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HOW AI DECIDES WHICH BRANDS TO TRUST

From DPP Data
→ to Long-Term
Competitive Advantage

This report is based on the discussion that emerged during the webinar “How AI decides what brands to trust,” organized by Renoon and Wordlift.

We thank the speakers who contributed to the session:

Iris Skrami and Gennaro Cuofano.

We also thank Federica Busani for moderating the discussion.

The exchange benefited from the active participation of all participants, whose perspectives helped shape the reflections presented in this report.

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Disclaimer:

The whitepaper summarizes the content from the available webinar transcript and reorganizes the messages in an editorial format consistent with Renoon's previous post-event whitepaper. This document is for informational purposes only and does not constitute personalized legal, technical, or strategic advice.



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Product visibility is moving from search optimization to AI-mediated discovery.



Main Challenges

There is a shift in how brands need to think about product data. AI systems are evolving from conversational interfaces into agents that reason, use tools, build memory and mediate discovery between users and products.

- Structured, trustworthy and machine-readable product information is becoming strategic.
- The core challenge is not collecting more data, but making existing data consistent, verifiable and usable.
- Digital Product Passports can become the interface that activates product intelligence across compliance, customer experience and AI visibility.

The shift is about making existing product information structured, reliable and usable beyond internal systems.

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Introduction

Two
perspectives that
are now
connected.

What AI needs

What brands need to organise

Digital commerce is changing. Consumers are no longer the only ones reading product information: AI systems, regulators, supply-chain partners and internal teams increasingly need access to reliable product data.

This creates a new requirement for brands. Product information can no longer remain locked inside internal systems. It must become structured, trustworthy and usable across different contexts — from compliance and customer experience to AI-driven product discovery.

The problem

The data exists, but it is not ready to work.

Result: untapped product-data potential

Product, traceability and sustainability data already exist. The issue is that this information is fragmented, inconsistent and not yet ready for AI interfaces:

- Data is fragmented across systems, suppliers and internal teams.
- Traceability or ESG solutions often operate as isolated tools rather than connected infrastructure.
- Inconsistent data makes claims difficult to verify, especially as green claims and product legislation become stricter.
- Brands are unsure what AI needs from product data: many brands still do not know what data AI agents need or where to invest first.

The shift

Products need to be found, understood and trusted by AI agents.

AI is becoming an intermediary for brand discovery, product discovery and transactions.

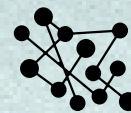
The webinar described a shift from LLMs as text generators to AI agents that reason, use tools, rely on memory and perform actions toward real-world goals.

Users will no longer search across pages; they will ask an agent to find, compare and recommend.



TRADITIONAL SEARCH

Pages, keywords, clicks



AI MEDIATED SEARCH

Context, trust, recommendations

The new question is not only whether a consumer can find a product. It is whether an AI agent can understand it well enough to recommend it.

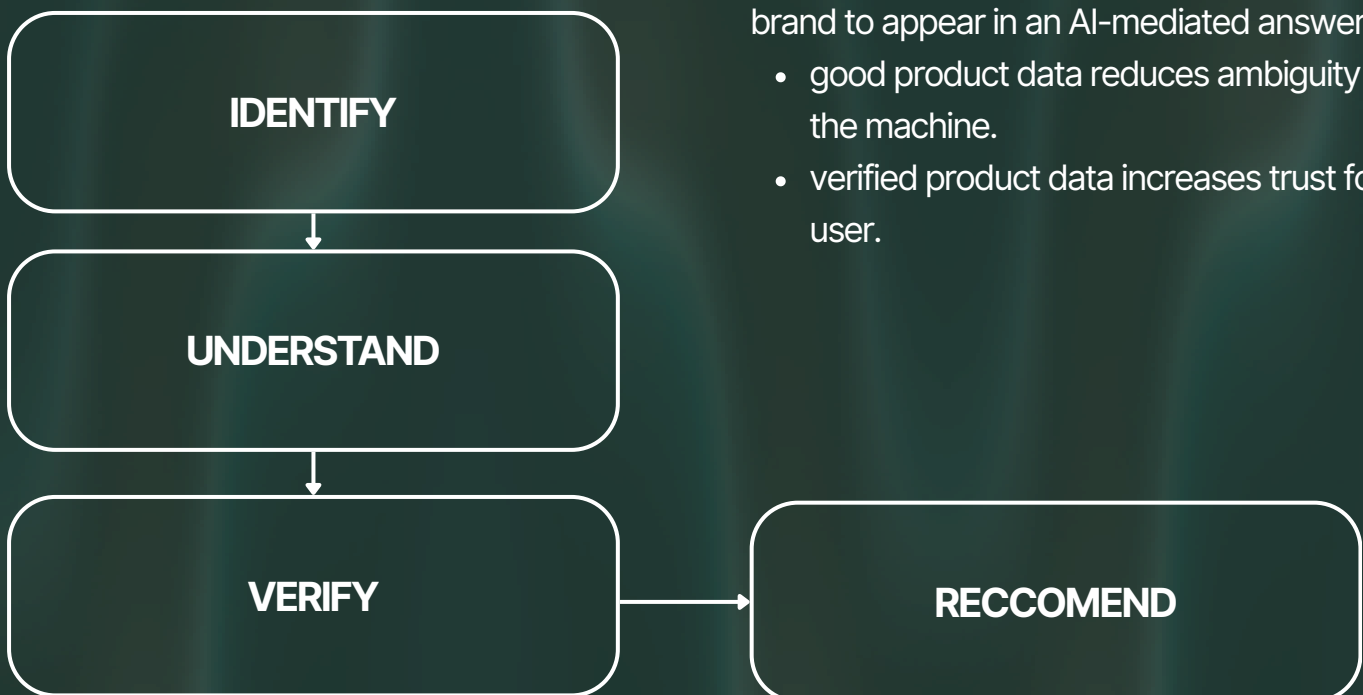
How AI reads product data

Agents do not simply read content. They evaluate signals.

For AI systems, product information needs to support more than indexing. It must help the agent decide whether a brand or product is identifiable, relevant and trustworthy enough to surface to a user.

Data quality and data format become decisive: the easier it is for an agent to retrieve and verify product information, the easier it is for the brand to appear in an AI-mediated answer:

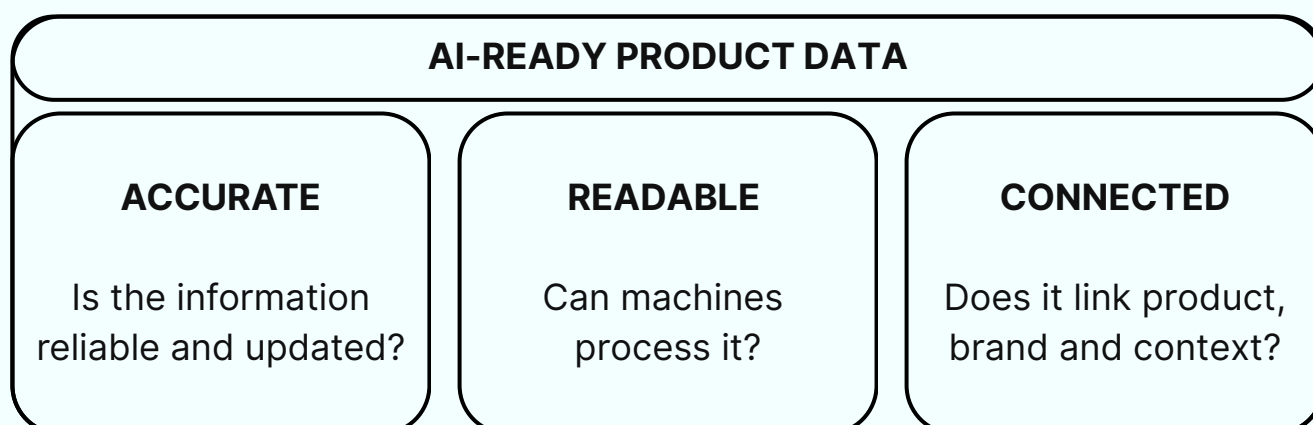
- good product data reduces ambiguity for the machine.
- verified product data increases trust for the user.



The AI-Ready Catalog

Turning product data into machine-readable signals.

A product catalog is no longer only a commercial feed or an internal database. When structured properly, it becomes a set of machine-readable signals that explain how products, brand identity, attributes and consumer context relate to one another.



The operational gap

The challenge is organizational before it is technological.

DATA EXISTS

Product, ESG, traceability and commerce data are already available.

SYSTEMS ARE DISCONNECTED

Teams and tools rarely operate from one shared source of truth.

VALUE REMAINS UNTAPPED

Data cannot fully support compliance, trust, customer experience or AI visibility.

“Many companies have already been burned by previous technology waves like blockchain, metaverse, NFTs: this makes companies more cautious about where and how they invest in AI today.”

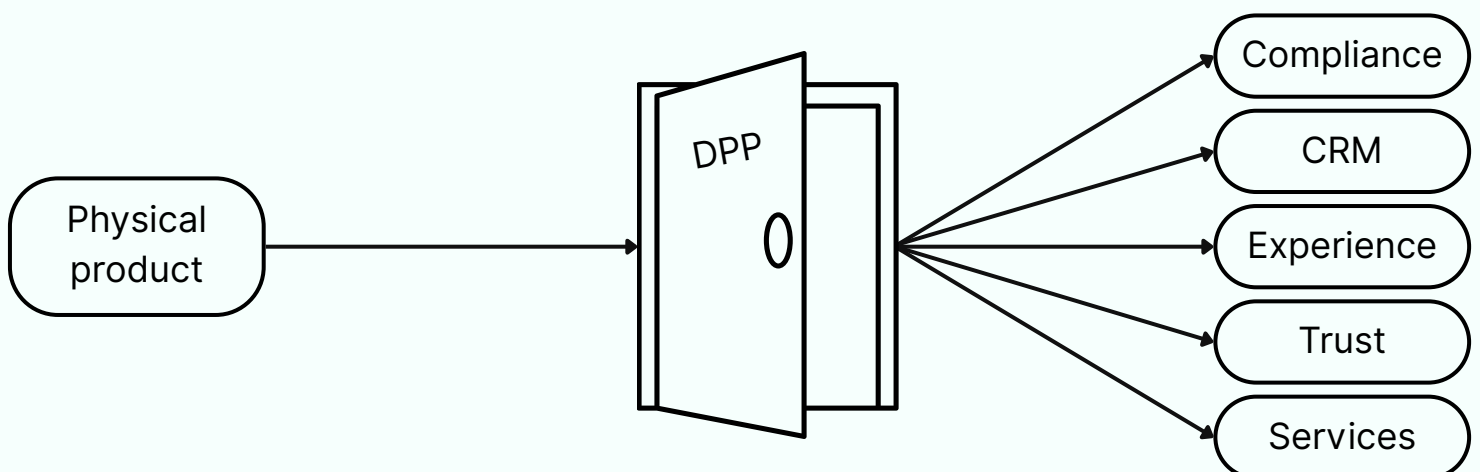
— Iris Skrami

What makes AI different from previous innovation waves? Companies are no longer looking for technology experiments. They are looking for infrastructure that can create operational value.

Digital product passport

A door between a product and its information

The Digital Product Passport is more than a compliance requirement. It is a layer that allows the product to speak through a digital identity: not a printed, silent label, but an intelligent and constantly updateable interface.



Next steps

Move from scattered product information to a living data layer

1**ORGANIZE**

Bring product, traceability and ESG data into a shared structure.

2**VALIDATE**

Connect claims to evidence, ownership and update rules.

3**ACTIVATE**

Use the DPP as the interface for consumers, compliance and AI systems.

Brands do not need to start from another technology trend. They need to make the product data they already have consistent, verifiable and usable across the moments where value is created: compliance, trust, customer experience and AI discovery

Conclusion

The next competitive layer is product data activation.

AI agents and Digital Product Passports are converging around the same need: product information must be structured, trustworthy, updated and reusable. The shift is not about adding another digital project, but about turning product data into infrastructure.

The question is no longer whether brands have data. It is whether that data can be trusted, read and activated by customers, regulators, supply chain actors and AI systems.

About Renoon

Renoon is a company specialized in Digital Product Passports and AI-powered traceability solutions, helping brands simplify regulatory compliance while generating new business value. Designed for an increasingly complex and evolving regulatory landscape, Renoon provides companies with a complete toolkit to turn DPP and product legislation requirements into clear and reliable compliance. The platform enables brands to collect, manage and interpret product-level data — from origin and impact to certifications and circularity.

Through powerful automation capabilities and seamless integrations — including QR codes, digital interfaces, e-commerce widgets and physical touchpoints — Renoon makes it easy to transform technical data into clear and accessible consumer-facing content.

The result: greater trust, more informed decision-making and increased product value.

Already adopted by more than 30 companies and aligned with international standards, including collaborations with institutions such as the United Nations, Renoon enables businesses to ensure compliance, communicate with confidence and prepare for the future.



[LEARN MORE HERE](#)

About Wordlift

WordLift is an AI Discovery Platform that transforms websites and e-commerce brands into AI-ready entities. Being "AI-ready" means your brand's information is no longer just a collection of text and images for human eyes, but a structured data source that AI systems, LLMs (such as ChatGPT or Google Gemini), and search engines can instantly understand and trust.

By automating the creation of structured data and building a custom Knowledge Graph, WordLift bridges the gap between your content and AI technologies, significantly boosting organic visibility and search relevance.

We also help you turn the Digital Product Passport (DPP) from a regulatory requirement into a strategic asset. By assigning a unique digital ID to every product, we document its entire lifecycle, ensuring transparency, traceability, and enhanced AI-driven discoverability.



SPEAK TO WORDLIFT ABOUT
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[HTTPS://WOR.AI/DPP_WEBINAR](https://wor.ai/dpp_webinar)



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