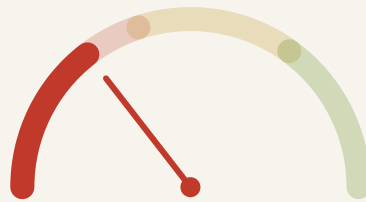


Converse

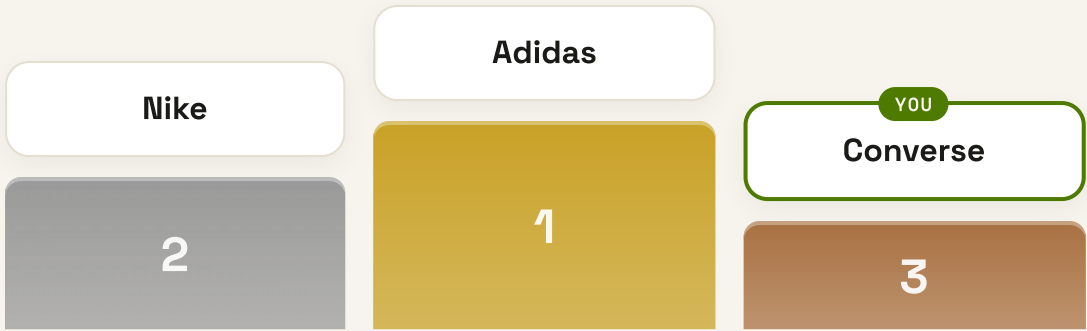
converse.com · shoes



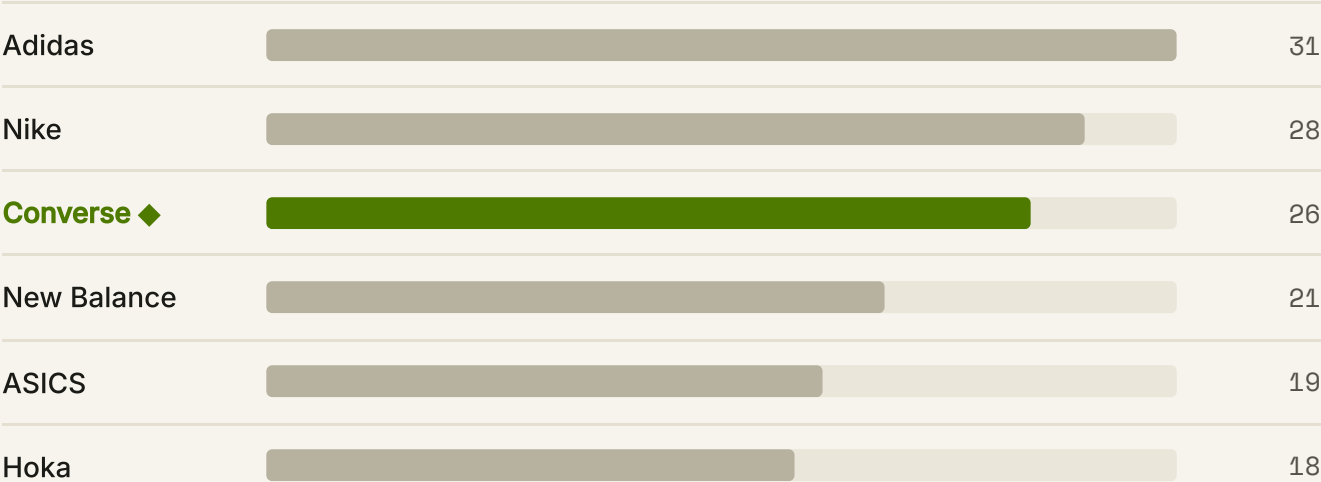
Rarely recommended

Named on **29%** of the buyer questions we asked. Converse is barely visible. AI names you on just 29% of buyer questions.

WHO AI RECOMMENDS

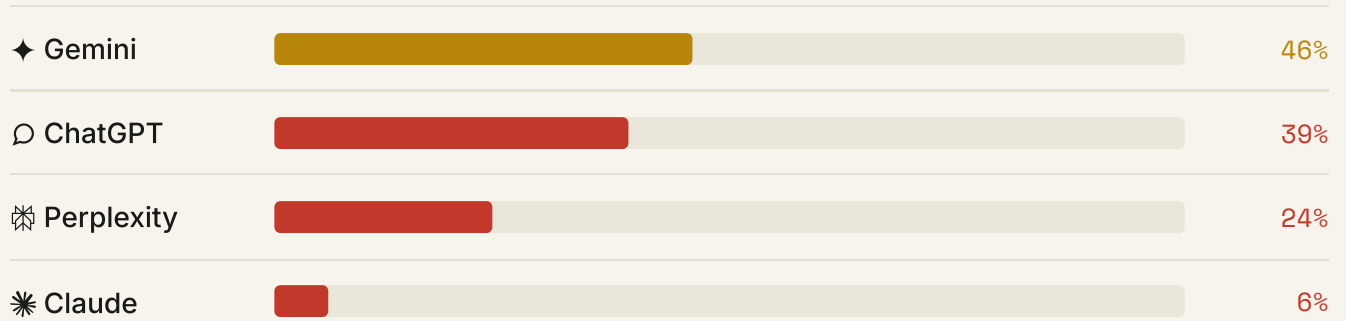


Converse is named 3rd-most, but the actual pick just 29% of the time



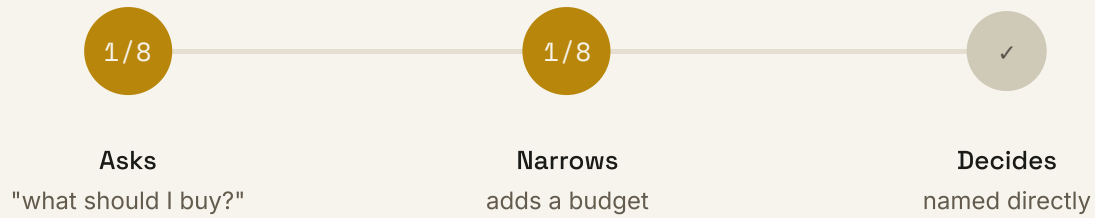
WHERE THE ENGINES DISAGREE

How often each AI names Converse. The spread is the story — some name you often, some barely ever do.



WHY YOU LOSE THE RECOMMENDATION

Buyers rarely stop at one question. Watch where Converse falls out as they get specific:



Converse survives the narrowing 1 of 8 times.

And when AI does name Converse, it gets facts wrong — 7 claims contradict your catalog:

1 confirmed wrong 7 invented claim

WRONG	invented claim	Asked: “I need comfortable women's shoes for standing all day at work, what should I look for?” The answer is entirely about Nike shoes and does not discuss Converse at all, despite Converse being the merchant brand under audit.
CHECK	invented claim	Asked: “I need comfortable women's shoes for standing all day at work, what should I look for?” Converse is listed as a top recommended shoe for wet rock grip, but the answer provides no specific Converse model, features, or explanation of why Converse would be suitable for this use case.
CHECK	invented claim	Asked: “What's the best all-around women's shoe for everyday comfort?” Converse is listed as a brand but receives no substantive recommendation, discussion, or product mention anywhere in the answer, appearing only in the extracted brands list.
CHECK	invented claim	Asked: “I need water shoes that won't slip on wet rocks, what should I look for?” Converse is listed among brands with specialized wet-traction rubber technologies (Vibram Megagrip, Idrogrip, Astral G-Rubber, Five Ten Stealth Rubber, KEEN Aquagrip, Salomon Contagrip), but no Conver...
CHECK	invented claim	Asked: “What are the best casual office shoes for men in India?” Converse is listed as a brand but never mentioned or recommended anywhere in the answer text; its inclusion appears fabricated.

or recommended anywhere in the answer; it appears to be a spurious inclusion.

CHECK

invented
claim

Asked: "Are Nike men's shoes worth it compared to other brands for everyday wear?"

The answer claims Converse sneakers are 'glued together with molded EVA foam' as a distinguishing characteristic of standard everyday sneakers, but this is not a documented manufacturing method specif...

THE PROOF, QUESTION BY QUESTION

ChatGPT ♦ Gemini ✖ Perplexity ✖ Claude

● named · ● absent

"Is it worth it to get my sneakers resoled instead of buying a new pair?"	●	♦	✖	✖
"What's the best all-around women's shoe for everyday comfort?"	●	♦	✖	✖
"What's the most versatile pair of men's shoes for everyday wear?"	●	♦	✖	✖
"What are the top sneaker brands right now?"	●	♦	✖	✖
"What's actually the difference between sneakers and trainers?"	●	♦	✖	✖
"I need water shoes that won't slip on wet rocks, what should I look for?"	●	♦	✖	✖
"Are Nike men's shoes worth it compared to other brands for everyday wear?"	●	♦	✖	✖
"What are the best sneakers to buy in 2026?"	●	♦	✖	✖
"Where's the best place to find sneakers near me?"	●	♦	✖	✖
"Where can I buy good running shoes online?"	●	♦	✖	✖
"What are some good sustainable shoe options out there?"	●	♦	✖	✖
"What are the best casual office shoes for men in India?"	●	♦	✖	✖
"I need comfortable women's shoes for standing all day at work, what should I look for?"	●	♦	✖	✖
"What are the best Nike shoes for men right now?"	●	♦	✖	✖
"What are the best sneakers I can get under ₹2000?"	●	♦	✖	✖

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