

I need help finding great winter boots

What's a good valentine's day gift for my partner?

My friend told me about this product, can you help me decide if it's worth it?

What are some affordable warm vacation destinations?

I'm looking for electric toothbrushes for my family

My coffee is coming out too bitter. What can I do about it?

Give me recommendations on the most effective skin care treatment for...

Compare these two products and look for user reviews

Show me the best way to get to the airport



AI Consumer Pulse

Monthly insights into the intersection of AI, consumers, and digital advertising.

Browsed 12 sites, used 4 tools

A research study from Equativ shows that users are increasingly **open to seeing ads** in AI contexts, using them to **help shop** and **drive purchase decisions**.



52%

would *consider buying* a sponsored product recommended by AI



57%

would *use an AI* shopping assistant



58%

are *open to seeing* sponsored AI product recommendations

Thought for 10s

According to **Equativ research**, **trust remains a barrier to adoption**. Despite growing interest in AI-assisted shopping, consumers have reservations about **how their data is used** and how **reliable the recommendations are**.

30%

cite *data privacy* as their biggest concern



28%

cite *inaccurate or irrelevant recommendations* as their biggest concern





The Takeaway: Consumers are open to sponsored AI recommendations, but relevance, transparency, and responsible data use will determine whether that openness converts to consideration

Supercharge Your Retail Strategy With Equativ

Our team of experts is here to help you deliver relevant, transparent AI-powered shopping experiences and connect with consumers at the exact moment of purchase.

