Podcast: Breaking Down Brand Reactions to Amazon Rufus with Russ Dieringer

By Claire McBride // July 28, 2025 // Benchmarks, Briefings, Research

TL;DR: *In this 20-minute Ecommerce Braintrust podcast, Stratably's Russ Dieringer breaks down survey results from 286 brands and agencies on the implications and reactions from Amazon's Rufus, with a practical take on how to respond.*



Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

Consumer brands are all trying to figure out what Rufus means for their PDP and advertising strategies, and how to respond without spinning wheels.

Stratably surveyed 286 brands and agencies to get to the bottom of it, and Russ Dieringer recently joined the *Ecommerce Braintrust* podcast to unpack it all with Julie Spear and Jordan Ripley.

The conversation explores:

- How brands are *actually* managing the roll-out of Rufus
- Why there hasn't been more urgency from manufacturers
- Results from brands' efforts to optimize PDPs for Rufus visibility
- The recommended approach for responding to Rufus and other AI advancements

> *"You can't sit on your hands and wait for the perfect playbook to reveal itself. You've got to get your reps in and understand it by actually doing it to see what the value could be, and when and if that walled garden of data comes out, you'll be ready to roll versus on your back foot."* — **Russ Dieringer**

If you're looking for reliable research in the face of all the AI noise to guide your thinking and resource allocation, this is a practical, 20-minute listen.

You'll walk away from the episode with a clearer picture of how Rufus is impacting other brands, and how to keep your strategy grounded amidst the AI buzz.

Click the button below to listen to the episode:

LISTEN ON WEB
LISTEN ON SPOTIFY

To dive deeper, you can also explore our full research series on the topic:

- Are Brands Actually Updating PDPs for Rufus?
- What's Holding Brands Back from Optimizing for Rufus?
- Are Rufus-Driven PDP Updates Driving Results?
- Workshop: Rufus-Driven PDP Updates

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.