Prof. Dr. Christian Schulze



11 November 2026

VITA

Contact Information

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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 Business (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

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

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): "Frontiers: ChatGPT Referrals to E-Commerce Websites: How Do LLMs Compare Against Traditional Channels?", *Marketing Science,* Vol. 45 (4), 699-715.

- Companion site at https://ecommerceresearch.org/organic-llm
- More than 500 media reports and 200 third-party posts on social media
- Top 10 most downloaded papers on SSRN in Q4/2025

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), 1166-1180.

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 (2014): "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*, Vol. 2 (3), 59-63.

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

Kaiser, Maximilian / Schulze, Christian: "Can Advertising Fund Free AI? Evidence from ChatGPT's International Advertising Rollout"

- Companion site at https://ecommerceresearch.org/chatgpt-ads
- More than 150 media reports and 100 third-party posts on social media

Pocsay, Marc / Kaiser, Maximilian / Shen, Yufei / Han, Qiwei / Schulze, Christian: "The Agent Does Not Browse: The Basket Structure of Customers Referred by ChatGPT vs. Traditional Channels"

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

Kaiser, Maximilian / Schulze, Christian: "E-Commerce Conversion Rates"

Mayer, Kerstin / Kaiser, Maximilian / Schulze, Christian / Hofstetter, Reto: "Who Captures ChatGPT's Referral Traffic? Retailer Size and the Long Tail of AI Search"

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 2026 @ RSM Rotterdam (Co-organizer)
- 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)
- Goethe University Frankfurt (2025, 2026)
- Tilburg University (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 at Austin (2012)

Invited Conferences

- Co-Chair EMAC Doctoral Colloquium (2021)
- Faculty Fellow at Marketing Strategy Consortium, University of Texas at 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, 3x)
- 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, COACHING & ADVISORY

Executive Education, Coaching & Advisory

Ongoing

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

Completed

- Almarai, Saudi Arabia (2019-2025)
- 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)

Media 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: Gesündere Produkte bei Discountern"

- 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): “Ratgeber Geld - Facebook-Börsengang: Lohnt sich der Kauf von Internet-Aktien?”

Radio

- Deutschlandfunk (2026): “Führungswechsel bei Apple – Was erwartet John Ternus?”
- hr info (2026): “Penny eröffnet Leylaland Filiale in Kooperation mit Influencerin”
- 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

- Duane Forrester Decodes (2026): “Google Went ‘Not Provided’ in 2011 and Blinded Us. ChatGPT Just Shipped Its Version.”
- Billion Dollar Sellers (2026): “If you sell off Amazon, Google says do this NOW”
- Bloomberg Daybreak: Europe (2025): “Trump Ends Canada Talks, China Pledges ‘Self-Reliance’, Nigel Farage’s BOE Plan”
- Sounds Profitable (2025): “BBC Sounds’ Q3, YouTube Sponsorships are Up, & More”
- Poush - Marketing Podcast (2025): “Que vaut le trafic des LLMs ?”
- Webcology (2025): “The Browser Wars – Rise of AIs Edition”
- Inside Job Boards (2025): “Breaking News: ChatGPT traffic worse than job boards, other sources”
- SEO Research Suite (Olaf Kopp) (2025): “Search patent of the week: ChatGPT Referrals to E-Commerce Websites”
- Orange by Handelsblatt (2021): “Wirtschaft einfach erklärt: Wie du beim Online-Shopping clever sparst”

Videos

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

Magazines

- Business Quarter (2026): “Building a brand for AI discovery”
- 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

- BusinessMirror (Philippines, 2026): “ChatGPT and its role in the e-commerce landscape: Are people buying via Instant Checkout?”
- 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-Posten (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-Posten (Denmark, 2013): “Netgigant lægger Europa for sine fødder”

Web

- The Verge (USA, 2026): “Google hasn’t figured out how to make AI pay like its search engine”
- Harvard Business Review (USA, 2026): “AI Is Upending Marketing on Two Fronts”
- Yahoo Finance (USA, 2026): “Google Search is almost three times more effective at making money for advertisers than ChatGPT”
- Search Engine Land (USA, 2026): “ChatGPT ads generate 64% less revenue per visit than Google Search: Study”
- Search Engine Land (USA, 2026): “How social discovery shapes AI search visibility in beauty”
- Italian Tech (Italy, 2026): “La pubblicità su ChatGPT non vende: ogni visita rende un terzo di Google”
- Search Engine Journal (USA, 2026): “Google Search Ad Visits Out-Earned ChatGPT Ads In U.S.”
- Search Engine Journal (USA, 2026): “Google Went ‘Not Provided’ in 2011 and Blinded Us. ChatGPT Just Shipped Its Version.”
- Коммерсантъ (Russia, 2026): “ChatGPT не дружит с рекламной выручкой”
- eMarketer (USA, 2026): “ChatGPT gains advertisers faster than OpenAI can prove performance”
- Observer (USA, 2026): “Fashion’s Next Front Row Is the A.I. Shopping Interface”
- vc.ru (Russia, 2026): “GEO продают по прогнозам, а не по фактам. Разбираем цифры, на которых держится услуга за 140 тысяч в месяц”
- 36Kr (36氪) (China, 2026): “豆包带货？ChatGPT：来了老弟”
- Digiday (USA, 2026): “In graphic detail: ChatGPT’s ad growth is outrunning the proof that it works”
- MediaPost (USA, 2026): “Advertisers Get Less Attention From Paid ChatGPT Visits Than Paid Search”
- Tech in Asia (Singapore, 2026): “Who’s betting big on ChatGPT ads? Not Asian brands”
- AdExchanger (USA, 2026): “Agencies Are Not Pitch Perfect; Magnite (And Everyone Else) Bets On Agentic | AdExchanger”
- WARC (UK, 2026): “ChatGPT ads offer less than a sixth of the value for money of paid Google Search, new study finds”
- WARC (UK, 2026): “Organic chatbot links don’t convert many shoppers but affiliate links do”
- MarTech (USA, 2026): “ChatGPT’s paid traffic is worth far less than Google’s”
- Practical Ecommerce (USA, 2026): “Mixed Reports on AI Ecommerce Traffic”
- PPC Land (2026): “ChatGPT ad visits earn shops $0.89 against $2.45 for Google search ads”
- PPC Land (2026): “Capital One gains 14.2% shopper pickup when AI names it, Similarweb finds”
- PPC Land (2026): “ChatGPT referrals to B2B sites gain 303% in a year, Demandbase finds”
- PPC Land (2026): “ChatGPT calls convert to leads at 49%, beating every channel, Invoca finds”

- PPC Land (2026): “ChatGPT quietly rolled out location sharing - and local search may never be the same”
- PPC Land (2026): “ChatGPT sends 190x less traffic than Google despite 12% search volume”
- PPC Land (2026): “ChatGPT’s lead shrinks as Gemini surges in AI traffic war”
- PPC Land (2026): “Explaining average order value”
- PPC Land (2026): “Grocery order values gain 17% in the Americas, Criteo finds”
- PPC Land (2026): “Cloudflare drops planned Googlebot block for sites refusing AI training”
- PPC Land (2026): “Explaining revenue per session”
- PPC Land (2026): “Microsoft Clarity card ranks which AI operators scrape most and refer least”
- PPC Land (2026): “Search campaigns drop to 41% of Google Ads clicks in Brainlabs data”
- PPC Land (2026): “Explaining AI referral traffic”
- OMR (2026): “(Vermeintlich) Brisante ChatGPT Ads Studie”
- 亿邦动力 (Ebrun) (China, 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%”
- Tubefilter (USA, 2026): “AI is now citing YouTube more often than Reddit. Is it time to pivot to video (again)?”
- Modern Retail (USA, 2026): “Why 2025 was Shopify’s best year yet”
- Modern Retail (USA, 2026): “Marketplace Briefing: Why ChatGPT checkout could take a bite out of Walmart’s $4 billion ad business”
- MEEDIA (2026): “ChatGPT-Anzeigen konvertieren schlechter als Google Ads”
- MEEDIA (2026): “Studie: ChatGPT schickt deutlich mehr Besucher auf B2B-Websites”
- Frankwatching (Netherlands, 2026): “Spectaculaire AI-cijfers? Kijk verder dan het conversiepercentage en doe de 4V-check”
- exchange4media (India, 2026): “The funnel has no top anymore: How AI answers are quietly rewriting brand awareness”
- AdNews (Australia, 2026): “We ran the numbers on whether AI visibility makes you money”
- Adformatie (Netherlands, 2026): “Adverteren in ChatGPT levert fractie op van Google Ads”
- MarketSplash (Estonia, 2026): “107 Dark Social Statistics: What Attribution Cannot See”
- MarketSplash (Estonia, 2026): “115 Inbound Marketing Statistics: Old Pages Still Compound, New Ones Rarely Join”
- SEOnews (Russia, 2026): “Платные объявления в ChatGPT уступили поисковой рекламе Google по конверсии и выручке”
- Bug.hr (Croatia, 2026): “Oglašavanje na ChatGPT-u znatno zaostaje za Googleom”
- eCommerce Fastlane (France, 2026): “Comment interpréter les statistiques du commerce de l’IA”
- Mundo do Marketing (Brazil, 2026): “O CMO virou gestor de um risco que ainda não tem nome, e a maioria não percebeu”
- TechCentral.ie (Ireland, 2026): “Google looks for ways to recoup billions invested in AI”
- TLDR Marketing (USA, 2026): “Can Advertising Fund Free AI? Evidence from ChatGPT’s International Advertising Rollout”
- IFH Köln (2026): “ChatGPT als Akquisitionskanal – Wie stark ist ‘Organic LLM Traffic’ wirklich?”
- Leptidigital (France, 2026): “Étude sur les performances des publicités ChatGPT vs Google Ads : quelle rentabilité espérer ?”
- Ehandel.se (Sweden, 2026): “SEO-läget just nu: sex skiften på några veckor, och vad de faktiskt betyder för din e-handel”

- EcommerceGuide (International, 2026): “Ecommerce Statistics 2026: AI, LLMs, and Agentic Commerce”
- etailment (2026): “KI-Empfehlungen bringen kaufbereitere Kunden, aber kaum Umsatz”
- etailment (2026): “KI-Agenten im Handel: Wie Wunsch und Realität auseinanderdriften”
- etailment (2026): “Platform Group, Digitaler Euro, Ersparnisse, JD.com, Alibaba, Japan, Shopaza, KI-Empfehlung, ChatGPT, Retourenbetrug, RePack”
- Position Digital (UK, 2026): “AI SEO Statistics for 2026”
- ICTMagazine (Netherlands, 2026): “ChatGPT-ads leveren 64% minder omzet op dan Google”
- Goodie (USA, 2026): “Agentic Commerce Guide: Winning Google UCP & OpenAI ACP”
- Seokratie (2026): “GEO und SEO 2027: Wohin geht die Reise?”
- Banker.bg (Bulgaria, 2026): “ChatGPT изостава по ефективност на рекламата”
- markenartikel (2026): “ChatGPT verändert den E-Commerce langsamer als erwartet”
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