Workshop: Rufus-Driven PDP Updates

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

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.

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