

# Workshop: Rufus-Driven PDP Updates

By Russ Dieringer // June 13, 2025 // Benchmarks, Briefings, Research

**TL;DR:** Apply Stratably's Rufus-related benchmarking to your business through a structured workshop process with key internal stakeholders. Once complete, your team will have actionable insights into Rufus optimization strategies, tangible test results, and a clear path for continued learning and future optimization.

4 minute read

All this week we've explored the degree to which brands and agencies are responding to Rufus, Amazon's AI shopping assistant.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)