

Agent by Agent: Why Your ChatGPT Strategy Won't Work on Alexa

By Megan Harvey // September 17, 2026 //

December 3, 2026 @ 1pm EST

Most AEO/GEO guidance treats all "AI search" the same even though it isn't. Optimizing for ChatGPT and optimizing for Amazon's Alexa require different tactics, the same way Google SEO and Amazon SEO diverge, with each platform pulling product data from different sources and weighting different signals.

This live session addresses the issue head-on, separating AI search recommendations into two tracks: horizontal agents (ChatGPT, Claude) and vertical agents (Amazon's Alexa, Walmart's Sparky).

Russ Dieringer from Stratably will welcome Amanda Wolff from ProductWind and Lauren Livak Gilbert from the Digital Shelf Institute to cover:

1. What each agent type prioritizes
2. Where the practical differences show up
3. How to build influence for each agent type
4. What to prioritize first when launching an innovative new product or defending a hero SKU

This session is practitioner-oriented where you'll leave with specific tactics to apply immediately. It's built for those responsible for their consumer brand's agentic commerce strategy, from digital shelf practitioners to Amazon and Walmart sales teams navigating the shift firsthand.

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