpage

Product discovery followed a predictable path for years:



That model is breaking. Today, a growing number of shoppers don't search; they ask.



42%

of consumers now use
AI tools to shop



17%

have used AI for
product recommendations



10%

have engaged with an AI-powered
shopping assistant



5%

have used fully autonomous
AI agents to place orders on
their behalf

Source: NielsenIQ research, reported by Business Wire

Instead of scrolling through pages, they turn to AI systems like ChatGPT, Perplexity, and Google Gemini to get direct answers, recommendations, and even curated product lists.

This shift is what defines [agentic commerce](#), where AI:

- Handles discovery
- Assists evaluation
- Influences decisions

If your product data isn't structured for this environment, your products rank lower and eventually disappear.

Behind the scenes of agentic commerce

What's really going on under the hood

When someone asks an AI assistant a product question, there is no “results page” assembled in real time. There’s no list of blue links, no clear ranking position you can fight for, and no guarantee your product will even be considered.

Instead, the system is trying to do something much harder. It is trying to understand intent, evaluate options, and return a confident answer in one go.

Here’s the simplified version of what happens under the hood:



AI systems don't "search the internet" in real time as most people imagine it.

They rely on a combination of:

- ✓ **Pre-trained knowledge**
- ✓ **Structured commerce feeds**
(such as Google Merchant Center)
- ✓ **Retrieval layers**
(RAG or retrieval-augmented generation systems pulling curated data)
- ✓ **Platform-controlled datasets**
(e.g., Google Shopping Graph with 50 billion+ listings)

When a query comes in, the model first converts it into an intent representation.

This is not a keyword match, but a structured understanding of:

- ✓ **User type**
(student, runner, homeowner)
- ✓ **Constraints**
(budget, size, usage)
- ✓ **Goals**
(performance, comfort, durability)



It then tries to retrieve products that match the shopper's intent. Here's where things break for most brands.

If your data is:

- ✓ Not available in formats AI systems can access (feed, API, curated file)
- ✓ Inconsistent across attributes and channels
- ✓ Missing context (use case, audience, benefits)

...the AI agent has very little to work with.

5 reasons AI can't recommend your products

Hurdle 1

AI can't see your products

Your product might be live across Google, marketplaces, and your website, yet still invisible to AI.

When someone asks an AI assistant for a product, it doesn't browse your website. It pulls from structured inputs it can access, such as product feeds, marketplace catalogs, retailer data, and direct platform integrations. If your product data isn't exposed through those paths, it never gets considered.

In many cases, the gaps appear here:

- ❌ Data sitting in product information management platforms ([PIMs](#)) or product detail pages ([PDPs](#)) is often not retrievable by LLMs
- ❌ Each AI ecosystem has its own ingestion path (no universal crawl layer)
- ❌ If your products are not available through structured endpoints, they may never enter the recommendation set

AI discovery today depends on where your data lives and how it's exposed. For instance:

- ✅ Google Gemini pulls data from the Shopping Graph, which contains product data submitted via Merchant Center (50 billion+ listings)
- ✅ OpenAI requires structured product feeds delivered in specific formats (API or flat file)
- ✅ Other AI systems rely on curated datasets or direct integrations



When using [Productsup for AI channels](#), your product data is structured and exported into formats AI systems can actually consume. Whether that's optimizing feeds for Google or preparing OpenAI-ready exports via API or flat file.

This allows teams to extend existing feed operations into emerging AI discovery environments without rebuilding workflows from scratch.

[Learn more](#)



In search, you compete for a position. In AI, you compete for inclusion.

5 reasons AI can't recommend your products

Hurdle 2

AI can't *understand* your products

Even if your product is visible, it still might not be recommended.

AI lists your products, interprets them, and explains them. It can only complete all three steps if your data is clear, complete, and includes the right details.

But most product catalogs weren't built for answering user questions.

This shows up clearly in complex catalogs that include industrial parts, configurable products, and large assortments, where data is often incomplete, inconsistent, or too technical to interpret properly.

For example, when someone asks ChatGPT for the “best energy-efficient AC for a small bedroom in humid weather”, AI breaks the query down into signals like:

- Room size compatibility
- Energy efficiency rating
- Inverter vs. non-inverter
- Humidity control
- Noise level
- Cooling capacity and climate suitability

If your product data doesn't explicitly include those attributes, it won't match what AI is looking for. You have to inform AI that your product is the perfect fit.

[Productsup AI Enrich](#) enhances your product data with structured attributes designed for AI channels, including:

- Product highlights (what makes this worth recommending)
- Q&A pairs (what users are likely to ask)
- Use case tags (how the product is actually used)
- Differentiation signals (why this over others)

[Learn more](#)

Basic listing



Backpack

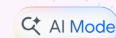
- **Material:** Polyester
- **Color:** Grey
- **Size:** 30L
- **Water-resistant:** Yes

AI-ready product data



- Product Highlights**
Durable, lightweight backpack perfect for everyday & travel
- Q&A**
Is it suitable for laptops? Yes, fits up to 15" laptops
- Use cases & Occasion tags**
Travel, Commute, Hiking, Weekend Getaways
- Competitive Differentiators**
Lighter than others in its class, extra pockets for organization

Optimized for AI platforms



5 reasons AI can't recommend your products

Hurdle 3

AI access is *gated and unclear*

Many commerce teams are ready to test AI channels, but the ecosystems themselves are still evolving. Platform access is often controlled, onboarding is selective, and feed requirements continue to change as AI shopping experiences mature.

For instance:



OpenAI

requires approval before you can even send product data



Perplexity

has paused onboarding for many brands



Gemini

specifications are still shifting



As a result, business teams may be ready to run pilots, test categories, and explore early use cases, but activation still depends on external approvals and platform readiness.



Productsup helps you keep momentum. Instead of waiting for platform access, teams can prepare and test in parallel:

- Set up OpenAI / Perplexity-ready feeds in advance
- Validate schemas, mappings, and product selection
- Use LLM.txt to expose structured product data on your site as a bridge

[Learn more](#)

5 reasons AI can't recommend your products

Hurdle 4

AI can't *trust* your product signals

AI is fast. But it's not always careful. It doesn't "know" your product. It predicts what sounds correct. So when your data is incomplete or unclear, it fills the gaps.

That's exactly why governance becomes a real problem.



What if AI adds a claim that isn't accurate?

AI fills gaps when product data is unclear.
For example: "Waterproof" instead of water-resistant



RISK: Misleading product information



What if AI assumes compatibility that doesn't exist?

When data is incomplete, AI generalizes to sound helpful.
For example: "Works with all devices" when it supports only selected models



RISK: Returns, support issues, and loss of trust



What if AI introduces unverified claims?

If validation signals are missing, AI may infer benefits.
For example: "Suitable for sensitive skin" without clinical backing



RISK: Compliance exposure and regulatory risk



What if AI breaks your brand voice?

AI rewrites content to sound generic, not like your brand.
For example: "Premium leather handbag described as
"Stylish bag for everyday use"



RISK: Loss of brand identity and positioning

AI doesn't understand your brand guidelines, legal constraints, or product nuance. It only sees patterns. This becomes critical in enterprises with:

- Technical catalogs (industrial, electronics, regulated products)
- Strict tone and compliance requirements
- Global catalogs where inconsistencies already exist

Productsup

Data View

Filters

Rules

Select	Title	Description	Price	Image
☐	Classic Black T-Shirt	Soft, breathable cotton T-shirt with a relaxed fit.	\$19.99	
☐	Retro Blue Fanny Pack	Durable nylon waist bag with adjustable strap and multiple compartments.	\$24.50	
☐	Minimalist White Sneaker	Sleek low-top sneaker made from vegan leather with cushioned insole.	\$59.00	

Append/prepend value if not empty

Remove HTML tags from attributes

Convert special characters

Set value if list match (string)

Discount percentage

Extract value from JSON

Whitelist row if value not in

Productsup helps teams govern and validate AI-ready product data through capabilities, such as:

- [Rule boxes](#) for data normalization and transformations
- Analyzer tests to run automated quality and compliance checks before submission
- Data overviews to review product content, validate transformations, and apply rules directly within catalogs
- [Channel feedback](#) visibility to identify rejected products and submission failures faster

[Learn more](#)

5 reasons AI can't recommend your products

Hurdle 5

AI doesn't *fit* into your
current commerce setup

Product data already moves across a complex ecosystem: PIMs, enterprise resource planning (ERPs), ecommerce platforms, marketplaces, retail media channels, regional catalogs, and feed management layers. Adding AI into that mix often creates a new question internally:

Where does the “AI feed” actually belong?

Some teams try to build separate AI pipelines. Others duplicate product exports outside existing feed systems. In many cases, AI becomes an isolated experiment rather than part of the broader commerce infrastructure.

Over time, the setup becomes harder to manage, especially for enterprise teams managing millions of SKUs and multi-market catalogs with localized product content. They see inconsistent updates and misalignment across markets and channels, leading to product data drifting across systems with different versions for AI and traditional channels.

AI discovery should not require rebuilding your commerce architecture.

The same product data infrastructure that supports [Google Shopping](#), marketplaces, retail media, and social commerce should also be equipped to handle AI channels in a scalable, governed way.

This is already happening in ecosystems like Google. In May 2026, Google introduced new conversational product attributes (like question and answer, document link, related product, item group title, variant option, and popularity rank) in the Merchant Center, designed for AI-driven discovery.

Enriched product data can improve:

- Long-tail query visibility and impression share
- Conversion rates through clearer product expectations
- CPC and ROAS through more relevant traffic
- Product approval rates through better feed quality

For many teams, AI-ready enrichment is quickly becoming part of existing feed optimization workflows.

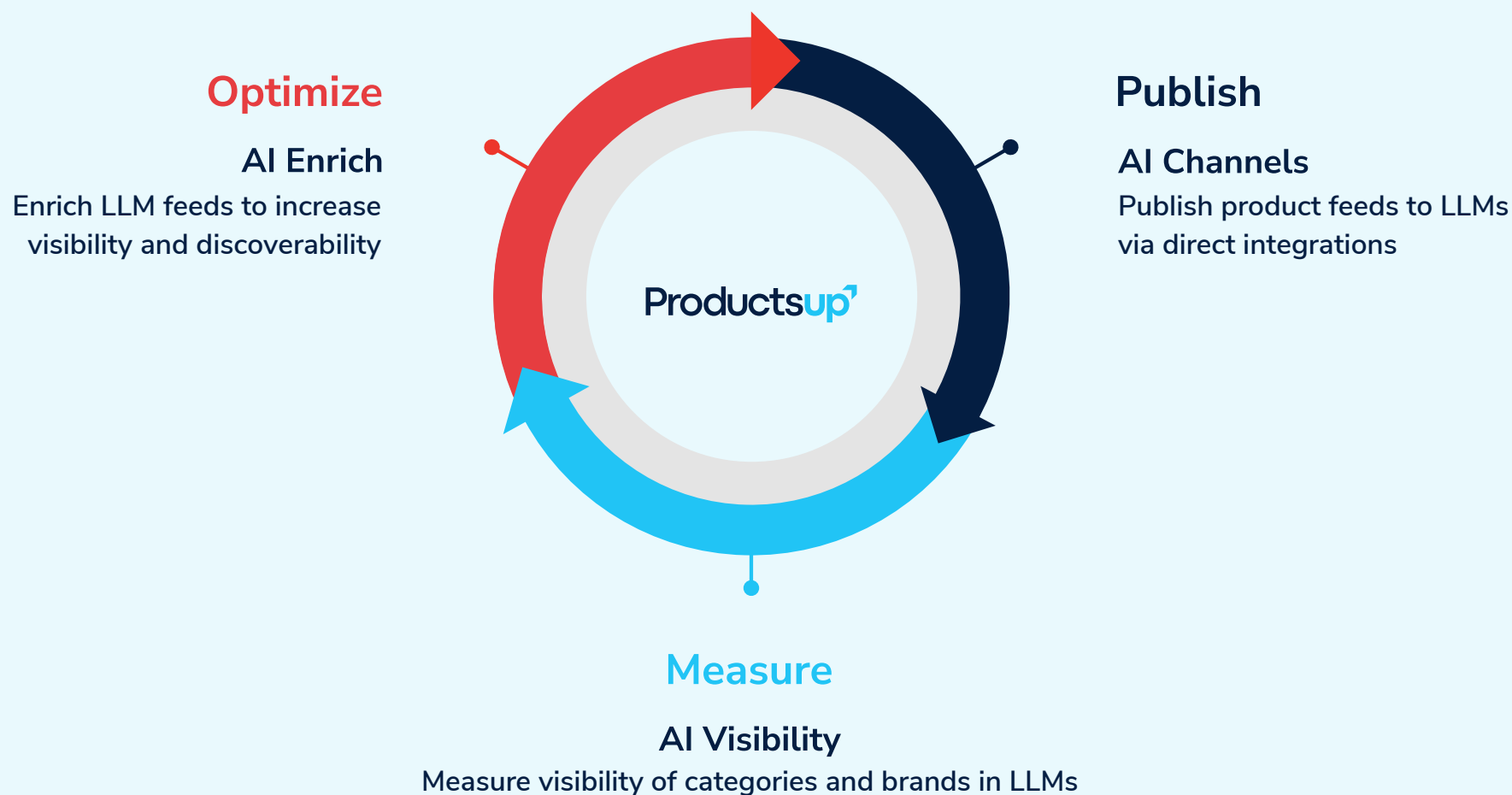
Productsup treats AI as another syndication layer within the existing feed ecosystem. Instead of creating disconnected workflows, teams can:

- Reuse transformations across AI and traditional channels
- Centralize governance and approvals
- Scale AI-ready exports across markets and catalogs from the same infrastructure

[Learn more](#)

How Productsup keeps the AI wheel rolling

AI-driven discovery keeps evolving, and product data needs to evolve with it. Teams need a way to distribute product data across the emerging AI ecosystem, understand how it performs in those environments, and consistently enrich product information based on catalog performance.

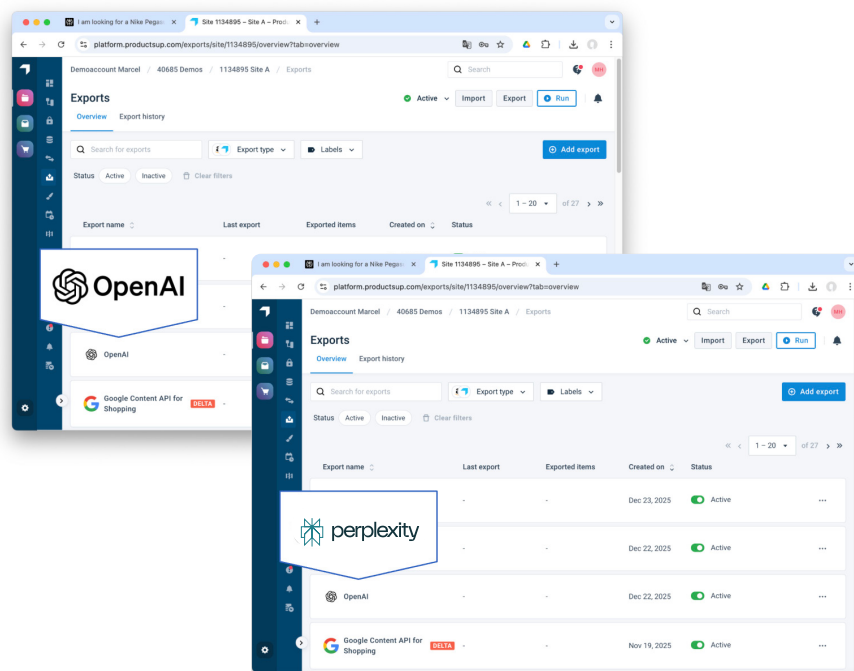


How Productsup keeps the AI wheel rolling

AI Channels

**Publish structured product data
to LLM ecosystems**

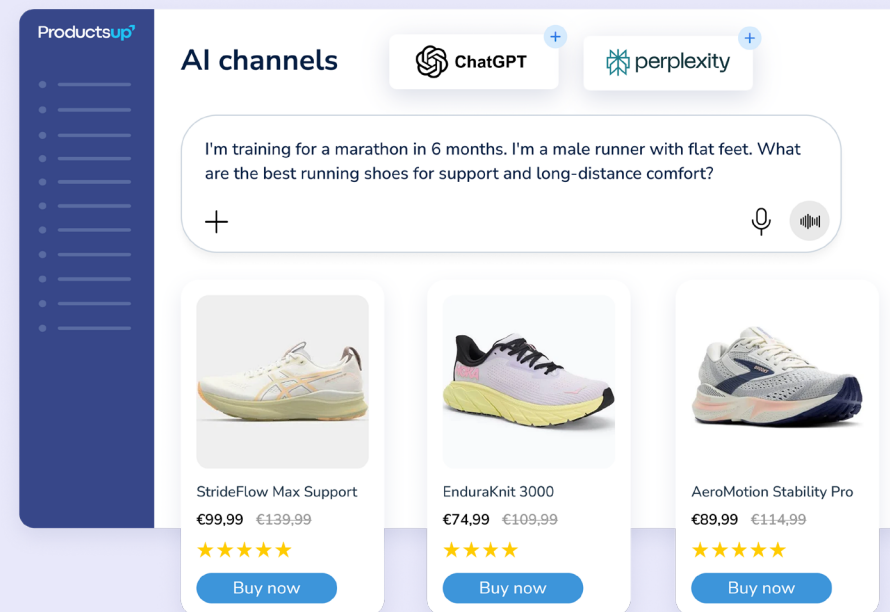
Connecting your data directly to **AI channels** with **Productsup** helps you tackle AI discovery without creating separate workflows for each platform.



Productsup also extends product visibility into AI-powered experiences like Gemini, AI Mode, and Microsoft Copilot through existing advertising channel integrations, such as Google Merchant Center and Bing.

This allows teams to reuse existing feed operations while expanding into emerging AI ecosystems.

As onboarding data to AI platforms evolves, Productsup supports multiple approaches to AI discovery. For OpenAI, Productsup supports LLM.txt as a temporary workaround to expose structured, optimized product data directly on merchant websites for OpenAI agents to index.



[Learn more about Productsup for AI channels](#)

Productsup-supported AI and agentic commerce initiatives

From ChatGPT and Gemini to Rufus and Copilot, AI systems are becoming the new product discovery layer. Productsup helps brands connect product data to these experiences through AI-ready exports, integrations, and feed infrastructure.

Platform / Channel	How data reaches the platform	How Productsup helps
	Direct OpenAI integration or secure product feed for LLM.txt linking	Delivers structured product data through OpenAI-ready exports and enables merchants to implement LLM.txt on their site so AI agents can discover and read their product information for ChatGPT shopping experiences.
	Direct feed integration	Delivers Perplexity-ready product feeds enriched with additional context for AI-powered recommendations and comparisons.
	Google Merchant Center and Manufacturer Center feeds	Maps AI Enrich outputs to Google's conversational attributes to support product discovery across Gemini , AI Mode, and Google Shopping . Productsup already supports the TSV supplemental UCP feed.

Platform / Channel	How data reaches the platform	How Productsup helps
 Copilot	Bing and Microsoft Merchant Center feeds	Delivers product data that can support brand agents and Copilot-powered shopping experiences.
 amazon	Amazon Marketplace feeds	Enriches product data to support conversational product discovery and recommendation across Amazon Rufus, Shop Direct, and Buy for Me.
 TikTok Shop	TikTok Shop feeds	Enriches product data to support AI-assisted product discovery across TikTok Shop , AI Seller Assistant, and future AI-powered shopping experiences.
 Meta	Meta Catalog feeds	Can deliver high-quality product data through the existing Productsup Meta integration, preparing catalogs for emerging AI-powered shopping experiences, such as Instagram's shopping agent, Hatch.

**Some AI and agentic commerce initiatives are still evolving. Platform and channel requirements may change as new shopping experiences become available.*

How Productsup keeps the AI wheel rolling

AI Visibility

Measure what and where AI recommends

One of the biggest gaps in agentic commerce today is measurement.

Teams can track:

- SEO rankings
- Ad performance
- Marketplace visibility

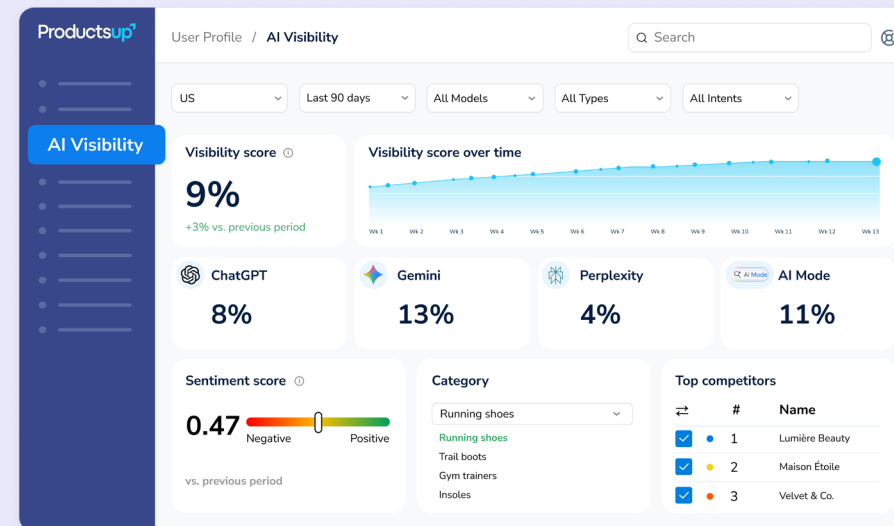
But most still can't answer, "Are we actually showing up in ChatGPT, Gemini, or Perplexity?" Productsup AI Visibility measures the visibility of your brands and product categories across OpenAI, Gemini (including AI Mode), and Perplexity on a weekly basis.

You can now track:

- **AI visibility score** for brand and product mentions
- **Competitor benchmarks** to understand the share of visibility across AI recommendations
- **Sentiment analysis** to see whether AI models describe brands positively, neutrally, or negatively
- **Category visibility** to understand which product categories are being surfaced
- **Shopper intent performance** across transactional, best deal, and support and returns queries

Most importantly, these insights don't stay in a dashboard. Productsup connects AI visibility data back to product catalogs, helping teams identify optimization opportunities and take action through [AI Enrich](#), [Rule Boxes](#), [AI Data Services](#), and other platform features.

By connecting this visibility data back to product catalogs, teams can identify optimization opportunities and take action directly within their feed operations.



How Productsup keeps the AI wheel rolling

AI Enrich

Close visibility gaps with AI-ready product data

LLMs today need context, intent signals, and structured product information to generate relevant recommendations.

Using insights from AI Visibility, Productsup AI Enrich helps brands strengthen product data where visibility is lacking by adding attributes such as product highlights, use-case tags, Q&A pairs, and competitive differentiators, all designed for conversational discovery.

Raw product data

What most catalogs look like today



Running Shoe

SKU: RS-1001

Color

Black

Material

Mesh

Size

9

Gender

Unisex

Category

Running Shoes

Brand

Active Fit

⊗ No use case or audience context

⊗ No Q&A to match shopper questions

⊗ No differentiation vs. competitors

⊗ Hard for AI to understand and recommend

AI Enrich

AI adds the connective tissue LLMs need to understand, match, and recommend.

AI-ready enriched data

Rich, contextual, and ready for AI discovery



Product highlights

"Breathable cushioning for long-distance comfort"



Product Q&A

Q: Is this suitable for 5K training?
A: Yes, this shoe is designed for 5K training and daily runs.



Use-case tags

Daily training

5K training

Road running

Neutral runner

Lightweight

All-season



Competitive differentiators

Wrinkle-resistant fabric, limited edition finish



Intent match

User intent: Best for neutral runners building endurance and consistency

92%

★ High match

 Business impact

• More discoverable in AI search

• Higher chance of recommendation

• More relevant traffic

• Continuously improving AI performance

Learn more about Productsup AI Enrich

Together, AI Channels, AI Visibility, and AI Enrich create a continuous feedback loop for improving product visibility and recommendation performance across AI-driven commerce experiences.

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Appendix

What AI-ready product data actually looks like with Productsup AI Enrich

Example 1: Pregnancy pillow

Standard product data

Product name

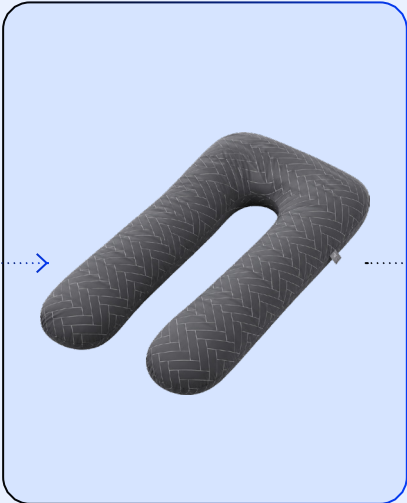
U-Shaped Pregnancy Pillow

Description

Full-body pillow designed to support the back, belly, hips, and knees during pregnancy. Includes a removable washable cover and polyester filling.

Key features

- U-shaped design
- Full-body support
- Machine-washable cover
- Suitable for side sleeping



U-Shaped Pregnancy Pillow

Productsup enriched product data

Product highlights

- Relieves pressure on the back, hips, knees, and belly for better sleep
- U-shaped design offers full-body support all night
- Versatile for sleeping, nursing, reading, relaxing
- Soft, supportive comfort throughout pregnancy and beyond

Q&A pairs

Q: Is this useful after pregnancy, too?

A: Yes, it's great for nursing, postpartum recovery, and lounging.

Q: Is the cover washable?

A: Yes, the cover is removable and machine washable.

Use case tags

Third-trimester sleep support

Side-sleeping comfort

Postpartum nursing support

Occasion tags

Baby shower gift

First-time mom gift

Postpartum gift

Competitive differentiators

- Wraparound shape supports both front and back without constant repositioning
- Replaces the need for multiple pillows
- Hypoallergenic filling materials

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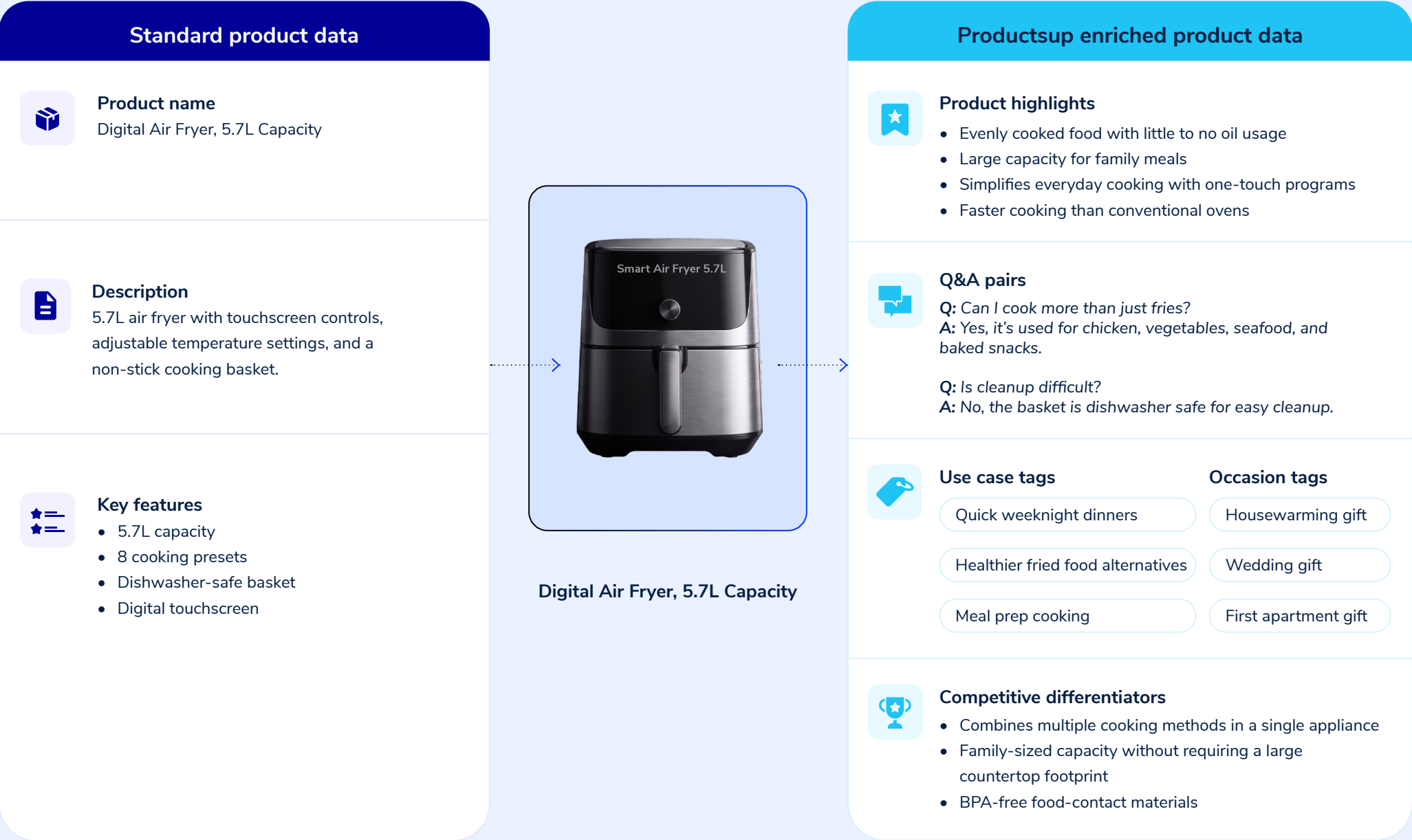
5 reasons AI can't recommend your products

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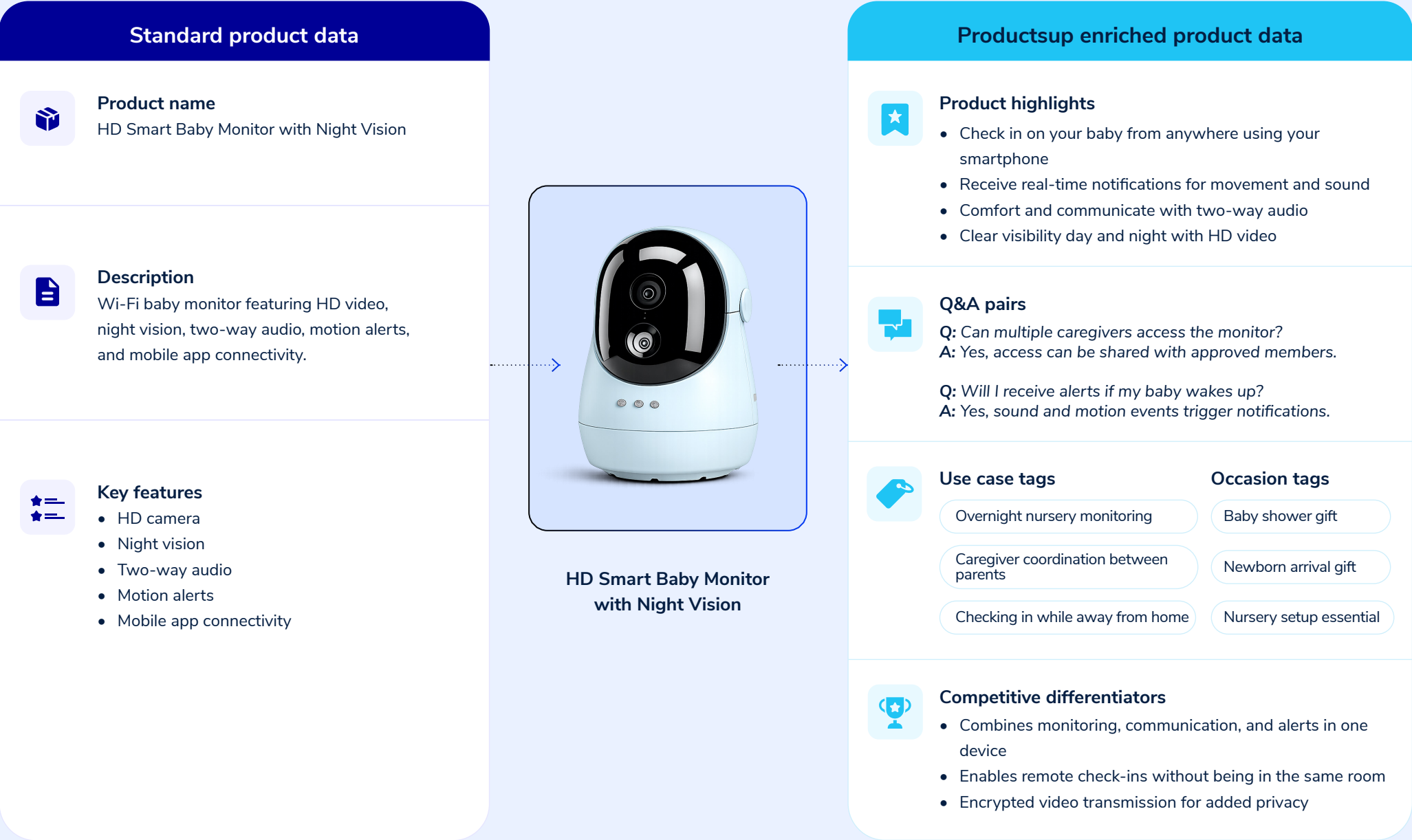
Example 2: Air fryer



Example 3: Sunscreen



Example 4: Baby monitor



Example 5: Plant-based protein powder

Standard product data

Product name

Plant-based Protein Powder, Vanilla, 2 lb

Description

Plant-based protein powder delivers 25g of protein per serving with essential amino acids and a smooth-mixing formula.

Key features

- 25g protein per serving
- Essential amino acids
- Vanilla flavor
- Easy-mix formula

Plant-based Protein Powder, Vanilla, 2 lb



Productsup enriched product data

Product highlights

- Supports muscle recovery after exercise
- Convenient way to increase daily protein intake
- Easy to digest and gut-friendly
- Versatile for shakes, smoothies, oatmeal, and more

Q&A pairs

Q: Is this only for bodybuilders?

A: No, it's suitable for anyone looking to increase protein intake.

Q: Can I take it every day?

A: Yes, it's designed for regular use as part of a balanced diet.

Use case tags

Occasion tags

Post-workout recovery

High-protein breakfast boost

Daily nutrition support

Gym membership starter kit

Fitness transformation journey

Marathon or race training preparation

Competitive differentiators

- Vegan-certified plant-based protein formula
- Organic certified ingredients
- Free from soy, dairy, and gluten

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“Product data is your biggest competitive asset in the age of AI. Everyone talks about customer data, and yes, that’s important. But if your product feed is broken, none of your marketing or AI investments will pay off.

[Fix your feeds first, that’s the new rule of the game.”](#)



[Marcel Hollerbach](#)
CIO & Co-Founder, Productsup

Want AI systems to understand and recommend your products?

See why Productsup is the right feed management partner for
the next era of agentic commerce.

[Learn more about Productsup](#)

[Book a demo](#)

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