CUSTOMER & SALES JOURNEY

Same Product, Five Different Names

How inconsistent listings across online stores were quietly costing a skincare brand its AI recommendations.

Brief Description

A leading men's skincare brand had strong products, but its listings told a different story on every platform, different names, different details for the same product across Amazon, Nykaa, and Myntra. The inconsistent listings made it harder for AI systems to confidently connect and recommend the product.



How AI Was Applied

OptimizeGEO audited brand's product listings across every major platform, Amazon, Nykaa, Myntra, and found the same product listed differently everywhere. A citation-source analysis then showed where AI was actually pulling its answers from: a high-intent discovery platform (Smytten) and specific YouTube creators. These insights helped the team standardise product information across marketplaces and strengthen the brand's presence on the external sources AI relied on.

Impact

36% GROWTH VISIBILITY

FROM **11.70%** TO **15.91%**

5 WEEKS

How often AI tools recommended the brand (visibility) grew 36%, from 11.70% to 15.91%, in about five weeks after the fixes went live.

AI can't recommend what it can't recognize. Once every listing told the same story, it finally could

About OptimizeGEO | OptimizeGEO is an AI Discovery Growth Platform that helps brands become the answer when consumers turn to ChatGPT, Gemini, Perplexity and other AI platforms. It finds where and why a brand is being overlooked, then uses AI agents to close those gaps and improve how the brand shows up.