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How to get your E-commerce brand prepared for ChatGPT

A guide to help your brand prepare for in-chat shopping in ChatGPT



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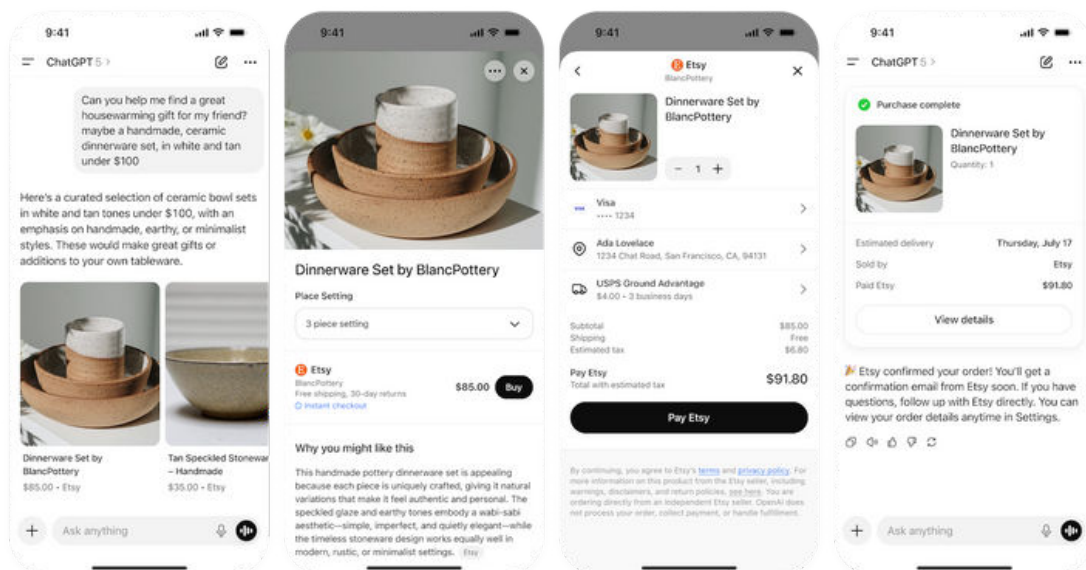
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How to get started

1

Sign-up as a merchant

Head over to <https://chatgpt.com/merchants> and submit a merchant application form

Set-up your product feed

Prepare your product feed according to OpenAI specifications. Steps on how to do so next.

2

3

Checkout integration

Build your checkout integration using the [Agentic Commerce Protocol](#)*

3.1

Build your Agentic Checkout API

Implement REST endpoints, webhooks for OpenAI order events, and return rich checkout state in responses.

3.2

Build your payments integration

Use a Delegated Payment Spec-compliant PSP like Stripe to securely process payments, or integrate directly with OpenAI.

3.3

Certify with OpenAI and move to production

Work with OpenAI to validate products, payments, and orders for production access.

*If you're a merchant on Shopify or Etsy, you're already eligible—no integration required.

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Sign-up as a merchant

1

Submit your application form at <https://chatgpt.com/merchants>

OpenAI is accepting applications from Merchants who want to:

- 1) integrate their products into ChatGPT Search results
- 2) Enable Instant Checkout in ChatGPT via the Agentic Commerce Protocol

Merchant Application Form

First name *	Last name *
Work title *	LinkedIn *
Work email *	Company *
Headquarter country *	Link to your merchant website *
Select an option	

Note: The instant checkout feature is live only in the US today with US merchants

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Set-up your product feed

2

Merchants share product data so ChatGPT shows items accurately

To make products discoverable and purchasable inside ChatGPT, merchants provide a structured product feed that OpenAI ingests and indexes.

This specification defines the complete schema: field names, data types, constraints, and example values needed for accurate search, pricing, and checkout experiences

Attribute	Data Type	Supported Values	Description	Example	Requirement	Dependencies	Validation Rules
enable_search	Enum	true, false	Controls whether the product can be surfaced in ChatGPT search results.	true	Required	—	Lower-case string
enable_checkout	Enum	true, false	Allows direct purchase inside ChatGPT. enable_search must be true in order for enable_checkout to be enabled for the product.	true	Required	—	Lower-case string

You can contact us if you would like further help on how to set this up.

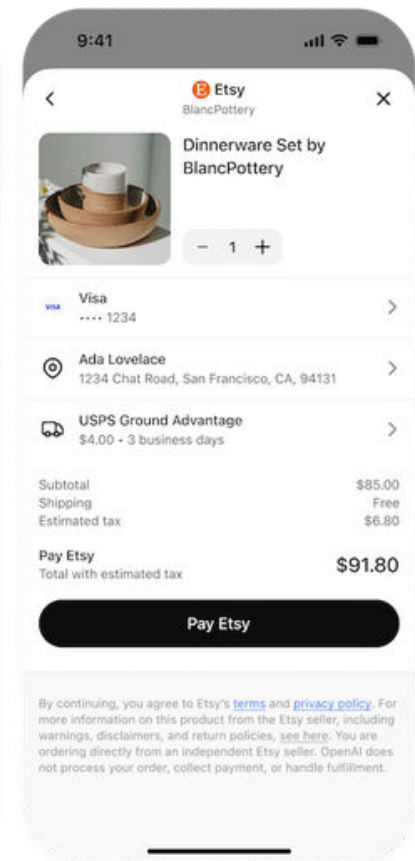
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Set-up your product feed

Make sure you and your engineering team review the product feed spec as there are quite a lot of technical attributes that need to be implemented in your feed:

OpenAI Product Feed Categories

Open AI Flags
Basic Product Data
Item Information
Media
Price & Promotions
Availability & Inventory
Variants
Fullfilment
Merchant Info
Returns
Performance Signals
Compliance
Reviews and Q&A
Related Products
Geo Tagging



We've put together a CSV file with all of the specific information needed for your feed

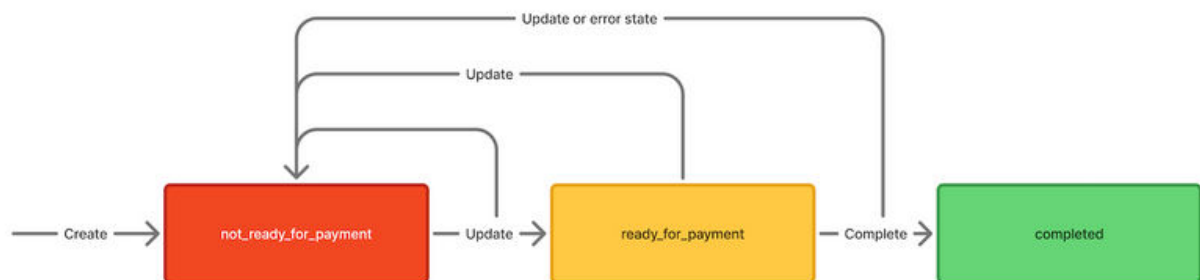
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Checkout Integration

3

Build your checkout integration using the ACP

The Agentic Checkout Spec enables ChatGPT to act as the customer's AI agent and renders a checkout experience embedded in ChatGPT's UI.

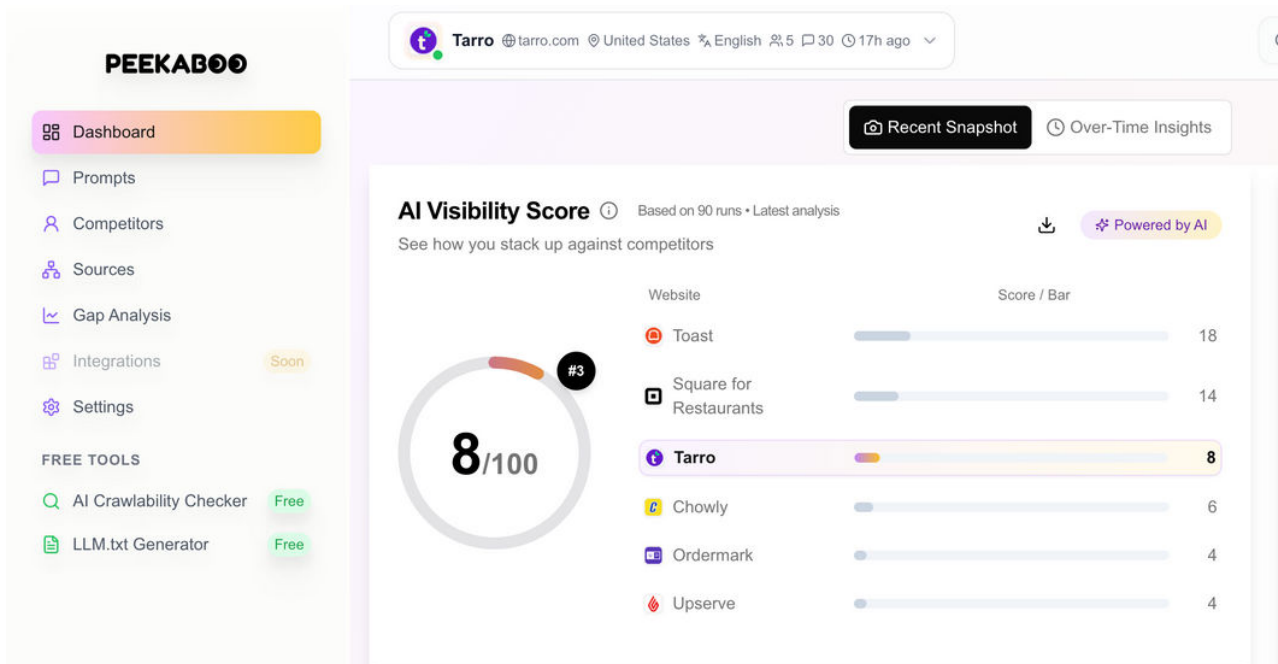


Merchants must implement five endpoints to place orders on behalf of ChatGPT users:

- 1) POST /checkout_sessions
- 2) POST /checkout_sessions/{checkout_session_id}
- 3) POST /checkout_sessions/{checkout_session_id}/complete
- 4) POST /checkout_sessions/{checkout_session_id}/cancel
- 5) GET /checkout_sessions/{checkout_session_id}

Brand presence in ChatGPT

Want to track your brand visibility in ChatGPT and other AI engines?



Peekaboo AI Visibility Dashboard

BOOK A MEETING
WITH OUR TEAM

We offer free trials to anyone interested in testing Peekaboo.

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Thank you!

Our leadership team



Filipe Lins Duarte (CEO)

Filipe drives strategy and growth at. With experience in sales, product, and digital marketing, he helps brands and agencies succeed in AI Search visibility.



John Rice (CTO)

John leads product and engineering at. With a background in SaaS and data engineering, he builds tools that make AI Search visibility measurable.

Feel free to contact us at
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