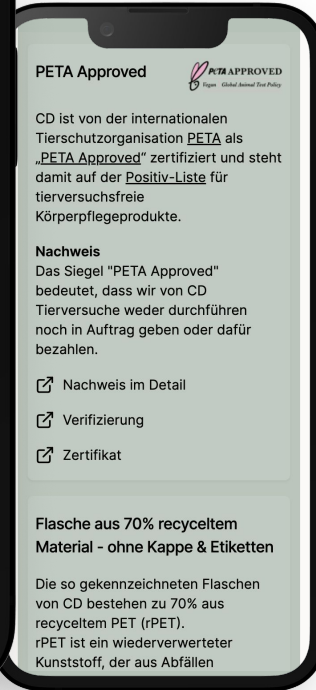


info.link VerifiedAnswers.ai

Boost your products in AI with relevant,
verified, machine-readable FAQs

info.link has digitized 500m+ products in 2025



ONE QUESTION THAT KEPT ON COMING BACK:

“How do I make sure that my product data is visible in AI?”

“McKinsey predicts USD 750 bn in consumer spend will flow through AI assistants by 2028.”



[larger than today's consumer spend on Amazon (±USD 400bn) & Shopify combined (±USD 290bn)]

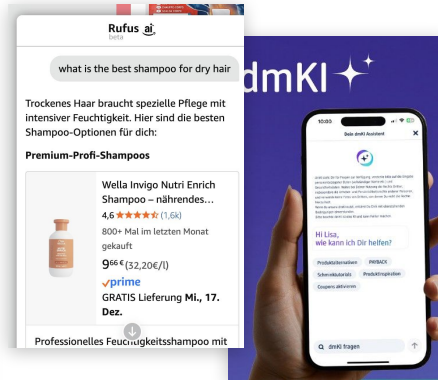


AI assistants are coming in many forms & shapes

LLMs

e.g. ChatGPT,
Gemini, Perplexity

		
tribute	Sephora Collectio... \$22.00 · Sephora	Glow S... \$18.00 · Sephora
primary strength	Brightens + glow	Fades sp...
typical timeline	Immediate + weeks	Weeks w...
texture/feel	Lightweight serum	Light gel
best for	Everyday brightening under \$50	Uneven t... fading

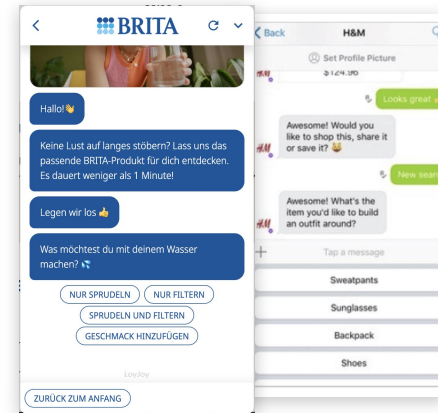


Retailers

e.g. Amazon Rufus
or dmKI
chatbots

AR tech

e.g. Meta
smart glasses



Brands

e.g. website
chatbots or
internal Copilots

**“How do I make sure that
my product data is
visible & accurate in
AI search and chatbots?”**



"A language model is a method for estimating the probability of a sentence."

Frederick Jelinek, Pioneer of statistical language modeling (1997)

FAQs are the best lever for brands to maximise AI visibility – across all AI assistants

How LLMs work

LLMs generate text by predicting the most probable next token based on training patterns.



How consumers search

Consumers ask questions in natural language through AI interfaces like chatbots and search engines.



How AI retrieves answers

AI matches user queries to high-probability answers by finding semantically similar question-answer pairs.



Why brands need FAQs

Brands with structured, AI-optimized FAQs maximize their probability of being retrieved and cited as authoritative sources.











AI assistants require next-generation FAQs:

10-Point Perfect Product-FAQ Playbook

	Content				Technical		Verification		Distribution	
WHAT	1 Consumer Voice	2 Micro-Blog Length	3 Auditable Provenance	4 Full-Funnel Intent	5 GS1 Standards	6 Schema Markup	7 Expert-in-the-Loop	8 Brand-owned Sources	9 Live Updates	10 Multichannel Sync
HOW	Natural phrasing mirrors human queries, boosting citation rates	40-60 words is sweet spot for detailed citations that stay within the AI's memory limits	Full end-to-end provenance that connects each answer to (product) facts	FAQs cover the full purchasing funnel (Awareness, Consideration, Decision)	Hard-coded identifiers (GTIN) map answers to unique entities with certainty	FAQPage JSON-LD structures increase AI overview visibility	Every Q&A verified by subject matter experts (Product, Sustainability, Legal) before publication	"Brand-certified" origin (packaging, product data sheet, etc.) to guarantee authenticity	Always-on FAQ feeds with 24/7 monitoring of trends and product data changes	Pushing FAQs to all platforms (web, shop, retail) to maximise visibility and accuracy in AI search & chatbots

Today's FAQs are not fulfilling LLM requirements:

<2 boxes checked on average.

	Content				Technical		Verification		Distribution	
WHAT	1	2	3	4	5	6	7	8	9	10
	Consumer Voice	Micro-Blog Length	Auditable Provenance	Full-Funnel Intent	GS1 Standards	Schema Markup	Expert-in-the-Loop	Brand-owned Sources	Live Updates	Multichannel Sync
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BRAND STATUS QUO	()						()			

Sonnenschutzprodukte

Wie wende ich die lavera Sonnenschutzprodukte richtig an? 

Wie oft muss ich ein mineralisches Sonnenschutzprodukt nachcremen? 

Creating Perfect Product-FAQs is a time-consuming exercise (especially at scale)

	Content				Technical		Verification		Distribution	
WHAT	1 Consumer Voice	2 Micro-Blog Length	3 Auditable Provenance	4 Full-Funnel Intent	5 GS1 Standards	6 Schema Markup	7 Expert-in-the-Loop	8 Brand-owned Sources	9 Live Updates	10 Multichannel Sync
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TIME INVEST	15min	10min	10min	(x30-50)	5min	5min	15min	10min	10min	10min

~90min per FAQ
(x 30-50 FAQs per product)

What if...

**Perfect Product-FAQs could be created
in minutes, not hours?**

1 Add Product Sources

Add one or more data sources for this product

+ Add a source type...

Search source types...

- Product Detail Page
The brand's official digital listing content
- Product Packaging
High resolution images of the front, back and side views
- User Manuals & Complimentary
Usage guides, manuals, instructions, brochures
- Consumer Reviews (Brand)
Reviews directly on the brand's own website
- Direct Brand Input
Ad-hoc answers from PM, email conversations
- Customer Support
Emails, chat logs, CRM entries

2 Edit Recipe

Balance output

Info Sources

Estimated Yield

Diversity Controls

Off No limits

Auto Recommend

Smart defaults will be applied based on your balanced distribution of questions across dense areas.

Max Questions 20

Estimated distribution

In The Box	12 facts
Oral Care	10 facts
Performance	7 facts
Charging	6 facts
Design	6 facts

3 FAQ Answer Generation

82a7fb2a-1676-483e-95c8-a566644ec969

Created 16/02/2026, 16:29:51

Started 16/02/2026, 16:29:55

Product ID 21cc8a3a-2979-4bb8a714-e20a436e7

- 16:29:55 Starting: Initialization
- 16:29:55 Recipe execution initiated
- 16:29:55 Completed: Initialization
- 16:29:55 Starting: Load FAQSet
- 16:29:56 Loaded FAQSet: "Eco Vibe LITE Schallzahnbürste"
- 16:29:56 Resolved output language: de

4 Eco Vibe LITE Schallzahnbürste FAQs

New 14 5 answers

In Review 5

Verified 1

Published 0

All 20

Archived 0

Who tested it?

Eco Vibe LITE Schallzahnbürste was tested by Universität Witten/Herdecke

Show details

Source(s)

Eco Vibe LITE Schallzahnbürste Product Detail Page

Product Detail Page www.happybrush.de/products/...schallzahnbrueste

Tested By Universität Witten/Herdecke (2024)

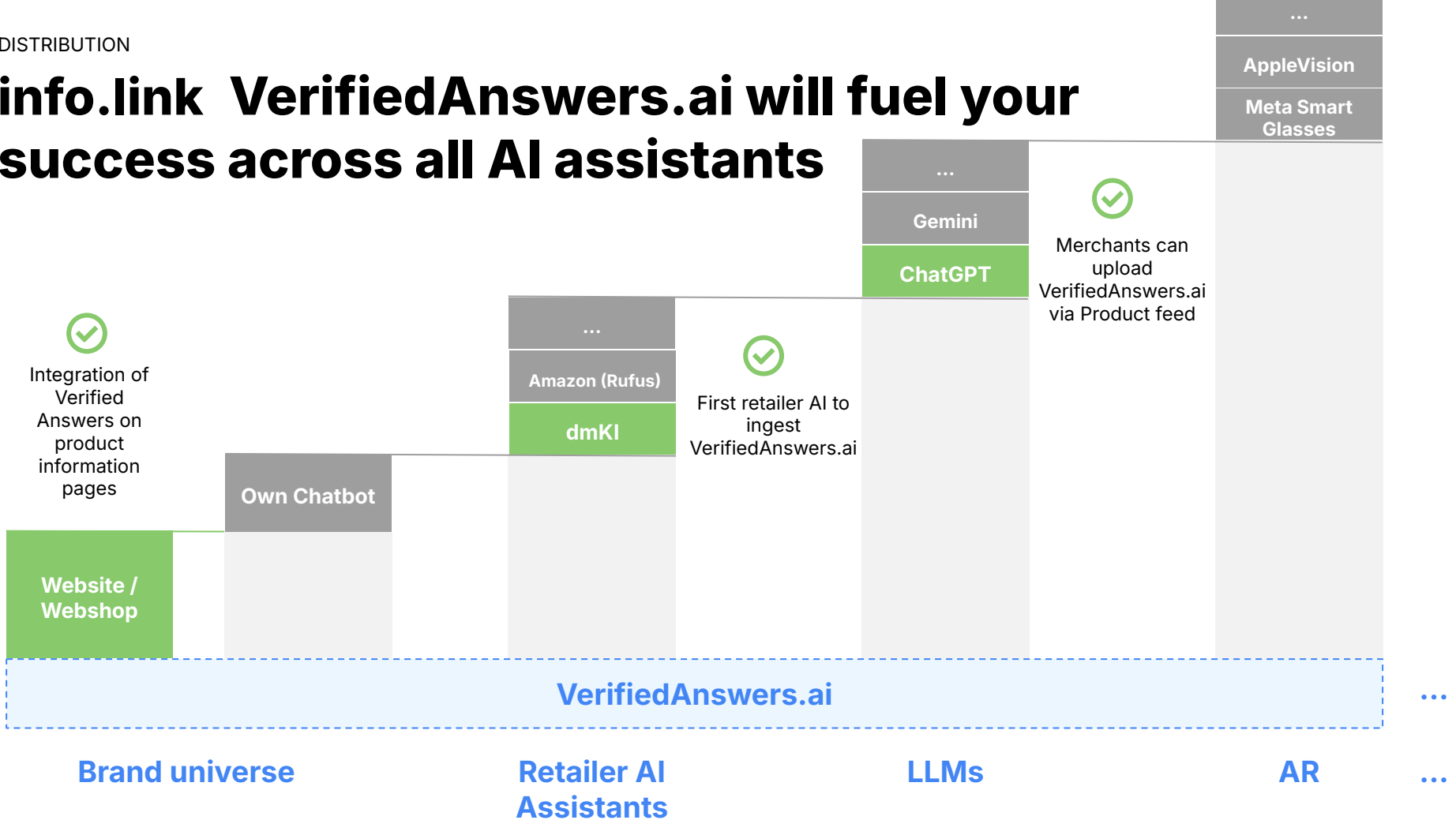
The 7x plaque-removal claim cites Uni Witten/Herdecke 2024.

Updated about 11 hours ago

Incomplete Answer — Low confidence (70%), may need stronger product information

From source upload to Perfect Product-FAQs

info.link VerifiedAnswers.ai will fuel your success across all AI assistants



Start with your top sellers - scale across portfolio

Monthly

-20%

Yearly

Starter

Ideal for pilots or smaller portfolios.

€79 per month

Only €0.04 per managed FAQ

- ✓ **1,000** managed FAQs
- ✓ **10** unique FAQ sets
- ✓ **Fast** email support
- ✓ Unlimited users
- ✓ Unlimited translations

Get started >

Pro

 Popular

Built for a growing portfolio of products.

€199 per month

Only €0.02 per managed FAQ

- ✓ **5,000** managed FAQs
- ✓ **50** unique FAQ sets
- ✓ **Priority** email support & live chat
- ✓ Unlimited users
- ✓ Unlimited translations

Get started >

Enterprise

For large portfolios or complex products.

Custom

Unlimited FAQs with custom pricing

- ✓ **Custom** managed FAQs
- ✓ **Custom** unique FAQ sets
- ✓ **Priority** support & **success manager**
- ✓ Unlimited users
- ✓ Unlimited translations

Talk to sales >

4 reasons to start adding FAQs to your products today

1

Maximises visibility
and accuracy in
ChatGPT & Co.

2

Ensures accurate
answers in own &
retailer chatbots

3

Boosts SEO
(is like hundreds of
“micro blogs”)

4

Helps consumers
browsing own
website or shop



Boost your products in AI with relevant, verified, machine-readable FAQs

Christoph Goeken
Founder & Managing Director

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