Alexa Made Me Buy It: What Retailer AI Can Teach Us About Better PDPs

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Product page optimization has always involved a lot of questions.

What does the shopper need to know? What content should come first? Which benefits deserve more visual real estate?

Now there’s a new way to get input to those questions: **What does AI think?**

AI-powered shopping experiences are creating a new way to "interrogate" the PDP. Retailer tools like Alexa for Shopping can surface shopper questions, compare products, identify content gaps and interpret claims, giving teams a new way to test what shoppers care about, what search can find, what AI can understand and where the content still falls short.

In this interactive virtual session, Russ Dieringer of Stratably and Chris Perry of firstmovr will use Alexa for Shopping to audit real CPG product pages through three critical lenses:

- SHOPPER CENTRICITY: Does the PDP answer the questions shoppers actually have and communicate the benefits that matter most?
- SEO: Does the content reinforce the language, attributes and use cases that drive discoverability?
- AIO: Does the page provide the context and clarity AI needs to understand, differentiate and

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recommend the product?

We'll put real PDPs to the test, using retailer AI live to uncover opportunities across titles, bullets, descriptions, imagery, enhanced content, story flow and content prioritization. Then we'll turn those findings into practical recommendations brands can test, learn and optimize for growth.

Leaders will leave with three things:

- A practical way to use retailer AI as a new lens for PDP auditing and optimization
- A framework for evaluating content across shoppers, search and AI
- New ideas for optimizing visual and textual content to test on their own PDPs

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