

AI & E-commerce Playbook

Capture "conversational shopping" and convert it :
from prompt to purchase

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Introduction: The Conversational Shopping Shift

Purchasing behavior has changed. Internet users are no longer satisfied with typing "running shoes" into a search bar. They now formulate hyper-contextual and complex queries to artificial intelligences such as ChatGPT, Gemini, or Perplexity:

"I'm running a marathon in 3 months, I have flat feet and weigh 85kg, what is the best cushioning model for less than €150?"

A recent McKinsey* study shows that **50% of consumers reported using GenAI to learn about a product or category or to discover brands and get inspiration.**

At the same time, **consumers are not ready to let AI make the purchase decision.** According to another Gartner** study, only 11% of consumers are willing to let AI make purchase decisions. This means conversions still take place on websites.

💡 Key Facts :

- **The end of the clickable link monopoly:** Generative AIs synthesize information and directly recommend precise products with their sources. The era of lists of blue links to click gives way to direct answers.
- **Highly qualified purchase intent:** A user who makes a complex enquiry to an AI is much closer to making a purchase than an internet user carrying out a generic search. Research indicates that AI-influenced visitors demonstrate double the engagement.
- **The brand challenge:** If your products are not cited by LLMs, you become invisible to a growing share of the market.
- **Beware of disintermediation!** Do not forget your site, your shopping experience: The purchasing journey only begins with LLMs. The conversion and purchase happens on your site and through the engagements that follow.

*ConsumerWise Survey, McKinsey, 2026

**Prioritize Top-of-Funnel AI Shopping Tools for Consumer Adoption, Gartner, 2026



How can you optimize your e-commerce site so that AI systems select and recommend your products?

01



Master the pillars to be
cited by AI

The world of e-commerce is facing radical change. The challenge is no longer simply to attract traditional search engine algorithms in order to secure a place among the top results, **but to become an indisputable, citable and structured source of authority for Large Language Models (LLMs) and Artificial Intelligence.**

To succeed in 2026, the optimization of an e-commerce site must be based on a comprehensive approach that combines traditional SEO with the new requirements of AI.

For your products to be recommended by artificial intelligence, your content strategy must imperatively be based on two complementary pillars:

- **Traditional SEO:** Contrary to popular belief, classic SEO remains the foundation of AI SEO. Market research shows that pages ranked first in traditional organic results have a 25% chance of being cited as a source in Google's AI Overviews modules.
- **AI SEO:** Also known as AEO or GEO, this is the art of optimising your content for large language models (LLMs) or AI Overviews, that synthesise complex information. AI SEO encourages the creation of nuanced, conversational and multi-perspective content to influence AI product recommendations, but also providing short, factual and immediate answers to buyers' questions.



Concrete strategies for optimizing your product pages

To scale up this visibility, your e-commerce site must adopt a structure that is suited to LLM indexing bots.

a. Targeting intents in the form of "Prompts"

Internet users no longer type simple keywords like "*best running shoes*". They enter complex prompts that match real intent: "*I'm looking for a running shoe for a man who weighs 85kg with a pronated stride to run a marathon, budget less than €150*".

Your buying guides, FAQs, content... must be written in natural language **to exactly match these intents**.

Covering more facts means matching more real-world intents and ranking for the long-tail prompts that come with them. **You need to focus on solving real people's problems and answer them with good, optimized content.**

b. Data structuring and multi-source data

Als do not read your site like a human; they compile data that needs to be displayed within your product pages and content.

- **Schema.org:** Your technical specifications (price, real-time stock, customer reviews, compatibility) must be perfectly implemented, as it supports SEO and, indirectly, AI SEO as well.
- **The omni-channel approach:** LLMs cross-reference sources to validate information. To impose your product, your site's authority must also be relayed externally: product recommendations on expert media sites, demonstration videos on YouTube, verified reviews on third-party platforms, communities... Every piece of the web is important !



Tracking AI visibility
and scaling up
semantic precision
with Positive Surfer

a. Tracking AI Visibility

Before you can optimize for LLMs, you need to know where you currently stand in their answers and most brands have no visibility into this at all. **Tracking AI Visibility means systematically monitoring how, where, and how often your brand and products appear across generative engines** (ChatGPT, Perplexity, Google AI Overviews, Gemini...).

Concretely, **this means answering questions on an ongoing basis**: Is your site cited as a source? Which pages get pulled into AI-generated answers, and for which prompts? Who are your AI-recommended competitors? Are your specific products recommended?

This also means **identifying where LLMs go to build their answers** : which external domains, channels, and communities (YouTube, Reddit, LinkedIn, review platforms...) get cross-referenced most often for your category, so you know where to build presence beyond your own site.

This is precisely **the tracking layer Positive Surfer automates**: instead of manually testing prompts one by one, it monitors your AI visibility at scale, flags the prompts where you're absent, and identifies the content gaps to close. You then act on these gaps with semantic precision.



b. Scaling semantic precision

The key to being selected by AIs lies in the semantic relevance of your content. Generative engines analyze entity density to judge whether your page is an authority on its subject. This is where a tool like Positive Surfer becomes essential for automating and measuring this precision on a large scale:

- **The Entity Coverage:** It analyzes whether you cover all topics and entities you should. By covering more than 80% of the NLP (Natural Language Processing) entities suggested by Surfer, an e-commerce site sees its chances of **being cited by LLMs increase by +34%**.
- **The Content Score:** This score analyzes how optimized the content is for both SEO and LLM. Surfer demonstrates that pages achieving an optimization score above 75 are **2.1 times more likely** to be included in AI search module citations.

The overall business impact:

By rationalizing this semantic approach, e-commerce brands relying on AI optimization record an average of:

156%
more indexed pages

89%
increase in their organic
conversion rate, according to
market benchmarks

AI SEO does not just generate traffic; it attracts buyers at the moment of their purchasing decision.



Transforming, engaging
and converting traffic with
the same precision as AI

02



Ensuring experience continuity with purchase intent

Once the customer clicks on the link recommended by the LLM and arrives on your website, **they expect an experience that is just as seamless and personalised.** The hardest part is yet to come: maintaining the continuity of their intent. A user accustomed to AI-driven personalisation will not tolerate a generic shopping experience on your e-commerce site.

The greatest danger post-click is a break in the experience. If a visitor arrives via a recommendation based on a very precise need, your site must immediately prove to them that they are in the right place.

- **Dynamic contextual onboarding:** By detecting the source (the AI engine or the original query), the site instantly adapts its welcome elements (dedicated banners, contextual pop-ups).

If a user were searching for a product for “extreme conditions”, the homepage would highlight its technical reliability and robustness, rather than a generic end-of-season promotion.

Decoding weak signals in real time

To engage customers accurately, you need to be able to read between the lines of their behaviour. Real-time tracking enables you to identify points of friction before they lead to customers abandoning the process, such as:

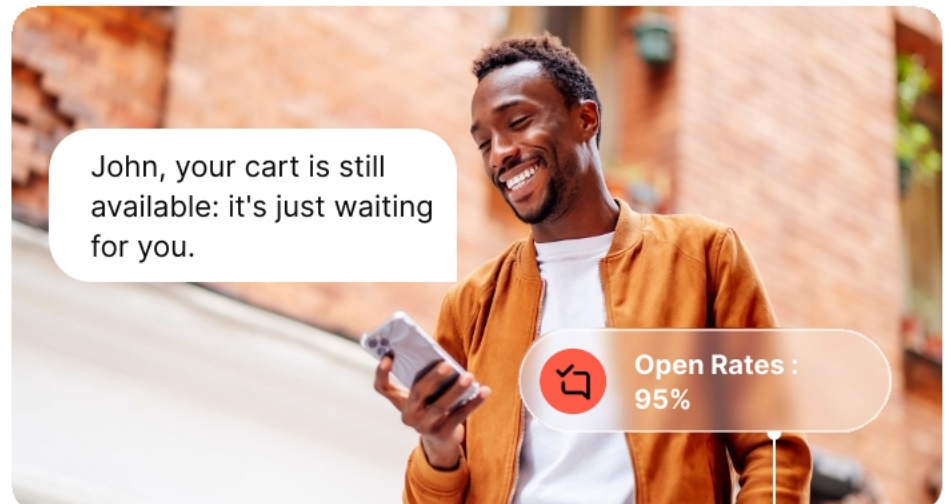
- **Hesitation analysis:** A user who stagnates in the cart for 45 seconds or scrolls three times through the "Delivery" section expresses silent doubt.
- **Proactive micro-interaction:** Instead of cluttering the screen, the site triggers a help bubble or a surgical reassurance message at the exact moment the cursor shows signs of freezing. This is the art of removing purchasing barriers in real time.

Many other use cases are possible!

Contextualised
omnichannel orchestration:
driving conversions

The purchasing journey is fragmented. The user may be distracted and leave the site, but their original intention (their initial prompt) remains in their mind. This is where the complementary nature of the channels comes into play, to re-engage the user wherever they are:

- **Web push notifications:** Ideal for re-engaging visitors who haven't yet provided their email address, with just one click in their browser.
- **Email:** Ideal for sending detailed summaries, user guides or brand storytelling.
- **WhatsApp & SMS:** Direct messaging channels for sending stock alerts or completing a shopping basket directly on a mobile.



To ensure conversion, it is essential to incorporate hyper-personalisation into these interactions. **Segmentation based on detected real-time signals ensures a seamless experience and engages the customer across all channels**, based on their past interactions and in line with their purchase intent.

That is when the magic happens, when the 'aha' moment occurs and the conversion is achieved.



Scale up your hyper-personalized engagement with Positive User

Detecting weak signals and orchestrating campaigns across three or four different channels cannot be done manually at the scale of an e-commerce site. For this level of precision to become a driver of growth, the use of a customer engagement platform such as **Positive User becomes essential.**

- **Real-time data unification:** Positive User instantly centralizes on-site behavior data for all visitors, even anonymous visitors (Visit origin, product pages consulted...) to create an ultra-precise buyer profile in real time.
- **Personalized engagements, without technical friction:** No more need to solicit technical teams to code complex tracking scripts for every user behavior. From a visual and intuitive interface, you easily configure your engagement scenarios. The platform then takes over to capture real-time signals and trigger the right message at the exact moment the business rule is validated.
- **The omnichannel orchestrator:** Positive User centralizes the management of web push notifications, email, SMS and WhatsApp within a single interface. The workflow adapts dynamically: if Thomas opens the web push notification, the WhatsApp follow-up is automatically cancelled to avoid marketing fatigue.

The business impact:

By automating engagement based on the real intentions of users, e-merchants deploying Positive User **see a reduction in cart abandonment rate and an explosion in Customer Lifetime Value (LTV)** thanks to targeted and non-intrusive interactions.

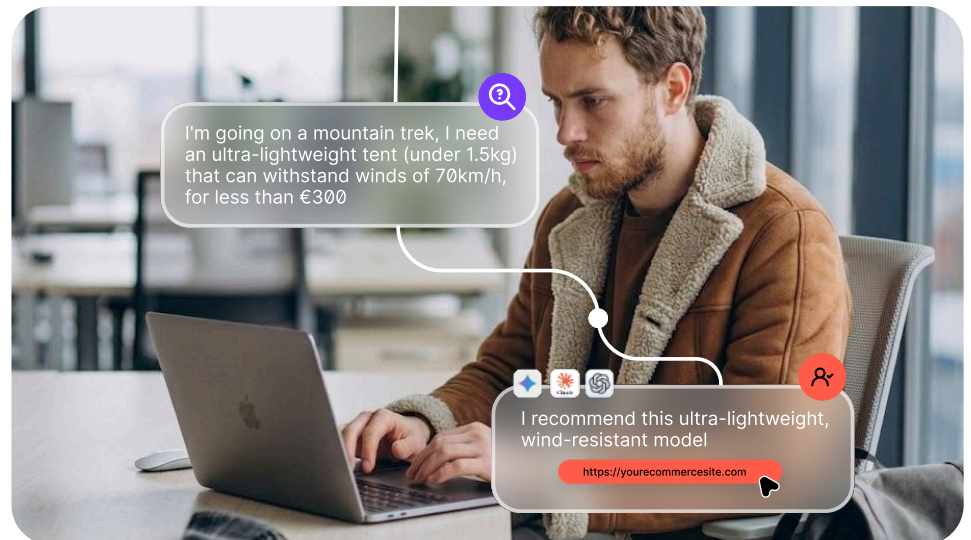


Concrete Case - Ensuring an AI search reaches e-commerce conversion

03

To understand the synergy between conversational commerce and on-site conversion, let's follow the journey of Thomas, 34, looking for a hiking tent.

Critical Moment n°1: The LLM search



Behavior: Thomas asks ChatGPT to recommend the best tent on the market based on his specific needs.

- **The solution:** Thanks to the semantic optimization of the site (GEO), the AI picks up your product and includes a direct link to your store.

To help you :

Positive Surfer

AI search and content intelligence platform

[Discover Positive Surfer](#)

Critical Moment n°2: Landing on the site



Behavior: Thomas arrives on the product page. He expects personalization.

- **The solution:** The marketing automation platform detects the source (the AI engine) and adapts the welcome message: no generic pop-up, but a highlighting of the technical characteristics sought.

To help you :

Positive User

Customer engagement & emailing platform

[Discover Positive User](#)

Critical Moment n°3: Cart hesitation



Behavior: Thomas adds the tent to the cart but hesitates for 45 seconds, doubting the accessories included in his order.

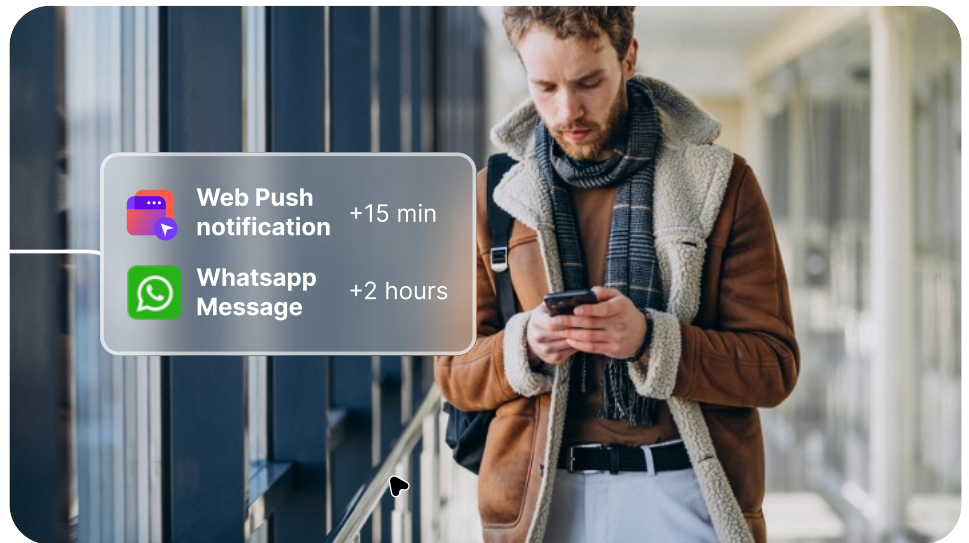
- **The solution:** Real-time tracking detects this abnormal immobility. The site automatically triggers a proactive help bubble: "A question about your tent specifications before packing your bag?". Thomas can then ask his question to support or consult the dynamic FAQ.

To help you :

Positive User
Customer engagement & emailing platform

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Critical Moment n°4: Abandonment due to distraction



Behavior: Thomas's phone rings, he closes his computer, the sale is suspended.

- **The solution:** The omni-channel scenario takes over: a Web Push at +15 min, followed by a WhatsApp message at +2 hours ("Your cart is saved, only 2 copies left in stock"). Thomas validates the payment on his mobile while on public transit, after this follow-up.

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Customer engagement & emailing platform

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Being found, welcomed, reassured, followed up with: every step counts. Positive Surfer ensures visibility, Positive User turns interest into purchase. Conversion no longer depends on a single moment, but on the whole chain.





Conclusion: Being visible AND precise throughout the purchasing journey

The transition to GEO and conversational commerce is not only a technical evolution; it is a complete paradigm shift. Attracting highly qualified traffic through semantic optimization is just the first step in the process.

The real competitive advantage for e-retailers lies in their ability to **capture this hyper-precise intent and guide the customer seamlessly through to the final transaction**, by combining semantic power with real-time customer engagement.

To achieve this, it is necessary to apply best practices throughout the entire customer journey and to rely on tools that create genuine synergies.

Positive is the only e-commerce ecosystem capable of ensuring this complete cycle: guaranteeing your visibility on LLMs (via Positive Surfer), capturing attention on-site, and converting visitors into loyal customers through hyper-personalised engagement across all channels (via Positive User). Together, these solutions transform every conversational interaction into one that maximises your chances of conversion.

[Request a demo](#)

