Are Brands Actually Updating PDPs for Rufus?

By Russ Dieringer // June 9, 2025 // Benchmarks, Briefings, Research

TL;DR: *While nearly all brands believe optimizing PDPs for Rufus is important, only a small minority have taken action.*

2 minute read

Amazon's introduction of Rufus has created a great deal of angst inside consumers brands.

Instead of optimizing product detail pages (PDPs) based on keywords, and ensuring they have enough ad budget to secure visibility on key terms, they have shift to studying whether their products are even showing up on Rufus's results.

More and more whitepapers are being published on how to drive visibility in Rufus responses and it *seems* as though every brand has taken action, updating their PDPs to improve their visibility and/or conversion rates on Rufus and traditional search results.

There's a huge sense of urgency behind this rationale as AI is taking over the world. Calling "AI" a trend is a major understatement considering it's at least as big of a structural technology shift as the development of mobile or the internet.

The thinking goes that brands would be bonkers to ignore this trend, and many retail leaders *feel* far behind.

But…are they?

To answer this question, we surveyed 286 brands and agencies to understand what's *actually happening* when it comes to evolving their Amazon strategy for Rufus.

1. Is everyone doing it?
2. What's holding brands back?
3. What's the impact been for those that have moved first?

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Over the course of this week we'll publish answers to these questions, providing retail leaders like you with a data-backed view of where your peers stand when it comes to Rufus and PDP optimizations.

First up, is everyone else updating their PDPs based on Rufus data?

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