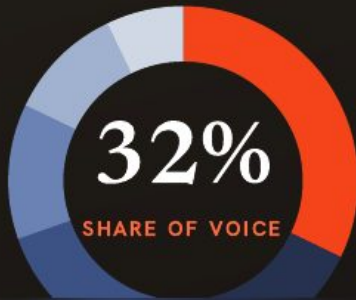


# allbirds.com

How this brand shows up across AI answer engines



**Leading** 1st of 6 brands

You lead the category.

allbirds.com leads the AI conversation in this category.

Appears in 88% of AI answers, averaged across the engines.

## ■ SHARE OF VOICE

How often AI mentions and cites each brand in this category.

BRAND	MENTIONED	CITED
■ <b>allbirds.com</b>	<b>86%</b>	<b>14%</b>
■ veja.com	57%	0%
■ cariuma.com	43%	10%
■ rothys.com	33%	10%
■ baabuk.com	29%	5%
■ vivaia.com	19%	10%

## ■ THE PLAYBOOK

Each buyer question, what AI answered, and the page that wins it.

### BUYER QUESTION 1

what are the best sustainable shoes for everyday comfort in 2026

GPT ●

Gem ●

Claude ●

PPLX ●

AIO ●

#### WHAT CHATGPT TOLD YOUR BUYER

*In 2026, several sustainable shoe brands offer exceptional comfort for everyday wear. Here are some top recommendations: Heren Tree Runner - Allbirds Allbirds Tree Runner Crafted from renewable materials like eucalyptus tree fiber, these sneakers are lightweight, breathable, and machine washable...*

#### CITED INSTEAD

## BUYER QUESTION 2

which eco-friendly shoe brands use natural materials like merino wool

GPT ●

Gem ✓

Claude ✓

PPLX ●

AIO ●

### WHAT CHATGPT TOLD YOUR BUYER

*Several eco-friendly shoe brands incorporate natural materials like Merino wool into their products, combining sustainability with comfort and performance. Here are some notable examples: Heren Wool Runner - Allbirds Allbirds A certified B Corp known for its sustainable footwear, Allbirds uses...*

### CITED INSTEAD

RIVAL [worldchangerco.com](https://worldchangerco.com)

RIVAL [ecothes.com](https://ecothes.com)

RIVAL [thegoodtrade.com](https://thegoodtrade.com)

RIVAL [woolmark.com](https://woolmark.com)

### SOURCES AI PULLED FROM

BUYER QUESTION 4

## what sustainable footwear brands offer free shipping and returns

GPT

Gem

Claude ✓

PPLX ●

AIO ●

### WHAT CHATGPT TOLD YOUR BUYER

*Several sustainable footwear brands offer free shipping and returns, making it easier to shop responsibly. Here are some options you might consider: The Mobrly 2.0 | The most comfortable waterproof shoe - SKYE Footwear SKYE Footwear Offers free shipping on orders over \$200 and free returns. Their...*

### CITED INSTEAD

RIVAL [blueviewfootwear.com](https://blueviewfootwear.com)

RIVAL [nokillmag.com](https://nokillmag.com)

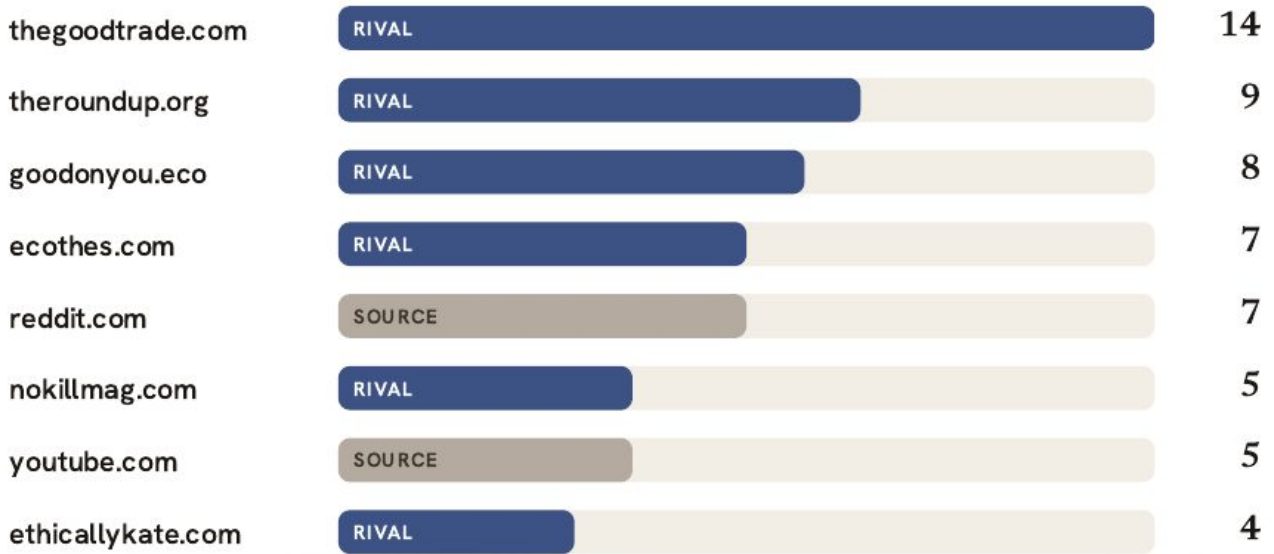
RIVAL [thegoodtrade.com](https://thegoodtrade.com)

RIVAL [vivaia.com](https://vivaia.com)

### SOURCES AI PULLED FROM

## WHO AI LISTENS TO

The domains AI cited most about your category, the sources shaping what engines say.



## 1 **Close the editorial roundup gap on [thegoodtrade.com](https://thegoodtrade.com), [theroundup.org](https://theroundup.org), and [goodonyou.eco](https://goodonyou.eco)**

These three domains alone account for 31 combined citation appearances across the audit and drive AI answers on the highest-volume prompts where Allbirds is currently not cited, making active placement in their roundups the single highest-leverage citation move available.

## 2 **Add JSON-LD structured data and reduce JavaScript content dependency**

The audit flags no JSON-LD on the homepage and notes that 37.1 percent of site content requires JavaScript to render, which can limit how much AI crawlers index, so resolving both issues aims to improve the structured signal Allbirds sends to every AI engine tested.

