How are shoppers using ChatGPT to shop?

*The **11 ChatGPT shopper query archetypes***

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ChatGPT shopping queries are fundamentally different

ChatGPT queries are **5X longer.**

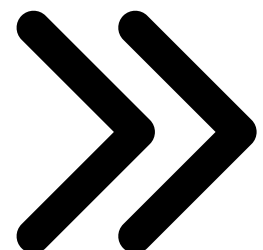### ChatGPT
23
words

Google
4
words

ChatGPT queries are **3X more diverse vs. Google.**

ChatGPT
11
query archetypes

Google
4
query archetypes

What are these 11 new query types?

»

There are 11 types of ChatGPT shopping queries.

"What are some good skincare brands for men?"

The **Explorer**

The **Problem Solver**

"I'm struggling with dry skin while working out - help me..."

"Compare glycolic vs. salicylic acid serum"

The **Comparer**

The **Loyalist**

"I love Drunk Elephant - what's their latest skin serum?"

"Help me build a routine for so I can have very soft skin"

The **Planner**

The **Pick-Me**

"I'm 45, tan skin, love the beach, a celiac - what's the right skin product for me?"

"I want to have skin like Dakota Johnson - what should I do?"

The **Dreamer**

The **Gifter**

"I want to get my mom a new serum for Mother's Day"

"I have 15,000 Sephora points - how should I get the most value out of it?"

The **Points Guy**

The **Curious**

"I heard about this new ingredient - is it good for my skin?"

"I heard the Olaplex is great for eczema - is that true?"

The **Checker**

*This poses a **THREAT** to your brand.* »

These new types of queries pose 3 threats to your brand.

You lose **data**

- Shoppers research in ChatGPT, bypass your site entirely
- No tracking, no behavioral insights, no retargeting

You lose **revenue**

- Shoppers get recommendations without visiting you
- You brand may not even be recommended

You lose the **relationship**

- ChatGPT becomes the shoppers' trusted advisor
- AI loyalty replaces brand loyalty
- Your brand become a commodity option