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# PEEKABOO

## 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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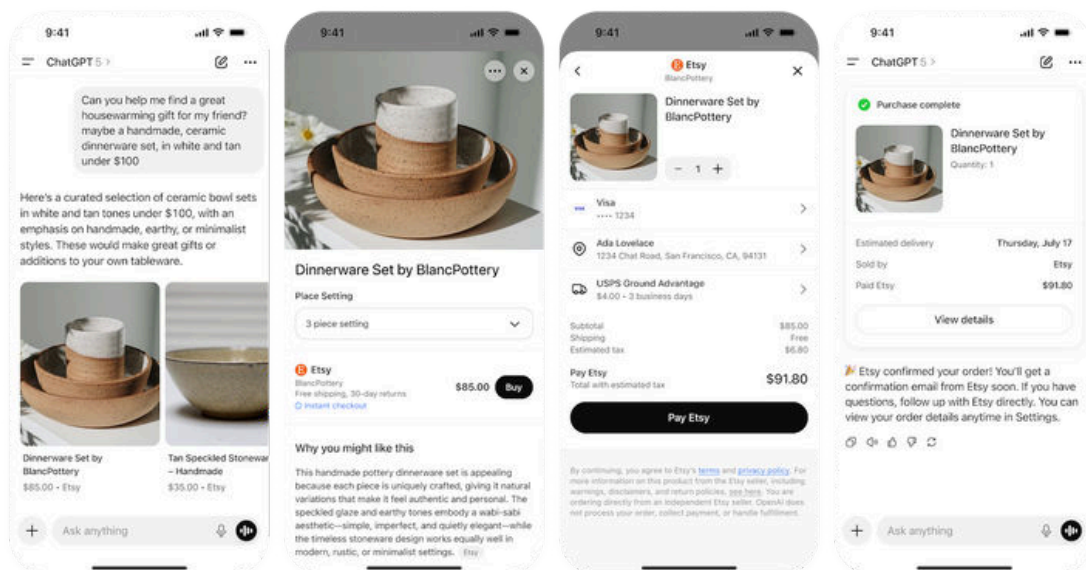
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# How to get started

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 *
<input type="text"/>	<input type="text"/>
Work title *	LinkedIn *
<input type="text"/>	<input type="text"/>
Work email *	Company *
<input type="text"/>	<input type="text"/>
Headquarter country *	Link to your merchant website *
<input type="text" value="Select an option"/>	<input type="text"/>

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.

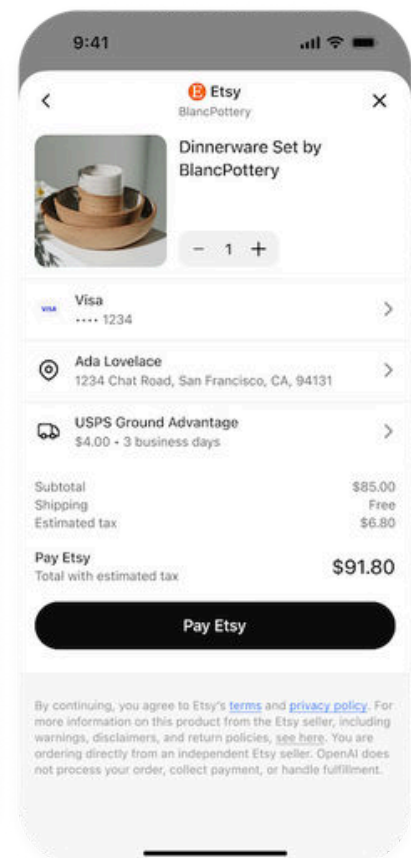
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# Set-up your product feed

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

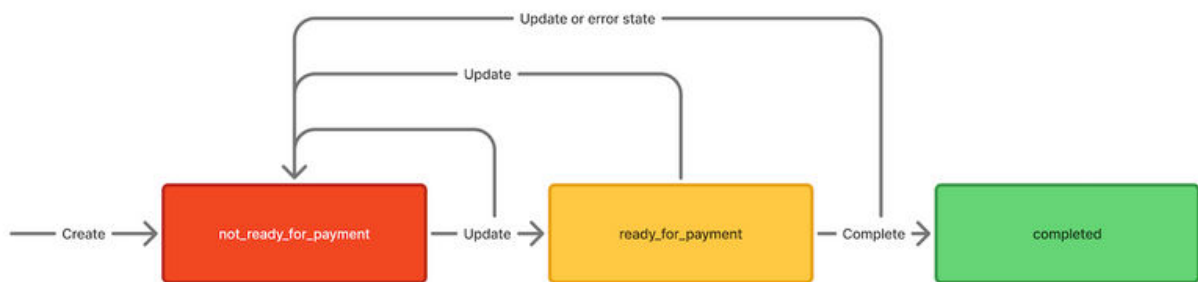
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# Checkout Integration

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.

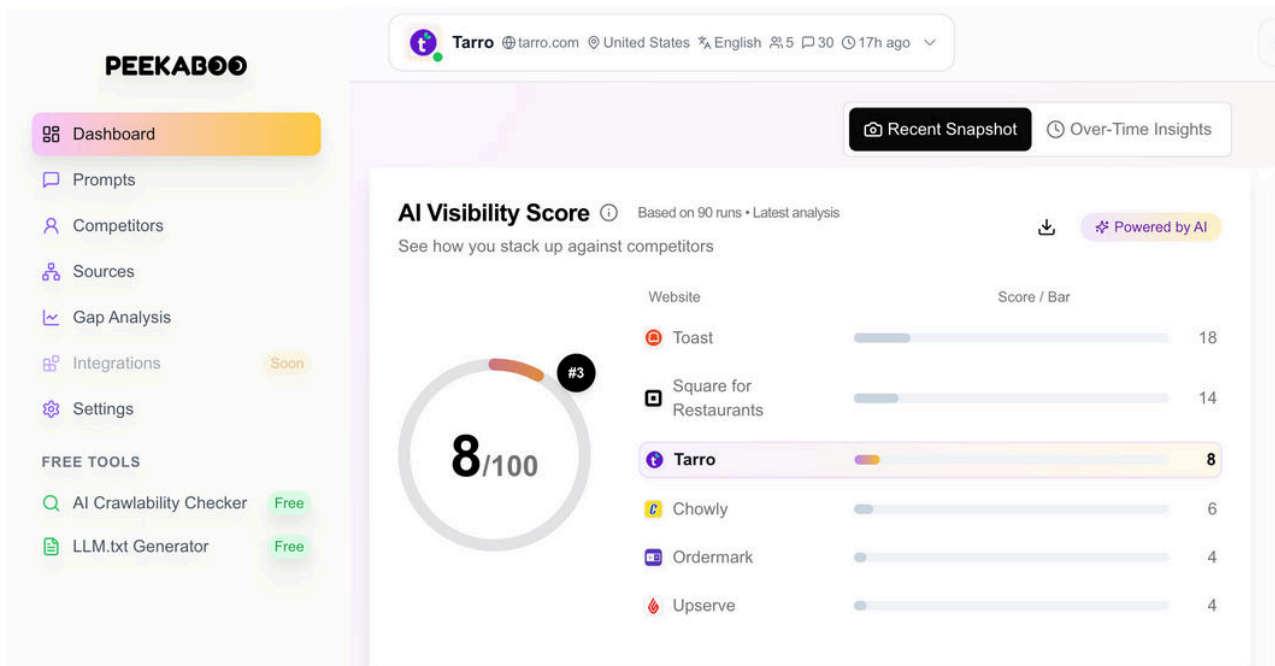


Merchants must implement five endpoints to place orders on behalf of ChatGPT users:

- 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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