

Prof. Dr. Christian Schulze



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VITA

Contact Information

Address: Christian Schulze
Associate Professor of Marketing
Frankfurt School of Finance and Management
Adickesallee 32-34
60322 Frankfurt am Main
Germany
Email: email@christian-schulze.de
Web: https://fs.de/schulze

Work Experience

Since 2015 Frankfurt School of Finance & Management
Associate Professor of Marketing (tenured)
06-08/2015 Boston University
Visiting Researcher
2012 - 2015 Frankfurt School of Finance & Management
Assistant Professor of Marketing (tenure track)
01-03/2012 University of Texas at Austin
Visiting Researcher
2004 - 2007 The Boston Consulting Group
Consultant

Education

2007 - 2011 Goethe University Frankfurt
• Ph.D. in Marketing (Dr. rer. pol.), summa cum laude
1999 - 2005 Technical University Carolo-Wilhelmina Braunschweig
• Undergraduate and Master's Degree in Information Systems, GPA 4.0
2003 - 2004 Babson College, F. W. Olin Graduate School of Business
• Visiting MBA Student

Honors

Research Paper Awards

2019 Winner American Marketing Association's Abdul Ali Most Promising Research Award
2019 Winner Leuphana Conference on Entrepreneurship Best Doctoral Paper Award
2015 Finalist for MSI/H. Paul Root Award by the American Marketing Association
2013 Finalist for MSI/H. Paul Root Award by the American Marketing Association
2013 Finalist for Harold H. Maynard Award by the American Marketing Association

Early Career Awards

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|------|---|
| 2013 | German Stock Institute's Finance research award (finalist) |
| 2012 | Erich Gutenberg Young Researcher Award |
| 2012 | Alfred Gerardi Commemoration Award by German Direct Marketing Association |
| 2012 | BÜROPA Young Researcher Award |

Scholarships

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|-------------|---|
| 1999 - 2005 | Fellow of the German National Merit Foundation (Studienstiftung des dt. Volkes) |
| 2003 - 2004 | Fulbright Fellow |

CUSTOMER STRATEGY RESEARCH

Publications in Peer-Reviewed Journals

Kaiser, Maximilian / Schulze, Christian (2026) “ChatGPT Referrals to E-Commerce Websites: How Do LLMs Compare Against Traditional Channels?”, *Marketing Science*, Vol. 45 (4), 699-715.

- Top 10 most downloaded papers on [SSRN](#) in Q4/2025
- More than 150 media reports and 100 third-party posts on social media
- Companion site at <https://organicllm.org>

El Kihal, Siham / Erdem, Tülin / Schulze, Christian / Zhang, Weiqing (2026): “Customer Return Rate Evolution”, *International Journal of Research in Marketing (IJRM)*, Vol. 43 (1), 71-91.

El Kihal, Siham / Nurullayev, Namig / Schulze, Christian / Skiera, Bernd (2021): “A Comparison of Return Rate Calculation Methods: Evidence from 16 Retailers”, *Journal of Retailing*, Vol. 97 (4), 676-696.

Wolters, Heike M. / Schulze, Christian / Gedenk, Karen (2020): “Referral Reward Size and New Customer Profitability”, *Marketing Science*, Vol. 39 (6), 1033-1201.

Blaseg, Daniel / Schulze, Christian / Skiera, Bernd (2020): “Consumer Protection on Kickstarter”, *Marketing Science*, Vol. 39 (1), 211-233.

- Winner American Marketing Association’s Abdul Ali Most Promising Research Award
- Winner Leuphana Conference on Entrepreneurship Best Doctoral Paper Award

Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2014): “Not All Fun and Games: Viral Marketing for Utilitarian Products”, *Journal of Marketing*, Vol. 78 (January), 1-19.

- Finalist for MSI/H. Paul Root Award

Hinz, Oliver / Schulze, Christian / Takac, Carsten (2013), “New Product Adoption in Social Networks: Why Direction Matters”, *Journal of Business Research*, Vol. 67 (1), 2836–2844.

Schulze, Christian / Skiera, Bernd / Wiesel, Thorsten (2012), “Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation”, *Journal of Marketing*, Vol. 76 (March), 17-32.

- Finalist for MSI/H. Paul Root Award
- Finalist for Harold H. Maynard Award

Publications in Practitioner-Oriented Journals and Handbooks

Schulze, Christian / Blaseg, Daniel (2022): “The Road to Failure is Paved with Good Discounts: How Premature Discounts Hurt Entrepreneurs on Kickstarter”, *Management and Business Review*, 2022 Summer Issue

Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2015): “Customizing Social Media Marketing”, *MIT Sloan Management Review*, Vol. 56 (2), 8-10.

Skiera, Bernd / Schulze, Christian (2014), “Customer-Based Valuation: Similarities and Differences to Traditional Discounted Cash Flow Models”, in: Rust, Roland T. / Huang, Ming-Hui (eds.), *Handbook of Service Marketing Research*, Cheltenham, U.K.: Edward Elgar.

Hinz, Oliver / Gottschlich, Jörg / Schulze, Christian (2011), “Wie aus Ratgebern Käufer werden”, *Harvard Business Manager* (December 2011), 10-11.

Current Projects and Working Papers

Han, Qiwei / Kaiser, Maximilian / Schulze, Christian / Shen, Yufei / Pocsay, Marc: “Exploring the Declining Basket Value of Organic LLM Traffic”

Kaiser, Maximilian / Schulze, Christian “The Causal Impact of ChatGPT Ads on Organic LLM Referral Volume and Conversion Rates”

Blaseg, Daniel / Schulze, Christian: “The Ultimate, Most Revolutionary Paper Ever! How Superlatives Affect New Product Success”

Kaiser, Maximilian / Schulze, Christian “E-Commerce Conversion Rates”

Schulze, Christian: “Online Brand Shops”

Schulze, Christian / Kaiser, Maximilian / Elsaesser, Florian: “Managing Return on Advertising Spend (ROAS)”

International Research Conference Presentations

- AMA American Marketing Association Winter Conference (2017 - 2021, 2023 – 2026)
- INFORMS Marketing Science Conference (2009 - 2019, 2021, 2023, 2026)
- EMAC European Marketing Association Conference (2009 - 2011, 2013 - 2019, 2021, 2024, 2025)
- Marketing Dynamics (2016)
- TPM Theory and Practice in Marketing (2012, 2013, 2015, 2023)
- Marketing Meets Wall Street Conference (2011, 2013, 2024)
- DRUID (2022)

Research Conferences (Co-)Organized

- YES | Marketing 2025 @ HEC Paris (Co-organizer)
- YES | Marketing 2024 @ University of Basel (Co-organizer)
- YES | Marketing 2023 @ Maastricht University (Co-organizer)
- YES | Marketing 2022 @ University of Groningen (Co-organizer)
- YES | Marketing 2021 Online Edition (Co-organizer)
- YES | Marketing 2019 @ Goethe University Frankfurt (Co-host)
- YES | Marketing 2018 @ Frankfurt School (Co-founder and co-host together with Simone Wies; YES connects top researchers at European universities that work on strategic quantitative marketing topics; for more information, please visit <https://yesmarketing.info>)
- Jahrestagung Quantitatives Marketing 2018 (largest German Marketing research conference)

Invited Research Talks

- Tübingen University (2026)
- Tilburg University (2025)
- Goethe University Frankfurt (2025)
- University of Münster (2023)
- VHB Kommissionstagung Marketing (2023)
- Mannheim University (2019)
- Aalto University (2017)
- EM Lyon (2017)
- Boston College (2017)
- HSG St. Gallen (2016)
- University of Hamburg (2016)
- Boston University (2015)
- University of Texas in Austin (2012)

Invited Conferences

- Co-Chair EMAC Doctoral Colloquium (2021)
- Faculty Fellow at Marketing Strategy Consortium, University of Texas in Austin (2020)
- Keynote Speaker Digital Marketing Conference, University of Passau (2018)

TEACHING IN DEGREE PROGRAMS

Current Courses

Customer Strategy (core courses)

- Full-time and part-time Master in Business Administration (MBA)
- Executive Master in Business Administration (EMBA)
- Master in Corporate Performance & Restructuring (MCPR)

Digital Marketing Strategy (concentration courses and electives)

- Full-time and part-time Master in Business Administration (MBA)
- Master in Management (MiM)

Evidence-Based Management (core course)

- Master in Management (MiM)

Teaching Evaluations

- Median evaluation: 1.6 across 80+ courses (1-6 scale, 1 = best)
- Several teaching awards

Partner Companies Involved in Student Consulting Projects

- acao (Beverage Startup, 2x)
- American Express (Financial Services, 2x)
- Arctic.Earth (Tourism)
- Corporate Benefits (Employee Services)
- Dr. Oetker (Food)
- FitReisen (Tourism)
- Frankfurt Galaxy (American Football Franchise)
- Frankly.Green (Crowdfunding, 2x)
- FS Blockchain Center (FinTech Startup)
- Global Sports Group (SME for Fitness Equipment, 4x)
- Hailo (SME for Ladders and Wastebins)
- Hessenpark (Non-Profit, 2x)
- Hyundai (Automotive, 2x)
- Kaufland (Retail)
- Lidl (Retail, 2x)
- METRO Cash and Carry (B2B Retail)
- Merz Aesthetics (Pharma & Beauty)
- Oatsome (Food)
- Onuava (B2B Fertility Benefits)
- Postbank (Financial Services, 2x)
- s.Oliver (Fashion, 2x)
- Thing-it (IoT, 2x)
- Vamoo (FinTech Startup, 2x)
- YogaEscapes (Tourism)

Teaching-Related Service at Frankfurt School

Since 2015	Curriculum committee MBA programs, serving as chair since 2026
2020-2023	Teaching Excellence Strategy Committee
2016-2021	Concentration head “Customer Insights & Analytics” in Master in Management
2013-2019	Curriculum committee Master in Management

EXECUTIVE EDUCATION AND COACHING

Executive Education & Top-Management Coaching

Ongoing

- Almarai, Saudi Arabia (since 2019)
- ELM, Saudi Arabia (2022, 2023, 2025)
- Raisin, Germany (since 2025)
- Frankfurt School open enrollment (since 2018)

Completed

- Volksbank im Münsterland, Germany (2025)
- Gleeds, United Kingdom (2025)
- Thing-it, Germany (2023, 2024)
- ZDF, Germany (2023)
- Bischof+Klein, Germany (2023)
- s.Oliver, Germany (2021)
- Modis, Bulgaria (2021)
- Frankfurter Volksbank, Germany (2020)
- CGM, Germany (2020)
- Shenzhen Doiiz Technology, China (2019)
- Panasonic, Germany (2019)
- Vodafone / Unitymedia, Germany (2019)
- Wooboo, China (2017)
- Deutsche Börse Clearstream, Germany (2017)
- Boeing / Jeppesen, Germany (2017)
- Bank of Qinghai, China (2016)
- Hessenpark, Germany (2016)
- Jiu Jiang Bank, China (2015)
- Merz Aesthetics, Germany (2014)
- Cocomore AG, Germany (2013)

BUSINESS COMMUNITY OUTREACH

Presentations to Industry Practitioners

- American Marketing Association (2026)
- Alumni Association Schloss Hansenberg (2026)
- Hessischer Kreis (2026)
- Frankfurt School New Year's Reception (2026)
- Frankfurt School Homecoming (2025)
- IHK Schwaben (2023)
- BdKom Bundesverband der Kommunikatoren e.V. (2022)
- BVM Berufsverband Deutscher Markt- und Sozialforscher (2021)
- Frankfurter Volksbank (2019, 2020)
- Customer Experience Management Workshop by Cocomore (2018)
- Digital Payment Symposium (2017)
- CMO Executive Circle (2016)
- Digital Payment Symposium (2016)
- Schmalenbach Society for Business Administration (2016)
- Bearing Point (2015)
- The Boston Consulting Group (2015)
- Get.In Beverage Symposium (2015)
- Night of Science (2014)
- Immobilienscout24 (2013)
- SymanO Conference (2013)
- Next Generation Finance Symposium (2013)

Customer Strategy Dialogue

- Hosted event with Dr. Jesko Perrey, senior partner and member of the global board at McKinsey & Company (2026)
- Hosted event with Isabel Bonacker, co-owner Babor Beauty Group (2026)
- Hosted event with Benjamin Michel, co-founder and CEO of Finanzguru (2025)
- Hosted event with Dr. Sarah Müller, CCO and MD at Zolar, former CEO of kununu (2024)
- Hosted event with Claus-Dietrich Lahrs, former CEO of Hugo Boss, Bottega Veneta (2024)

Press Coverage

TV

- hr (2025): "Mex das Marktmagazin: Warum schreibt Galeria wieder schwarze Zahlen?"
- ARD (2024): "Werbe-Opfer: Mein Feed, mein Konsum?"
- hr (2024): "Mex das Marktmagazin: Leerstand bei Einkaufszentren"
- hr (2024): "Mex das Marktmagazin: Null-Prozent Finanzierung"
- hr (2024): "Mex das Marktmagazin: Games als Werbeplattform"
- hr (2024): "Mex das Marktmagazin: E-Auto Showrooms in Innenstädten"
- ARD (2023): "Live nach Neun: Konsumverhalten im Onlinehandel 2023"
- hr (2023): "Mex das Marktmagazin: Weihnachtsgeschäft 2023"
- hr (2023): "Mex das Marktmagazin: Gesundere Produkte bei Discounter"

- hr (2022): “Hessenschau: Galeria Karstadt Kaufhof ist insolvent”
- DW (2022): “Schutzrechte für Lebensmittel”
- ARD (2022): “Börse im Ersten: Zukunft des Offline- und Online-Handels”
- hr fernsehen (2021): “Galeria Karstadt Kaufhof erfindet sich neu”
- hr fernsehen (2020): “Wie nachhaltig ist das Wachstum bei Lebensmittel-Lieferdiensten?”
- CGTN China (2020): “How Concerns about Climate Change affect Company Strategy”
- SAT1 (2018): “SAT1 Nachrichten: Zukunft der Warenhäuser”
- ntv (2018): “Fusion von Karstadt und Kaufhof: Bedrohung durch den Online Handel”
- SAT1 (2017): “SAT1 Nachrichten: Diesel-Kartell und E-Mobilität”
- ARD (2016): “PlusMinus: Zweitverwerter - Wer an den Retouren verdient”
- ARD (2014): “Tagesthemen: Zalando IPO”
- SAT1 (2013): “Frühstücksfernsehen: Rückschick-Wahn”
- hr fernsehen (2013): “Hessenschau: Wieder Streik bei Amazon”
- ZDF (2013): “WISO-Duell: Amazon gegen Otto”
- ARD (2012): “Rategeber Geld - Facebook-Börsengang: Lohnt sich der Kauf von Internet-Aktien?”

Radio

- hr info (2025): “30 Jahre eBay – Wie die Plattform sich entwickelt hat”
- Deutschlandfunk (2023): “Wirtschaft und Gesellschaft: Tesla, Patagonia und Co - Warum manche Unternehmen keine Werbung schalten”
- hr info (2023): “Datenschutz auf Tiktok”
- BR24 (2022): “Black Friday in wirtschaftlich schweren Zeiten”
- hr info (2021): “Nicht nur zu Weihnachten: Pakete ohne Ende”
- SWR1 (2021): “Die Rückkehr der Kunden in die Innenstädte ist extrem unwahrscheinlich”
- hr info (2021): “Kaufhauskonzepte der Zukunft”
- hr2 (2021): “Der Tag: Welche Veränderungen bleiben auch nach Corona?”
- hr info (2020): “Kaufen wir auch offline bald bei Amazon?”
- hr info (2019): “Black Friday”
- Bayern 2 (2019): “Verbraucherschutz in der EU”
- hr info (2019): “Neckermann”
- Deutschlandfunk (2018): “Wirtschaft am Mittag: Weihnachtsstreiks bei Amazon”
- hr info (2018): “Liegt die Zukunft im Online-Handel?”
- hr2 (2018): “Preispolitik bei Discountern: ALDI senkt Bananenpreise”
- hr1 (2018): “Das Ende von Dawanda und der Wechsel zu Etsy”
- ARD-Börsenstudio Radio (2018): “Fusionspläne von Kaufhof und Karstadt”
- hr info (2018): “Die Macht der Onlinebewertung”
- hr info (2018): “Internetgiganten unter Druck”
- SWR2 (2018): “Datenskandal um Cambridge Analytica”
- MDR aktuell (2017): “Insolvenz von Toys’R’Us”
- WDR (2017): “Zalandos Wachstum”
- WDR (2016): “Zukunftsperspektive Facebook”
- Deutschlandfunk (2015): “Internetriesen”
- SWR (2014): “Unternehmenswährungen”
- ARD-Börsenstudio Radio (2013): “Was vom Twitter-Hype übrigblieb”
- Deutschlandradio Kultur (2013): “Expansion bis zum Umfallen – die Unternehmensstrategie von Amazon und Co.”
- NDR Info (2012): “Facebook-Aktie: Ernüchterung statt Euphorie”
- Deutschlandfunk (2012): “Börsenspektakel um Facebook”

- Deutschlandfunk (2012): “Facebook ist sicherlich alles andere als eine sichere Investition”
- Deutschlandfunk (2012): “Aus dem Netz an die Börse”

Podcasts

- Billion Dollar Sellers (2026): “If you sell off Amazon, Google says do this NOW”
- Daybreak Europe by Bloomberg (2025): “Podcast Conversation: ChatGPT Is a Bad Personal Shopper — But It’s Learning”
- Inside Job Boards and Recruitment Marketplaces (2025): “Breaking News: ChatGPT traffic worse than job boards, other traditional channels”
- SEO Research Suite (2025): “Search patent of the week: ChatGPT Referrals to E-Commerce Websites”
- Webcology (2025): “The Browser Wars – Rise of AIs Edition”
- Orange by Handelsblatt (2021): “Wirtschaft einfach erklärt: Wie du beim Online-Shopping clever sparst”

Videos

- Alejandro Meyerhans (2025): “ChatGPT converts like trash.”

Magazines

- Markenartikel (2024): “Werbung in Gaming-Welten: Viel mehr als nur Reichweite” (Guest Editorial)
- Bankmagazin (2024): “Die Geschäftsstelle virtuell besuchen”
- FAZ Woche (2017): “Zusammen weniger zahlen”
- acquisa (2016): “Interview: Kanal bestimmt Kundenwert”
- Getränkezeitung (2015): “Viele Etablierte werden hier scheitern”
- Sonnemann (2014): “Lasst uns in Ruhe!”
- Marketing Insights (USA, 2014): “Vying for Viral”
- The Economist (International, 2013): “Return to Santa”

Newspapers

- Frankfurter Allgemeine Zeitung (FAZ) (2025): “Wie routinierte Onlinekäufer zum Problem werden” (Guest Editorial)
- Frankfurter Allgemeine Zeitung (FAZ) (2025): “Labubu sind die neue Dubai-Schokolade”
- Frankfurter Allgemeine Zeitung (FAZ) (2021): “Senioren shoppen doppelt so oft online wie vor Lockdown”
- Börsen-Zeitung (2021): “Senioren finden Gefallen am Online-Shopping”
- Frankfurter Allgemeine Sonntagszeitung (2017): “Siegeszug der Avocado”
- Jyllands-Postens (Denmark, 2015): “Idealbilledet af Tyskland krakelerer”
- Frankfurter Allgemeine Zeitung (FAZ) (2014): “Versuchsobjekt Rücksendekosten”
- Frankfurter Rundschau & Berliner Zeitung (2014): “Zalando sieht rot”
- Frankfurter Rundschau & Berliner Zeitung (2014): “Der Börse entgegen”
- Frankfurter Rundschau & Berliner Zeitung (2014): “Zurück an den Absender: Künftig können Online-Händler ihre Kunden an den Rücksendekosten beteiligen”
- People’s Daily (China, 2013): “虚拟银行，存钱新体验”
- Frankfurter Allgemeine Zeitung (2013): “Haarscharf am Verbraucher vorbei entwickelt: Blackberry und Nokia scheiterten an Managementfehlern”
- Jyllands-Postens (Denmark, 2013): “Netgigant lægger Europa for sine fødder”

Web

- Harvard Business Review (2026): “AI Is Upending Marketing on Two Fronts”

- Modern Retail (2026): “Marketplace Briefing: Why ChatGPT checkout could take a bite out of Walmart’s \$4 billion ad business”
- BusinessMirror (2026): “ChatGPT and its role in the e-commerce landscape: Are people buying via Instant Checkout?”
- Practical Ecommerce (2026): “Mixed Reports on AI Ecommerce Traffic”
- Proctor + Stevenson (2026): “How is AI really changing search?”
- Fibre2Fashion (2026): “Complex purchases boost ChatGPT’s value in online shopping: Study”
- Tech Xplore (2026): “Where ChatGPT already works in online shopping—and where it does not”
- Fintech Brainfood (2026): “AI Checkout is Becoming a Reality”
- PPC Land (2026): “ChatGPT sends 190x less traffic than Google despite 12% search volume”
- commercetools (2026): “Agentic Commerce Stats 2026: Enterprise Guide”
- IFH Köln (2026): “ChatGPT als Akquisitionskanal – Wie stark ist ‘Organic LLM Traffic’ wirklich?”
- markenartikel (2026): “ChatGPT verändert den E-Commerce langsamer als erwartet”
- etailment (2026): “KI-Agenten im Handel: Wie Wunsch und Realität auseinanderdriften”
- idw – Informationsdienst Wissenschaft (2026): “Neue Studie: Wo ChatGPT im Online-Shopping schon heute funktioniert – und wo nicht”
- Marketeer (2026): “Quando o tema é vender, o ChatGPT desperta a curiosidade, mas é o Google que ainda fecha o negócio”
- Ecommerce News ES (2026): “¿La IA ya trae clientes a tu ecommerce? Los datos dicen cosas muy distintas según a quién preguntes”
- Merca2.0 (2026): “ChatGPT impulsa el tráfico, pero no las ventas: el dilema del eCommerce con la IA”
- Position Digital (2026): “AI SEO Statistics for 2026”
- EcommerceGuide (2026): “Ecommerce Statistics 2026: AI, LLMs, and Agentic Commerce”
- QuickSEO (2026): “ChatGPT vs Perplexity for AI Visibility in 2026: Citations, Traffic, and Conversion Compared”
- NateCue (2026): “Agentic Commerce: The \$5T Funnel Collapse Marketers Must Plan For”
- Hexagon (2026): “Agentic Commerce Statistics 2026: Every Number You Need to Know”
- SearchTides (2026): “LLM Attribution for E-Commerce: Which Models Drive Traffic & Sales”
- DirJournal (2026): “ChatGPT vs. Perplexity vs. Gemini: Which LLMs Drive Real Conversions? (2026 Data)”
- COSEOM (2026): “LLM Traffic vs. Organic Search: What the Data Says About Conversions and the Future of SEO”
- iMittelstand (2026): “New study: Where ChatGPT already works in online shopping – and where it does not”
- Life Technology (2026): “ChatGPT Emerges as Potential Google Rival in E-Commerce”
- Classy Llama (2026): “Agentic Commerce for Industrial B2B – What, When, & How”
- Dralys (2026): “Mixed Reports on AI Ecommerce Traffic”
- Erlin AI (2026): “ChatGPT Shopping Research: What It Is & How Retailers Use It”
- Goodie (2026): “Agentic Commerce Guide: Winning Google UCP & OpenAI ACP”
- Ohh Rex Dino Design (2026): “Mixed Reports on AI Ecommerce Traffic”
- RampIQ (2026): “ChatGPT vs Google as Your Leads and Traffic Source”
- Stellagent (2026): “Where ChatGPT Shopping Works and Where It Fails: A Frankfurt School Study of 973 E-Commerce Sites”

- Technical SEO News (2026): “Six new studies measured AI traffic conversions, they all disagreed”
- Trimlrly (2026): “LLMs vs. Google Search: The Battle for Conversion Quality”
- upGrowth (2026): “AI Shopping and D2C Traffic 2026: The Honest Data”
- Victorino LLC (2026): “164 Million Purchases Exposed AI Traffic’s Conversion Problem”
- The Sentinel Current (2026): “ChatGPT Yet to Challenge Traditional Online Shopping Channels, Study Finds”
- SEO Riddler (2026): “Does Traffic From LLMs Convert Better?”
- VozAI (2026): “AI Shopping Channel Showdown 2026: ChatGPT vs Google AI Mode vs Perplexity”
- Elogic (2026): “ChatGPT Commerce & Agentic Shopping Statistics 2026”
- SERPs.io (2026): “AI Search Traffic Converts 23x Higher Than Organic (With One Big Exception)”
- Khalid SEO (2026): “ChatGPT Referral Traffic: What the Latest Data Shows”
- Pixis (2026): “Why AI Search Traffic Converts at 4–5x: What the Data Actually Shows”
- Frankfurt School (2026): “ChatGPT in E-Commerce: New Insights Compared to Traditional Channels”
- RunMarshal (2026): “AI Search Traffic is 4.4x More Valuable Than Organic: Here is the Data”
- RankStudio (2026): “ChatGPT Referral Traffic: Data, Analysis & 2026 Projections”
- Agentic Commerce Review (2026): “Dark AI: The attribution blind spot hiding in plain sight”
- Anirudh Mantha (LinkedIn) (2026): “Why AI Referral Traffic Converts 23x Higher Than Organic — And Why That Scares Me”
- PPC Land (2026): “ChatGPT’s lead shrinks as Gemini surges in AI traffic war”
- PPC Land (2026): “ChatGPT quietly rolled out location sharing - and local search may never be the same”
- Mighty & True (2026): “What The 973-Site ChatGPT Referral Study Actually Says”
- MetaRouter (2026): “Agentic Commerce Trends and Statistics for 2026”
- Baseline Labs (2026): “AI sends less traffic, but it’s worth far more”
- Am I Cited (2026): “What is the average AI search conversion rate?”
- Mojaz (2026): “الضعيف في المبيعات ChatGPT مليون عملية شراء تكشف أداء 164”
- 亿邦动力 (Ebrun) (2026): “法兰克福金融与管理学院：ChatGPT电商转化率偏低 流量占比仅0.2%”
- 出海网 (ChuHai) (2026): “ChatGPT电商转化率垫底 流量占比仅0.2%”
- LogicRanking (2026): “Analyse des performances du trafic ChatGPT par rapport à Google”
- SEOJuice (2026): “Answer Engine Optimization (AEO): Le guide du praticien pour 2026”
- eCommerce Fastlane (2026): “Comment interpréter les statistiques du commerce de l’IA”
- Digital Magazin (2026): “KI statt Kategoriebaum: ChatGPT Shopping Research und die neue Produktsuche im E-Commerce”
- Xpert.Digital (2026): “GEO zwischen Hype und Hybris: Die ökonomische Anatomie eines Buzzwords”
- DasWirtschaftsinstitut (2026): “Chancen und Grenzen von ChatGPT im E-Commerce: Mehrwert bei komplexen Produkten, aber begrenzter Nutzen bei einfachen Käufen”
- KI Marketing Magazin (2026): “Wo ChatGPT im Online-Shopping schon heute funktioniert – und wo nicht”
- ねえ、今日のマーケ見た？ (Hatena) (2026): “ChatGPTは広告主にだけメーターを渡した”
- Victorino (Brasil) (2026): “164 Milhões de Compras Revelaram o Problema de Conversão do Tráfego de IA”

- SEO 365 (2026): “Scădere de trafic organic în e-commerce în era AI Search: ce se întâmplă de fapt cu căutările din Google?”
- vc.ru (2026): “GEO продают по прогнозам, а не по фактам. Разбираем цифры, на которых держится услуга за 140 тысяч в месяц”
- SEOGPT (2026): “ChatGPT уступает Google в конверсии трафика: новое исследование”
- epoint (2026): “ChatGPT vs SEO orgánico: conversiones reales en 2026”
- Miguel Guinalíu (2026): “Efectividad del tráfico generado por ChatGPT frente a canales tradicionales”
- Bloomberg (2025): “ChatGPT Is a Bad Personal Shopper – But It’s Learning”
- Bloomberg (2025): “AI-Powered PR Could Doom a CEO”
- Morning Consult (2025): “2026 Lookahead: Expect Diverging Consumer Sentiment, Trading Down and AI to Impact Retail”
- eMarketer (2025): “ChatGPT’s influence on ecommerce sales is minimal—for now”
- Digital Commerce 360 (2025): “Study: ChatGPT traffic, sales referrals still trail traditional digital channels”
- Search Engine Land (2025): “ChatGPT, LLM referrals convert worse than Google Search: Study”
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