

We are losing the shelf before the shopper arrives.

Here is the fix.

AI assistants now shortlist products before shoppers reach a retailer. They recommend what buyers praise and what pages prove. Our pages prove too little, so AI leaves us out.

WHERE WE STAND

18%

share of AI shopping answers that name us (leader: 41%)

6 / 10

top SKUs missing the attributes AI looks for

#1

buyer complaint (fit and leaks) not answered on any page

3.9★

average rating vs 4.4★ for the category leader

AI ANSWER SHARE VS COMPETITORS

Leader		41%
Challenger		27%
Us		18%

Across 7 AI assistants, 4 retailers, 120 shopping questions.

WHY • THREE LAYERS OF EVIDENCE

Machine Intelligence • leads
Which brands AI names for "best overnight", "sensitive skin", "value pack" — and the reasons it gives.

Product Intelligence
Every claim, image and attribute on our pages vs competitors, retailer by retailer.

Human Intelligence
What buyers praise and complain about in reviews — the language AI repeats.

WHAT BUYERS SAY

"Never leaks overnight, but I only found that out after buying. The page says nothing about it."

Theme in 1 of 5 positive reviews — absent from all our pages

AI ANSWER SHARE • TOP 4 QUESTIONS

"Best for overnight"		12%
"Best for sensitive skin"		31%
"Best value pack"		9%
"Most absorbent"		22%

PAGE CHECK • TOP 20 SKUS

Absorbency claim shown	4 / 20
Size & fit guide	2 / 20
Sensitive-skin proof	11 / 20
Full image set (6+)	9 / 20

Gap is a page problem, not a product problem: buyers rate our absorbency well, but no page says it.

THREE MOVES

01 **Fix the top 20 product pages**
Add missing attributes, proof and images AI needs.

02 **Answer the #1 complaint on-page**
Fit guide and leak-proof proof in first bullet.

03 **Win the four AI questions**
Buyer-language copy built for AI answers.

What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
Rewrite top 20 pages ConsensysONE content blocks · eCom content	Days 1–21	PRODUCT
Fit & leak proof in first bullet Images + copy · eCom + Brand	Days 1–14	HUMAN
AI answer copy for 4 questions Buyer language · eCom + SEO	Days 7–28	MACHINE
Syndicate to 4 retailers Content bank export · Retail ops	Days 21–42	PRODUCT
Test new pages with buyer personas Before go-live · eCom lead	Ongoing	HUMAN

02 What we expect · 90 days

18% → 35%
AI answer share on the four priority questions

+12%
product page conversion on top 20 SKUs

–30%
fit and leak complaints in new reviews

20 / 20
top SKUs with full AI-ready pages

03 How we measure it

AI answer share 7 assistants · 120 questions	WEEKLY
Page completeness Claims, images, attributes	WEEKLY
Review themes Complaint and praise share	MONTHLY
Conversion & sales Retailer data, top 20 SKUs	MONTHLY
Board readout Action deck, before / after	DAY 90

Baseline locked day 1. Every result is compared with the same 120 questions and 20 SKUs.

THE TEAM GETS

Win plan
Ranked fixes per SKU

Content bank
Approved copy, ready to load

Action decks
Monthly leadership readout

Buyer personas
Test pages before launch

The ask: approve the 90–day digital shelf programme. First fixes live in days; proof of impact by day 90.

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