KOKUNARI

FOUNDER MAGAZINE

The AI report for brands and sellers

ISSUE 01 · NOVEMBER 2026

FREE



Why ChatGPT picks some brands and ignores others

We tested a full category: 7 buyer questions, 13 brands. What the winners have in common.

Rufus is gone

What Alexa for Shopping means for your listing

+130%

AI traffic to US shops this holiday season, says Adobe's forecast

I tested my own company first

From "Greek restaurant" to the right answer

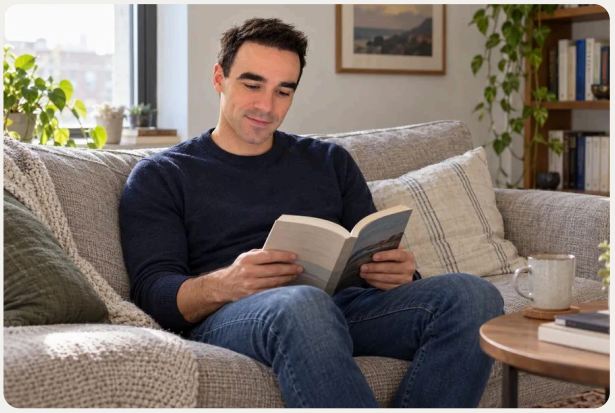
Page one is now an AI answer.

For twenty years, being found meant paying for it. First you bought your way onto Google, then onto page one of Amazon.

That era is ending. Buyers now ask ChatGPT, Google's AI Mode or Amazon's own assistant what to buy. The AI reads what it can find, picks a few brands and explains why. Those few spots are the new page one. You don't win them with a higher bid. You earn them with pages and sources the AI trusts, and most brands haven't started yet.

This magazine is written for founders and the people who decide. Every issue covers what changed and what it means for your brand, one category we test ourselves, and one thing you can do this week. Every number has a source. Where it's our opinion, we say so.

Mick Keufer
Founder, Kokunari



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AMAZON · 13 MAY 2026

Rufus is gone. Amazon's assistant is now Alexa for Shopping.

Amazon folded its Rufus chatbot into Alexa+ and put it straight into the search bar.

Shoppers in the US can now type a full question into the Amazon search bar and get a short list of products, each with a reason.

New on top: price tracking that buys automatically at a target price, scheduled restocking, buying guides that compare products across Amazon and the web, and a full year of price history.

On Amazon's 29 April earnings call, Andy Jassy said Rufus active users were up 115% and engagement up 400% year over year.

300M+

CUSTOMERS USED RUFUS IN 2025, ACCORDING TO AMAZON

OUR TAKE

A keyword search used to return a page of results. A question like "which protein powder mixes without clumps?" now returns a handful, each with a reason. The assistant takes those reasons from your title, bullets, A+ content, reviews and Q&A.

So a listing has a new job: it has to answer questions, not only rank for keywords. Start with your first three bullets. If each one answers a question buyers actually ask, you're ahead of most of your category.

Sources: GeekWire, "Amazon unifies Alexa and Rufus", May 2026 · EcomCrew, 13 May 2026

OPENAI · MARCH TO AUGUST 2026

ChatGPT stopped selling. It still decides who gets the sale.

Checkout moves back to your shop

Instant Checkout launched in September 2025 with Etsy and Shopify merchants. On 24 March 2026 OpenAI scaled it back. ChatGPT now finds the product and hands the buyer to the merchant's own checkout.

Your product feed is your ChatGPT listing

Merchants send catalog, prices and stock through the Agentic Commerce Protocol, built with Stripe. Shopify stores are included automatically through Shopify Catalog.

Ads arrive

Since 24 August 2026 brands can run product-feed ads in ChatGPT with conversion bidding, now also in 31 European countries.

Amazon keeps ChatGPT out

Since November 2025 Amazon's robots.txt blocks OpenAI's search crawlers. ChatGPT mostly can't read your Amazon listing.

OUR TAKE

The sale went back to your shop. The decision didn't. ChatGPT builds its shortlist from your feed, your website and what others write about you, not from Amazon. A brand that only lives on Amazon is close to invisible there.

Check two things this month: is your Shopify catalog complete, and does your own site answer the questions buyers ask? Ads can buy you a slot. They can't buy you the recommendation.

Sources: Times of AI, 26 Mar 2026 · Common Thread Collective, 30 Aug 2026 · Modern Retail, 21 Nov 2025

GOOGLE · 16 SEPTEMBER 2026

Google now shows brands their share of voice in AI answers.

Google added AI performance insights to Merchant Center. Brands in the US, Canada, Australia, New Zealand and India can see how often they show up in AI Mode and AI Overviews compared with other brands. Merchants on Google's Universal Commerce Protocol can now also pass the cart to their own site.

OUR TAKE

When Google itself starts measuring AI share of voice, it stops being a side topic. Treat it like ad spend or conversion rate: the same questions, measured every month, written down.

THE HOLIDAY SEASON IN NUMBERS

Adobe forecast, 28 Sep 2026 · US online, 1 Nov to 31 Dec

$275.1B

ONLINE SPEND, UP 6.7% ON LAST YEAR

+130%

VISITS TO SHOPS FROM AI CHATS AND AI BROWSERS

+159%

AI TRAFFIC ON THANKSGIVING

$15.1B

CYBER MONDAY, THE BIGGEST DAY

Sources: PYMNTS, 16 Sep 2026 · Adobe forecast via Relevant Audience, 3 Oct 2026. Adobe gives growth rates, not AI's share of all visits.

CATEGORY OF THE MONTH · OLIVE OIL · 17 NOV 2026

Who ChatGPT picks, and why

7 questions a US buyer types, asked in ChatGPT with web search. We counted the answers that recommend each brand. The category changes every issue; the lessons on the next page apply to any brand.



NAMED ONCE Bono, Filippo Berio, Frantoio Grove, Kirkland Signature, La Tourangelle, Laudemio Frescobaldi, Oro Bailén, Partanna, Pompeian

THE QUESTION	CALIF. OLIVE RANCH	GRAZA	BRIGHT-LAND	BERTOLLI	ALSO NAMED
Best for everyday cooking	●	●		●	Filippo Berio
Best for drizzling on salads	●	●	●		Bono, Partanna
Best for a foodie gift		●	●		Frantoio Grove, La Tourangelle, Laudemio Frescobaldi
What Reddit recommends	●				Kirkland Signature, Oro Bailén
Doesn't taste bitter				●	none
Squeeze bottle that doesn't leak					Pompeian
Worth buying on Amazon	●	●	●		none

One run, one engine. AI answers change between runs and users, so read this as a snapshot.

Three brands win the general questions. The specific ones are still up for grabs.

A

A young brand ties the grocery classic

Graza shares first place with California Olive Ranch, and Brightland is third. Both brands' own websites were among the pages ChatGPT read before answering.

B

Specific problems went to other brands

For olive oil that doesn't taste bitter, ChatGPT named Bertolli. For a squeeze bottle that doesn't leak, Pompeian. None of the top three appeared in either answer. Whoever publishes the clearest answer to a buyer's problem can take that question.

C

Food media writes the shortlist

The most cited sites were foodnetwork.com and thekitchn.com, each in 2 of the 7 answers, followed by Good Housekeeping, Reviewed, NBC News, Time and the UC Davis Olive Center.

HOW WE'D MOVE A BRAND UP IN THIS CATEGORY

1. Answer pages on your own site for the problem questions, with the answer in the first paragraph. That paragraph is what the engines quote.
2. Pitch the two roundups the answers cite most, with a fact sheet and samples. Inclusion is the editor's call, so expect weeks.
3. Product and FAQ structured data, with the same claims as on Amazon. Then ask the same 7 questions again after 30 days.

Want your category in the next issue? **Reply with it. We'll run it.**

Does ChatGPT recommend you, or your competitor?

We ask the questions your buyers type and show you what comes back.



- Who gets named instead of you, and how often
- Which websites the AI trusts in your category
- Whether those websites mention you
- The 3 fixes that matter most, ranked

Get your free check →

kokunari.com/ai-visibility

A 30-minute check you can run today

You don't need a tool for a first look. You need the Amazon app, ChatGPT and half an hour.

1. Ask three buyer questions in the Amazon app. Is your product among the few Alexa for Shopping shows? What reason does it give?
2. Ask the same three questions in ChatGPT with search on. Which brands are named? Which pages are cited?
3. Ask ChatGPT "[your brand] reviews". Does it know you, mix you up with someone else, or find nothing?
4. Compare your listing with the answers. Does a bullet or an A+ module answer each question directly?
5. List the sources from step 2. Which of them could mention you: roundups, Reddit, YouTube, your own site?



Missing from both? Start inside Amazon. It's your listing, you control it, and the buyer is already in the store. Then work outward, one source at a time.

Full guides by Mick Keufer on Medium (medium.com/@mickkeufer): "How to get your Amazon brand recommended by Rufus and ChatGPT" · "How to get your products recommended by ChatGPT"

What took 15 people at my agency, I'd now build with 2 and AI.

I spent eight of my ten years in e-commerce running an Amazon agency in Germany. At our peak we were 15 people, and Amazon told us we were one of the leading agencies in the country. Our best result: a goalkeeper-glove startup we took from zero. In about three months it overtook the best sellers in a category with Nike, Adidas and Puma.

What made the difference then still holds: buyers don't buy specs, they buy how the product makes them feel. AI doesn't change that. It changes the work around it, which we did almost entirely by hand.

THE JOB	THEN	NOW
Weekly reports	Built by hand from Sellerboard and PPC tools	A one-page Monday report from Shopify, Amazon and ad accounts, read in two minutes
Reviews and messages	Read and answered one by one	Grouped by theme, urgent ones flagged, replies drafted. A person approves before anything is sent
Listing checks	Someone clicks through every product	Missing attributes and price or stock mismatches flagged automatically

15 → **2**

MY ESTIMATE: THE TEAM I'D NEED TODAY FOR THE SAME WORK, PLUS AI

These three workflows are where we start with every brand at Kokunari.

I tested my own company first.

On 2 November I asked ChatGPT the questions a founder types when looking for help with AI. Kokunari does exactly this work.

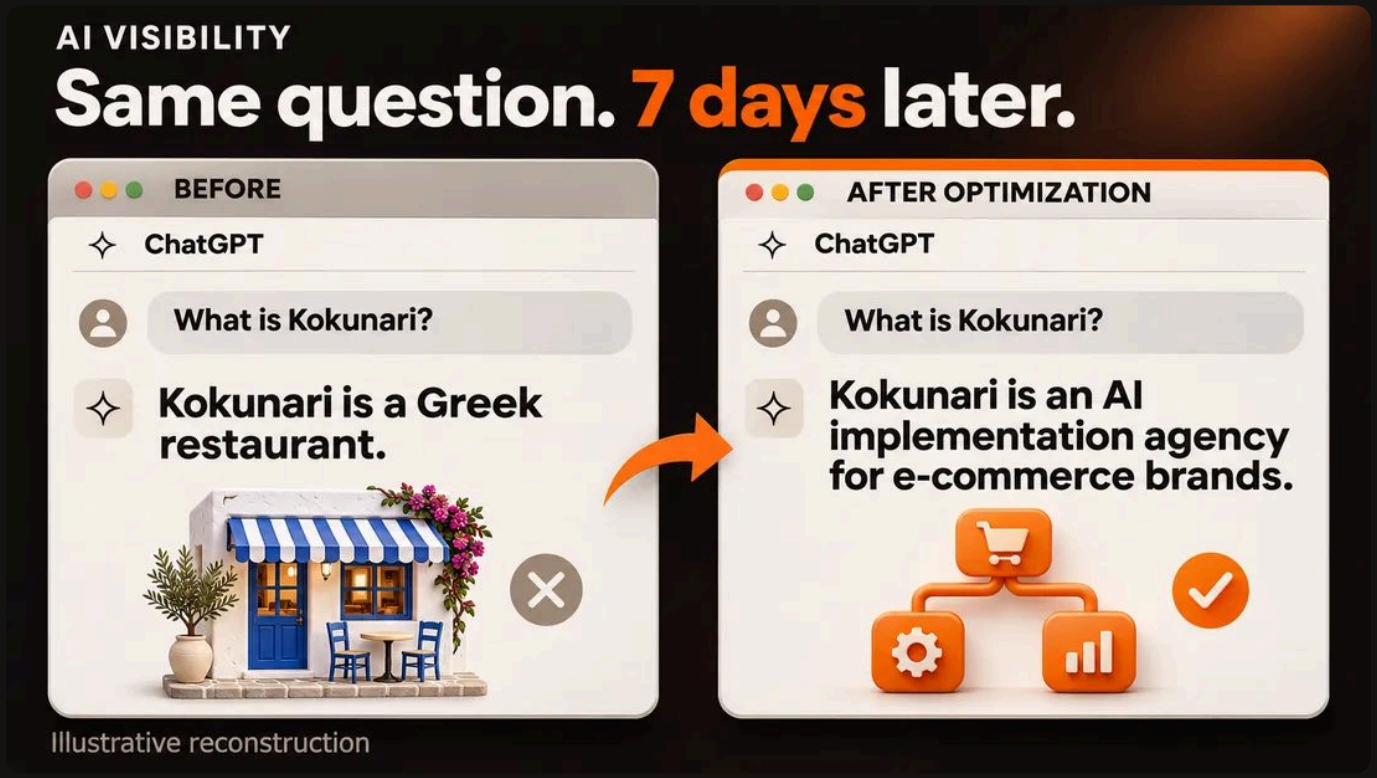
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OPEN ANSWERS NAMED KOKUNARI. "KOKUNARI REVIEWS" GOT GREEK RESTAURANTS

→

7 days

AFTER ONE HONEST GUIDE WENT LIVE, CHATGPT DESCRIBED US CORRECTLY AND NAMED THE FOUNDER



WHAT WE CHANGED

- One page per question founders ask, with the answer in the first paragraph
- FAQ and comparison pages, plus structured data on who we are and what we offer
- AI crawlers allowed; site submitted to Google and Bing
- The same description on our website, LinkedIn, Fiverr and YouTube

On 2 December we ask the same questions again. Before and after in Issue 02, whatever it shows.

KOKUNARI · WE PUT AI TO WORK IN E-COMMERCE BRANDS

Where does your brand stand?

FREE

AI Visibility Check

The questions your buyers ask, who gets named instead of you, and the 3 fixes that matter most.

kokunari.com/ai-visibility

20-MINUTE CALL

Put AI to work in your brand

Reports, customer messages, listing checks. We find the work your team repeats every week and build the AI workflow for it.

Book a call



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kokunari.com

Next issue: the 2 December re-run and a new category. Want yours ranked? Reply with it.