

# Sample report · The Order Shelf Magnesium · [Your Brand]

Wave 1 · magnesium · public sample

01

The order shelf · top 10 of 21 brands chosen

6 purchase briefs × 5 assistants (ChatGPT, Claude, Perplexity, Grok, Gemini) × 2 runs = 60 decisions. A decision is the brand and seller the assistant said it would order. Assistants ran via grounded APIs, no shopping cards, no checkout.

YOUR ORDER SHARE

3% · 2 of 60

ORDER RANK

#9 of 21

Visibility rank in this category: top 5

BRIEFS WON

1 of 6

Only "reorder my usual", as a substitute

ORDERS TO YOUR SITE

0 of 2

Both via Amazon at \$27

| # | BRAND                   | ORDERS | SHARE | BRIEFS WON     | WHERE THE ORDER WENT                              |
|---|-------------------------|--------|-------|----------------|---------------------------------------------------|
| 1 | Nature Made             | 15     | 25%   | B3, B4, B5, B6 | Amazon, Target, CVS, Walgreens                    |
| 2 | Nature's Bounty         | 8      | 13%   | B2             | Walmart, Amazon, Costco, Target                   |
| 3 | Doctor's Best           | 5      | 8%    | B3, B5, B6     | Amazon, iHerb                                     |
| 3 | CVS (store brand)       | 5      | 8%    | B1             | CVS Pharmacy, pickup                              |
| 5 | Thorne                  | 4      | 7%    | B4             | Amazon, iHerb, Mayo Clinic Store, thorne.com      |
| 6 | Double Wood             | 3      | 5%    | B5             | Amazon marketplace                                |
| 6 | Walgreens (store brand) | 3      | 5%    | B1, B2, B6     | Walgreens                                         |
| 8 | Natrol                  | 2      | 3%    | B1             | CVS Pharmacy                                      |
| 9 | [Your Brand]            | 2      | 3%    | B6 only        | Amazon, both times as a substitute for "my usual" |
| 9 | Natural Factors         | 2      | 3%    | B3             | iHerb                                             |

Not on the shelf: 11 brands with 1 order each (Revive MD, NOW, Zahler, Superior Labs, Carlyle, BioSchwartz, Spring Valley, GNC, CGM Labs, Nature's Branch, Health Thru Nutrition). Nutricost, a top-5 visibility brand: 0 orders.

02

Key findings

1. Visibility does not convert to orders.

You are top-5 in AI recommendations for this category and #9 on the order shelf. Nutricost, also top-5, got zero orders. When the brief has constraints (budget, pickup, certificate), assistants switch to brands whose data answers them.

2. The assistant decides the channel, not you.

Claude and Grok sent 70% of orders to Amazon. Perplexity sent 75% to pharmacy chains. Gemini sent 40% to iHerb. Your brand site got 0 of your 2 orders; brand sites got 1 of 60 overall.

3. "Third-party tested" is worth nothing to an agent.

The certification brief went 10 of 10 times to brands in a public registry (USP Verified, NSF Certified for Sport, Informed Sport). Your claim names no lab and links no certificate, so the agent could not use it.

03

Orders by assistant and channel

Each assistant made 12 decisions. Cells show how many went to each channel. Being on Amazon covers two assistants out of five.

| ASSISTANT  | AMAZON | PHARMACY / BIG-BOX CHAINS | IHERB | WALMART | OTHER | BRAND SITE | YOUR ORDERS    |
|------------|--------|---------------------------|-------|---------|-------|------------|----------------|
| Claude     | 9      | 2                         | 0     | 1       | 0     | 0          | 1 (Amazon, B6) |
| Grok       | 8      | 4                         | 0     | 0       | 0     | 0          | 1 (Amazon, B6) |
| ChatGPT    | 5      | 5                         | 0     | 1       | 1     | 0          | 0              |
| Perplexity | 2      | 9                         | 0     | 0       | 1     | 0          | 0              |
| Gemini     | 2      | 2                         | 5     | 2       | 0     | 1          | 0              |
| Total      | 26     | 22                        | 5     | 4       | 2     | 1          | 2              |

04

Orders by brief

What the shopper asked for, who won, and why you did not.

| BRIEF                                                   | WINNER {ORDERS OF 10}                         | YOUR RESULT | WHY THE ORDER WENT ELSEWHERE                                                                                                                                        |
|---------------------------------------------------------|-----------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| B1 Pickup today near Downtown Berkeley BART, under \$25 | CVS store brand 5, Natrol 2                   | 0           | Not stocked at CVS or Target; 8 of 10 assistants named the same store, 2187 Shattuck Ave. No local inventory means no pickup order.                                 |
| B2 Delivery, under \$20, 120+ capsules                  | Nature's Bounty 6                             | 0           | Dropped on count and price: your 90-capsule bottle at \$27. Winners hit \$20 with 120-count SKUs and Subscribe & Save pricing.                                      |
| B3 Glycinate only, 200+ mg elemental per day            | Nature Made 5, Natural Factors 2              | 0           | Your product qualifies on form and dose, but 120 mg per capsule reads as "low dose" against 200 mg single-capsule SKUs.                                             |
| B4 Named lab, checkable certificate, under \$30         | Nature Made 5 (USP), Thorne 4 (NSF)           | 0           | "Third-party tested" with no lab named and no certificate link. Every winner is in a public registry the agent can cite.                                            |
| B5 On Amazon, to 94704 by the weekend, under \$20       | Double Wood 3, Doctor's Best 2, Nature Made 2 | 0           | Your Amazon listing is above budget. Small marketplace brands with deal pricing won when the channel was fixed.                                                     |
| B6 Reorder my usual                                     | Split: Nature Made 2, Doctor's Best 2, you 2  | 2           | No assistant had purchase history; all ten picked a "likely usual". You won twice as a premium default. 4 of 10 assistants called a substitute a completed reorder. |

**Confidence gap.** 38 of 60 answers self-rated the brief as fully satisfied; only 17 of 60 actually confirmed pickup or delivery. Assistants do not ask, do not refuse, and do not admit missing data unless forced. A brand that supplies the missing data (price, stock, certificate, delivery) wins the order by default.

05

## Six moves to win more orders

### M1 · Publish a certificate page an agent can cite

Quick win

|             |                                                                                                                                                                                                                                            |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WHAT WE SEE | Certification brief: 0 of 10. Winners are USP Verified and NSF Certified for Sport, both in public registries.                                                                                                                             |
| WHY         | "Third-party tested" with no lab name is unverifiable, so the agent treats it as absent.                                                                                                                                                   |
| DO THIS     | One page per product: lab name, certificate number, batch, PDF link, schema.org certification markup. Mirror it in the Amazon and iHerb listing text. If you hold an NSF, USP or Informed Sport listing, link the registry entry directly. |
| IF IT LANDS | You enter the only brief where price matters least. Revive MD won it at \$19.99 against Thorne on an Informed Sport link alone.                                                                                                            |

### M2 · Add a 120-count SKU and an honest sub-\$20 price

Medium lift

|             |                                                                                                                                                                                        |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WHAT WE SEE | Budget-and-count brief: 0 of 10. Your 90 capsules at \$27 lost to 120-count bottles at \$10-16.                                                                                        |
| WHY         | Agents filter on count and price before quality. Six of 60 wins were only possible with Subscribe & Save pricing.                                                                      |
| DO THIS     | Ship a 120- or 180-count SKU. On Amazon, set a one-time price that clears \$20 without subscription. On your site, expose per-variant price and stock in JSON-LD and the product feed. |
| IF IT LANDS | Eligibility for B2 and B5, which together were 20 of 60 orders you were never considered for.                                                                                          |

### M3 · Show shipping cost and delivery date before the threshold

Quick win

|             |                                                                                                                                                                                |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WHAT WE SEE | 43 of 60 decisions could not confirm delivery or pickup. Every delivery brief ended with a caveat.                                                                             |
| WHY         | "Free shipping over \$30" tells the agent nothing about a \$27 order. Delivery date lives behind checkout.                                                                     |
| DO THIS     | Publish shipping cost per order band and a delivery window by state as structured data (shippingDetails, deliveryTime). Put the same line in plain text on every product page. |
| IF IT LANDS | Your site becomes one of the few that lets an agent close a delivery brief without a caveat; brand sites won 1 of 60 orders in this wave.                                      |

**M4 · Cover the channel each assistant prefers**

Long play

|             |                                                                                                                                                                                             |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WHAT WE SEE | Perplexity sent 9 of 12 orders to CVS, Target, Walgreens and Costco. Gemini sent 5 of 12 to iHerb. You are on iHerb, not in chains.                                                         |
| WHY         | Each assistant has a default channel. Amazon presence covers Claude and Grok; it does not reach Perplexity's shoppers.                                                                      |
| DO THIS     | Prioritize a Target or CVS listing for pickup briefs; keep iHerb listing data identical to your site (count, dose, certificate). Track order share per assistant monthly, not in aggregate. |
| IF IT LANDS | Access to the 22 of 60 orders that went to chains, currently closed to you.                                                                                                                 |

**M5 · State elemental magnesium per daily dose, not per capsule**

Quick win

|             |                                                                                                                                                                                    |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WHAT WE SEE | Form-and-dose brief: 0 of 10, though your product qualifies (2 capsules = 240 mg).                                                                                                 |
| WHY         | Agents compare the number on the label; 120 mg per capsule loses to 200 mg per capsule even when the daily dose is higher.                                                         |
| DO THIS     | Lead titles and bullets with "240 mg elemental magnesium per 2-capsule serving" on your site, Amazon and iHerb. Add a serving-size row to the supplement facts in structured data. |
| IF IT LANDS | Eligibility in the brief with the highest assistant confidence (9 of 10 fully satisfied) where form and dose alone decide.                                                         |

**M6 · Own the reorder before the agent substitutes**

Medium lift

|             |                                                                                                                                                                                                    |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WHAT WE SEE | "Reorder my usual" went to a guessed default 10 of 10 times; 4 assistants called the substitute a completed reorder.                                                                               |
| WHY         | Agents have no purchase history yet. When they get it (ChatGPT memory, Alexa for Shopping, UCP identity linking), the brand with a reorder endpoint keeps the customer.                            |
| DO THIS     | Expose a subscription and reorder path through your commerce protocol (UCP on Shopify, ACP where available), and a "reorder [Your Brand]" page that names the product, dose and price in one line. |
| IF IT LANDS | The only brief you currently win becomes defensible instead of accidental.                                                                                                                         |

06

How this was measured

Briefs

Six purchase briefs with real constraints: pickup today near a named transit stop, budget and count, form and dose, named-lab certificate, stated channel with a delivery deadline, reorder. Each sent as a single message with an 11-field answer format: product, seller, URL, price, availability, fulfillment, brief satisfied, caveats, alternatives, reason, sites opened.

Assistants

ChatGPT, Claude, Perplexity, Grok, Gemini through grounded APIs with web search, two independent calls per brief, fresh context each time. No shopping cards, Instant Checkout or carts; consumer apps may differ, and that difference is measured in the next wave.

What counts

An "order" is the brand and seller the assistant stated it would buy. We keep three states apart: chosen (this wave), merchant verified (price, stock and fulfillment checked on the seller page), order-ready (checkout reached, stopped before payment). Self-rated "fully satisfied" is reported but not trusted: 38 of 60 claimed it, 17 of 60 confirmed fulfillment.

Limits

One category, one city, one date. "Sites opened" is the assistant's own claim; citations show cited pages, not page opens. Prices are assistant assertions at run time. This sample uses Wave 1 public data. In client reports, losing brands are shown by name only to the client.

07

From shelf to orders

1 · VERIFY

Browser run of the ten most decisive offers (B1, B4, B5) from a fixed Berkeley address, stopped before payment. Turns "chosen" into "order-ready".

2 · FIX

Our engineers ship M1, M3 and M5 on your site and listings in days; M2, M4, M6 with your team over weeks.

3 · RE-RUN

Same six briefs, same five assistants, two runs. Your order share before and after, by brief and by assistant.

4 · MONITOR

Monthly runs; alerts when a listing change, a competitor SKU or an assistant update moves your share.

**Start with M1 and M3 this week.** Both are content and markup changes on pages you already own. Together they address the two briefs where you lost on missing data rather than on price, and they cost nothing in margin.

Wave 1 data collected 30 September 2026. Brand and retailer names describe the assistants' stated choices and are used for identification only. ShelfSignal placed no orders, created no carts and processed no payments. This report is prepared for [Your Brand] and is not for redistribution.