Here’s How Much Generative AI Is Actually Driving Ecommerce Traffic

The holiday season is upon us, and this year marks the first that retailers are planning their strategies around generative AI.

Consumers are increasingly turning to tools like ChatGPT, Perplexity, and retailers’ own AI products to find, research, and buy products in lieu of traditional search engines. ChatGPT recently expanded into commerce with a feature that lets people shop directly from the app, backed by Walmart, Shopify, and Etsy.

But AI-driven traffic is a double-edged sword for retailers. As gen AI search increasingly cuts into traditional search, it’s helping retailers attract new customers through research and discovery, according to Adobe.

Recommended videos
https://www.adweek.com/commerce/heres-how-much-generative-ai-is-actually-driving-ecommerce-traffic/