What's Holding Brands Back from Optimizing for Rufus?

By Russ Dieringer // June 11, 2025 // Benchmarks, Briefings, Research

TL;DR: *The main hurdles preventing brands from optimizing PDPs for Rufus include unclear impact, lack of Amazon guidance, and limited resources.*

1 minute read

The Insight

After learning from 286 brands and agencies that few have embraced PDP optimizations as a response to Amazon's Rufus, we dug deeper into what's holding brands back.

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