



## Pattern Launches Free GEO Scorecard to Show Ecommerce Brands How They Rank Against Competitors on LLM Engines

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*Self-service tool reveals how ChatGPT positions brands' products, providing actionable insights to maximize visibility, improve rankings, and build lasting brand impact.*

LEHI, Utah--(BUSINESS WIRE)--Oct. 2, 2025-- Pattern Group Inc. (Nasdaq: PTRN) ("Pattern"), a leader in accelerating brands on global ecommerce marketplaces by leveraging proprietary technology and AI, today announced the launch of their Generative Engine Optimization (GEO) Scorecard, a free, self-service tool that empowers brands to understand how conversational AI platforms like ChatGPT showcase their products. The tool delivers concrete recommendations to help brands outperform the competition.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251002379635/en/>



As more shoppers turn to chat for product discovery, content optimized for these engines is increasingly essential for brand visibility and growth. According to a recent survey by Capterra, 58%<sup>1</sup> of consumers now (vs 25% in 2023) use AI to discover and research products, making AI optimization the next frontier for digital commerce.

"Just as brands once had to master search engine optimization, they now need to understand how generative AI engines like ChatGPT are

presenting their products," said Dave Wright, co-founder and CEO at Pattern. "AI is redefining how consumers discover and shop and brands that don't adapt risk being left behind. The GEO Scorecard gives them the visibility and tools to win in this new era of product discovery."

The GEO Scorecard leverages Pattern's proprietary technology, AI and data, spanning over 46 trillion commerce data points, to provide brands with unprecedented visibility into how major large language models (LLMs) perceive, rank, and describe their businesses. The GEO Scorecard provides brands:

- A comprehensive score reflecting their brand's current presence in AI-driven commerce
- A competitive analysis that benchmarks their standing against key competitors
- A prioritized list of actionable recommendations to improve content, sentiment, and ranking on AI chat platforms

The free, self-serve GEO Scorecard is now available to all brands. Start your assessment today at: <https://www.pattern.com/solutions/geo-scorecard>

### About Pattern

Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 46 trillion data points, sophisticated machine learning and AI models, Pattern optimizes and automates all levers of ecommerce growth for global brands, including advertising, content management, logistics and fulfillment, pricing, forecasting and customer service. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across 60+ global marketplaces—including Amazon, Walmart.com, [Target.com](https://www.target.com), eBay, Tmall, TikTok Shop, JD, and Mercado Libre. To learn more, visit [pattern.com](https://www.pattern.com) or email [press@pattern.com](mailto:press@pattern.com).

### Forward Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements include all statements other than statements of historical fact, including but not limited to statements regarding GEO Scorecard, its performance, its price and availability, and its impacts. Forward-looking statements are neither promises nor guarantees, are

inherently difficult to predict, and involve known and unknown risks and uncertainties. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein can be found in our final prospectus filed with the Securities and Exchange Commission ("SEC") on September 19, 2025, and in our subsequent filings with the SEC. While we may elect to update such forward-looking statements in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change.

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<sup>1</sup><https://www.capgemini.com/news/press-releases/71-of-consumers-want-generative-ai-integrated-into-their-shopping-experiences/>

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