



MadeGood, in just two months,
improved AI presence for must-win
brand and product values.

Challenge

Small team wants to get AI visibility.

“We’re seeing eComm and retail media, but
we don’t see the AI side.”

1. Win product discovery in AI-generated search results
2. Win the most important queries where their shoppers are searching
3. Close the gap between strong retail performance and weak AI discoverability

Solution

SPINS Agentic Discovery helped brand leaders:

- Map full AI content footprint
- Prioritize the most important consumer queries, linked to high-growth attributes using sales data
- Close content gaps on key purchase-driver claims (e.g., school-safe, nut-free)

Queries they now show up for:

Packaged snacks that are school safe and
not junk food

81% appearance for “school safe” queries”

Nut-free and gluten-free snacks for kids

+49% Increase in “nut-free” queries

+12.5pts

appearance rate in ChatGPT
in two months

“Even with a limited scope of products and time, the prompt performance is pretty dang good.”

Matt Herrmann • VP of eCommerce