

LDWW RESEARCH FINDS

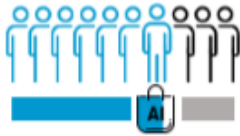
AI IS THE NEW STOREFRONT

New national survey of 2,000 Americans reveals how shoppers are using AI to discover, research and buy from brands.

THE BEHAVIOR

7 IN 10

Americans **already use AI** to shop for products and services.



30%



have already used AI to **complete a purchase**. *Not research. Buy.*

2 IN 3



say AI influenced a recent purchase decision.

71%

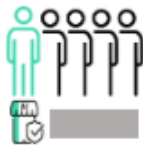
of Americans plan to use AI for shopping even more in the future.



THE AI TRUST EQUATION

1 IN 5

Americans say AI is their most trusted source for shopping.



43%

trust brand information they encounter on AI platforms.



50%+



actively check citations provided by AI.

60%



say it matters where AI gets its information.

THE BOTTOM LINE FOR BRANDS

**If you're not visible in AI,
you're not in the consideration set.**