



Best Practices

OpenAI Commerce for

Recommended configurations and optimization tips for the [OpenAI Commerce](#) extension. Follow these guidelines to ensure your products are presented effectively through AI shopping platforms.

General Guidelines

Do's

- Always provide complete seller information—AI platforms use this to answer customer questions
- Use "Only Linked Simple Products" for configurable products so AI can recommend specific variants
- Map all available product identifiers (GTIN, Brand, MPN) for better product matching
- Include detailed product descriptions that answer common customer questions
- Set up automatic feed generation via cron to keep data current
- Create dedicated CMS pages for policies (privacy, terms, returns)

Don'ts

- Don't export configurable parent products—customers can't purchase them directly
- Don't leave seller data empty—it's required for proper platform integration
- Don't use HTML in descriptions—it gets stripped and may cause formatting issues
- Don't include out-of-stock products unless you have a strategy for them
- Don't forget to set your return window—AI may reference this when answering questions

Common Scenarios

Scenario 1: Simple Product Store

Use case: Store selling simple products only (no variants).

Configuration:

Seller Data:

- Seller Name: Your Business Name
- Privacy Policy: Select your privacy page
- Terms of Service: Select your terms page

- Return Policy: Select your returns page
- Return Window: 30 (or your actual policy)

Attributes:

- ID: SKU
- Title: Product Name
- Description: Description
- GTIN: Your EAN attribute
- Brand: Manufacturer

Filter Options:

- Visibility: Catalog, Catalog/Search
- Exclude Out of Stock: Yes

Scenario 2: Fashion Store with Variants

Use case: Apparel store with size/color variants.

Configuration:

Attributes:

- All standard attributes mapped
- Color: Your color attribute
- Size: Your size attribute
- Gender: Your gender attribute
- Material: Your material attribute

Product Types - Configurable Products:

- Use Configurable/Simple Products: **Only Linked Simple Products**
- Use Parent URL for Simples: **Yes, with Auto-Link**
- Use Parent Image for Simples: **Only if Empty**
- Use Parent Data for Simples: **Name, Description**
- Use Fallback only on Non Visible Simples: **Yes**

Result: Each size/color variant exports separately, allowing AI to recommend specific options based on customer preferences.

Scenario 3: High-Volume Store

Use case: Large catalog requiring frequent updates.

Configuration:

Automation:

- Enable Cron: Yes
- Frequency: Every 6 hours (or more frequent)

Filter Options:

- Use category filters to reduce feed size if not all products are relevant
- Enable stock filter to exclude unavailable items

Performance Tips:

- Filter aggressively—only include products you want AI platforms to recommend
- Exclude categories like "Parts" or "Accessories" that don't make sense in AI shopping contexts

Feed Quality Guidelines

Product Titles

Good titles help AI understand and present your products:

Category	Title Format
Apparel	Brand + Gender + Product Type + Color
Electronics	Brand + Product + Model + Key Spec
Generic	Brand + Product Name + Key Attribute

Example: "Nike Men's Air Max 90 Running Shoes - White"

Product Descriptions

Write descriptions that answer customer questions:

- What is this product?
- What are the key features?
- Who is it for?
- What materials/specifications?
- What's included?

AI platforms may extract information from descriptions to answer customer queries.

Product Images

- Use high-quality images (minimum 500x500 pixels)
- Show the product clearly on a neutral background
- Include multiple angles if available
- Avoid watermarks or promotional text

Seller Data Best Practices

Return Policy

Your return policy page should clearly state:

- Return window (number of days)
- Condition requirements
- Process for initiating returns
- Refund timeline

AI may reference this when customers ask about returns.

Privacy Policy

Include information about:

- Data collection practices
- How customer data is used
- Third-party sharing
- Customer rights

Terms of Service

Cover:

- Purchase terms
- Shipping information
- Warranty details
- Dispute resolution

Feed Quality Checklist

Before enabling automation, verify:

- All products have required attributes (ID, Title, Description, Price)
- Seller data is complete (name, policies)
- Images load correctly
- Prices are accurate
- Stock status is current
- Return window matches your actual policy

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [Contact Support](#) - Get help from our team

For a complete overview of features and configuration options, see the OpenAI Commerce extension on magmodules.eu

All articles for OpenAI Commerce

Installation

1	Installatie met Composer (aanbevolen)
2	Installatie via de Adobe Marketplace

Configuration

1	Snelstartgids
2	Configuratiegids

Troubleshooting

1	Probleemoplossing
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Background

1	Best Practices (current)
2	CLI Commando's

