

When a shopper asks AI which product to buy, does it choose yours?

A two-week, fixed-price review of how ChatGPT, Gemini, Claude and Perplexity treat your products when a shopper decides, on your site and your retailers' pages: your position against named competitors, why you lose, and what to fix.

87.3%

of brands named at the start of an AI buying conversation were replaced by a competitor by the fourth question.

38 → 58

a skincare brand's AI Win-Rate™ in five months, on its own site and retailer pages (single program, no control).

US\$7,500

Fixed price. Extended Review
US\$12,500

Two weeks

From kick-off to board readout

No access

All measurement is external. No systems, credentials or customer data

SCOPE

One brand, one market, up to five hero products, your site and one retailer

AI ASSISTANTS

ChatGPT, Gemini, Claude and Perplexity

CREDIT

Fee credited in full against the 90-day Win Rate program if you start it within 60 days of the readout

CONFIDENTIALITY

Your results are never published or shared without your written agreement

The shortlist now forms inside the AI conversation

Shoppers ask AI assistants and shopping agents to compare products, then question the answer over several turns before they buy. The brands named first are often not the brands chosen at the end.

87.3%	27,252	38 → 58
of brands named at the first turn were displaced by a competitor by the fourth	buying conversations in AIVO's research base, across 380+ brands	AI Win-Rate gain for a premium skincare brand in five months after targeted fixes

For brands sold through retailers, the decision often turns on the retailer's product page. An assistant may know your brand and still drop it because it cannot find or verify the claim, price or availability that would decide this shopper's choice.

Your current brand tracking does not see this. A shopper asks, the assistant answers, and the shortlist is often set before anyone visits your site or the retailer's. The Review shows where you stand in that conversation, and why.

Sources: Beyond Visibility working paper, 1,427 probes across ten industries, 95% CI 85.5–88.9% (doi:10.5281/zenodo.20848721). Research base as of 27 October 2026. Skincare case: a single anonymized client program without a held-back control, so it shows the result can move, not why; full run logs are available under a mutual NDA.

Mystery shopping, carried out by AI

We run realistic buying conversations as your shoppers would, on each assistant, and record which brand and product the assistant chooses at the end. The Review answers four questions.

QUESTION	MEASURE	WHAT YOU SEE
Does AI choose us?	AI Win-Rate	How often each assistant chooses your brand and each hero product outright, with a 95% confidence range
Where do we lose?	Conversation drop-off	The turn at which the assistant stops choosing you, and which brand it chooses instead
Can AI read the shelf?	Retailer page check	Whether assistants can find and verify your claims, price and availability on the retailer's pages as well as your own
Why do we lose?	Evidence gap map	What the assistant relies on for competitors that it cannot find or trust for you, claim by claim

We test the situations that matter for your category, written as real shopper briefs. Claims such as organic, clean, sulfate-free or cruelty-free are tested as separate claims, never as interchangeable ones. Results distinguish a win for the brand from a win for a single product.

A measured position and a prioritized fix list

We need a scope decision, a named owner and about 90 minutes of your time: a 30-minute scoping call and the 60-minute readout.

You receive

- AI Win-Rate for your brand, each hero product and named competitors, by assistant, with confidence ranges
- Drop-off analysis: where in the conversation you lose, and to whom
- Retailer page check: what assistants can and cannot read or verify on the retailer's pages
- Evidence gap map: the sources and claims behind each loss
- A prioritized fix list, ranked by expected effect and effort, split between fixes you own and fixes that need the retailer
- Board summary, readout and selected transcripts showing how you lose

You provide

- The market, hero products and retailer to review
- The competitors you consider your main rivals
- The claims that matter most to your shoppers
- A named owner, and one hour for the readout
- Your supplier questionnaire, if you use one

04 Price

US\$7,500 fixed, credited in full against the 90-day program

	STANDARD	EXTENDED
Fee	US\$7,500 fixed	US\$12,500 fixed
Scope	One market, up to five hero products, your site and one retailer	Adds a second retailer or a second market
AI Win-Rate, drop-off, retailer page check, evidence gaps	Included	Included
Brand-named conversations: when a shopper names your product, does AI keep them?	Not included	Included
Agent test: can an AI agent find your product at the retailer and add it to the basket?	Not included	Included
Board summary and readout	Included	Included
Credit against the 90-day program, if started within 60 days of the readout	US\$7,500	US\$12,500, across the markets or retailers reviewed
Payment	In full at kick-off	Half at kick-off, half at readout

The 90-day Win Rate program then fixes what the Review finds and re-measures under the same conditions. It is priced at US\$9,500 per brand and market, plus a performance fee paid only on measured lift. Excludes paid media, site rebuilds and retailer content fees.

Ten working days, one decision at the start

DAYS 1–2 Scope A 30-minute call to agree products, retailer, competitors and shopper situations. The conversation set is then frozen in writing.	DAYS 3–7 Measurement Repeated conversations on ChatGPT, Gemini, Claude and Perplexity, with model version and web-search state logged on every turn.	DAYS 8–9 Analysis Scoring, drop-off analysis, the retailer page check and evidence gap mapping.	DAY 10 Readout A 60-minute session with your team, the two-page board summary and the prioritized fix list.
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The method is published and open to inspection

The unit of measurement is the probe: one multi-turn buying conversation with an AI assistant, run under controlled conditions. In the Standard Review the shopper never names your brand; the Extended Review adds conversations in which the shopper names your product.

TERM	DEFINITION
AI Win-Rate	The share of buying conversations, run through to a decision, in which an AI assistant or agent recommends your brand outright. Shared recommendations, undecided answers and referrals elsewhere are reported separately and do not count as wins.
Brand and product wins	A brand win is any outright recommendation of your brand; a product win names a specific hero product. Both are reported.
Retailer page check	Whether an assistant can reach, read and verify the deciding facts on the retailer's product page: claims, price, availability and reviews.
Confirmed and provisional	A difference is confirmed when its 95% confidence ranges do not overlap. Otherwise it is reported as provisional.

Research base. 27,252 buying conversations (27 October 2026) across a corpus of 380+ brands. **Method reference:** AI Win-Rate Methodology v2.0 (zenodo.org/records/22663407).

One owner who holds the brand's growth number

AI recommendation cuts across brand, ecommerce and digital, so it often has no natural home. Pick the sponsor by the question you most need answered.

SPONSOR	THE QUESTION THEY OWN	WHAT THEY TAKE FROM THE REVIEW
CMO or Brand Director	Is our brand chosen, or just known?	AI Win-Rate alongside existing brand tracking
Head of Ecommerce or Retail	Are we losing the sale on the retailer's page?	The retailer page check and the fixes that need the retailer
Head of Digital or SEO	Can shoppers and their AI agents find and act on what we offer?	Evidence gaps and, in the Extended Review, the agent test
Insights or strategy team	Is this an emerging risk to growth?	The competitive picture and the board summary

Your fee buys the measurement, not a result

Reported as found. Including where your brand is already chosen more often than its competitors.

No access needed. Publicly available AI assistants and public pages only. No systems access, credentials, software, or personal or customer data.

Clients cannot influence scores. The method is published, and the conversation set is frozen before measurement begins.

Full logs available. Every conversation is recorded. Full logs and raw outputs are shared with you under a mutual NDA.

What it does not do. It measures AI recommendation, not sales, and it does not change a retailer's own search ranking or sell-through.

How to start

Tim de Rosen · tim@aivocorp.com

CEO and Co-Founder, AIVO, Inc. · aivocorp.com/brands

1. A short call to confirm products, retailer and competitors.
2. A one-page order form and mutual NDA.
3. Kick-off within a week; readout ten working days later.