magmodules

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	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace

Configuration

1	Quick Start Guide
2	llms.txt Guide
3	Configuration Guide

Troubleshooting

1	Troubleshooting

Background

1	**Best Practices (current)**
2	CLI Commands

