

AI is becoming our biggest shop window. We are barely in it.

Shoppers increasingly let AI assistants pick for them. AI recommends brands that buyers praise and product pages prove. One view across buyers, products and AI shows where we win, where we lose and what to do.

WHERE WE STAND

21%

AI answers that name us (leader: 44%)

3 of 5

markets where we trail in AI

13

teams using different data

90 days

to first proof of impact

AI RECOMMENDATION SHARE BY MARKET

Market A		34%
Market B		21%
Market C		11%

7 AI assistants, 5 markets, 300 category questions.

WHY · THREE LAYERS OF EVIDENCE

Machine Intelligence · leads

Where AI recommends us, and why — by market and question.

Human Intelligence

What buyers praise and reject — the reasons AI repeats.

Product Intelligence

What our products and pages prove vs rivals.

WHAT BUYERS SAY

"I don't research anymore. I ask the AI and buy what it says."

Rising in reviews across all 5 markets

READINESS BY TEAM

eCommerce		34%
Brand		41%
Insights		28%
Category & Sales		22%

PORTFOLIO CHECK

One view across markets	No
AI share as a KPI	No
Teams on shared evidence	2 / 13
Proof of impact tracked	Partial

The gap is fixable: our products are rated well, we just don't show it where AI looks.

THREE MOVES

01 Make AI share a KPI

Track it next to market share.

02 One evidence base

All 13 teams work from it.

03 Prove it in 90 days

Start with eCom and Brand.

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

01 What we do next

ACTION	WHEN	LAYER
AI share KPI on the board scorecard 5 markets · CEO office	Days 1-14	MACHINE
eCom + Brand sprint first fixes live Top 20 SKUs · eCom, Brand	Days 1-42	PRODUCT
Shared evidence base all teams One platform · Data+ Insights	Days 14-60	HUMAN
Market priorities 3 trailing markets Plans per market · Regions	Days 30-75	MACHINE
Board readout proof of impact Before / after · CEO office	Day 90	HUMAN

02 What we expect · 90 days

21% → 33%

AI answer share

+8%

online sales on top SKUs

13 / 13

teams on one evidence base

3 / 5

markets closing the gap

03 How we measure it

AI answer share By market	MONTHLY
Online sales Top SKUs	MONTHLY
Team adoption Teams active	MONTHLY
Market gap Us vs leader	QUARTERLY
Board readout Before / after	DAY 90

Baseline locked day 1. Today's AI share, sales and team adoption.

THE TEAM GETS
Win plan
Portfolio priorities

Content bank
Shared evidence

Action decks
Board-ready readouts

Buyer personas
Test strategy with buyers

The ask: approve AI answer share as a board KPI and a 90-day programme led by eCom and Brand.

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