



Finding Your New Active-Aging Consumer: How Search, Social, and AI Are Redefining Product Discovery

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PATTERN

Pattern Accelerates Global Ecommerce



BRANDS

BRICK & MORTAR
78% of Global Retail Sales

Walmart



NORDSTROM



1% shift represents
\$140BN annually

pattern

EXP Ecommerce Acceleration Platform
TECHNOLOGY / ON DEMAND EXPERTISE

GLOBAL ECOMMERCE
22% of Global Retail Sales

天猫 TMALL.COM

JD.COM

TikTok Shop

macy's

$$\text{Revenue} = \text{TRAFFIC} \times \text{CONVERSION} \times \text{PRICE} \times \text{AVAILABILITY}$$

REPEAT FOR CUSTOMER LIFETIME VALUE

GLOBAL CONSUMERS





#1

Amazon Seller
Globally

+46T

Ecommerce
Data Points



Gold Trading Partner
on Tmall Global

\$1.8B

Global Revenue

60+

Countries
We Sell In

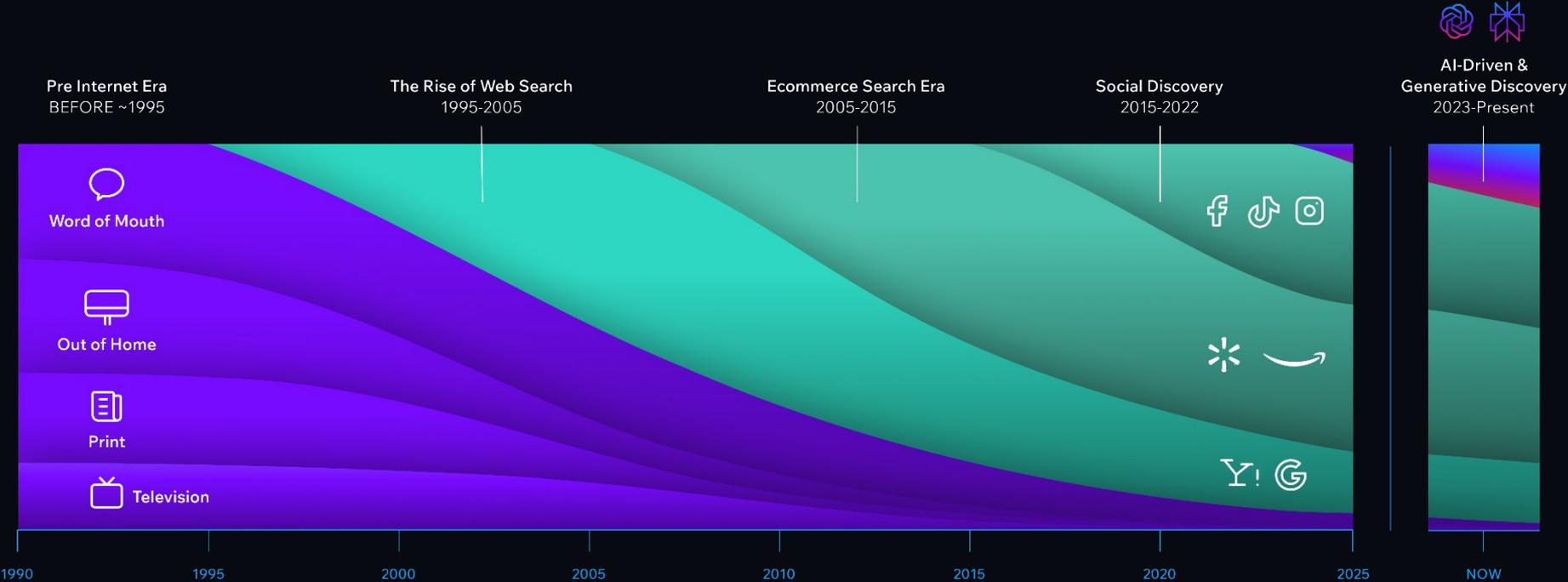
10.5M

Units Shipped
Monthly

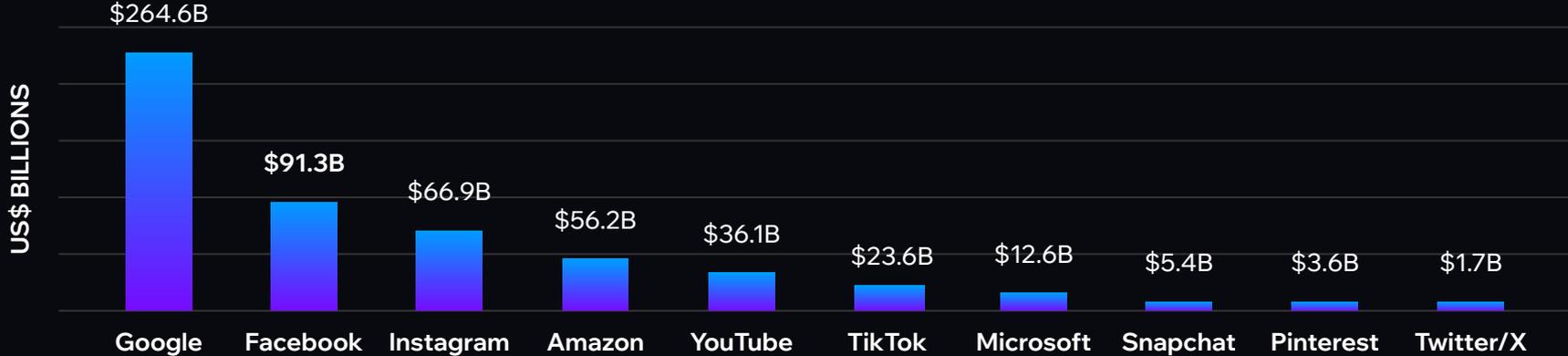


● Global Offices ● Distribution Centers

Product discovery is changing *(again)*



Advertising Revenue by Platform 2024



Source: Oberlo, Statista, Sproutsocial, eMarketer 2024

Marketplace Search



Search demand is exploding as consumers across generations invest in prevention & healthy aging.

Trending Longevity Keyword Buckets

Keyword Family	YoY Search Growth
Sunscreen	+18%
Women's Health	+30%
Multivitamins	+15%
NAD Supplements	+111%
Creatine	+54%
Collagen	+19%
Multivitamins	+16%

Older Consumers: Aging with Intention (50-75)

- 80%+ shop on Amazon monthly
- Increased Amazon spend of ~60% since 2019
- Control 70% of U.S. disposable income
- Strong buyers of joint support, collagen, women's health, NAD

Younger Consumers: Preventing Aging Early (25-44)

- 85% buy on Amazon weekly
- 73% take supplements daily
- Women's creatine use +119% YoY

Marketplaces have so many shelves



329 million
product combinations



Across 18 countries

Playing the Keyword Game: Non-branded Traffic



pattern Digital Shelf > **B0FBSC1CDZ** BACK

MARKETPLACE Amazon

TOP 5 COMPETITORS
TOP 200 COMPETITORS
COMPETITION MATRIX



NMNH Supplement Alternative – Liposomal NAD+ Resveratrol – 30-Day Supply – Third-Party Tested – 60 Capsules – Adv

ASIN: B0FBSC1CDZ

PRICE: \$39.53

EST DAILY IMPRESSIONS: 149,464
EST DAILY CLICKS: 3,875

OF RATINGS: 19
AVG RATING: 4.6

KEYWORDS IN TOP 4: 1,116
KEYWORDS ON PAGE 1: 2,712

Digital Shelf Top 5 Competitors

Avg Price	Avg Rating	Avg Keywords in Top 4	Avg Keywords on Page 1
\$38.07	4.52	284	2,192

PRODUCT	BRAND	PRICE	RATING	RATINGS	KEYWORDS IN TOP 4
 8457 mg Extra Strength NMN Alternative Liposo... ASIN: B0DM2N7RNF Amazon		\$39.47	★ 4.4	431	386
 Patented NAD+ Supplement for Anti Aging and Cell... ASIN: B07TK5K5TQ Amazon	TRU NIAGEN	\$48.37	★ 4.4	132	641
 Liposomal NAD+ Supplement 500mg with Urolithin A... ASIN: B0F347HYWZ Amazon		\$31.47	★ 4.8	802	37
 NAD Supplement, 1500mg - USA Made Liposomal... ASIN: B0C4JRN98N Amazon	WELLNESS LABSRX	\$27.50	★ 4.5	26	117
 Life Extension NAD+ Cell Regenerator™ and Resveratrol Elite™... ASIN: B08PMJFLP8 Amazon	Life Extension	\$43.54	★ 4.5	23	239

Social Discovery



TikTok Shop

Daily Avg. Time
Spend on TT

2.5HRS

Monthly
Users

207M

Est. GMV
(2024 Annual)

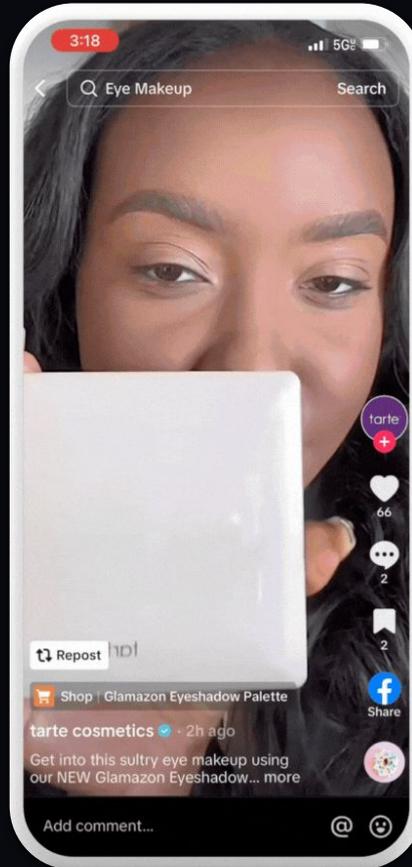
\$9B

Monthly Video
Views

1.4B

YoY Growth
(2023 to 2024)

+650%





AGE

53% are age 25-44

INCOME

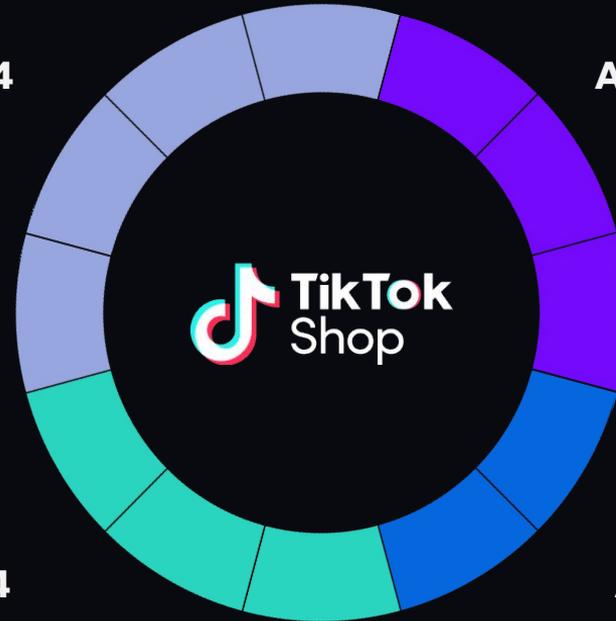
\$119k average household income

AGE 25-34
30%

AGE 35-44
23%

AGE 18-24
26%

AGE 45+
21%





Micro Ingredients

\$6M+

Trailing 30 Day
Revenue

250K+

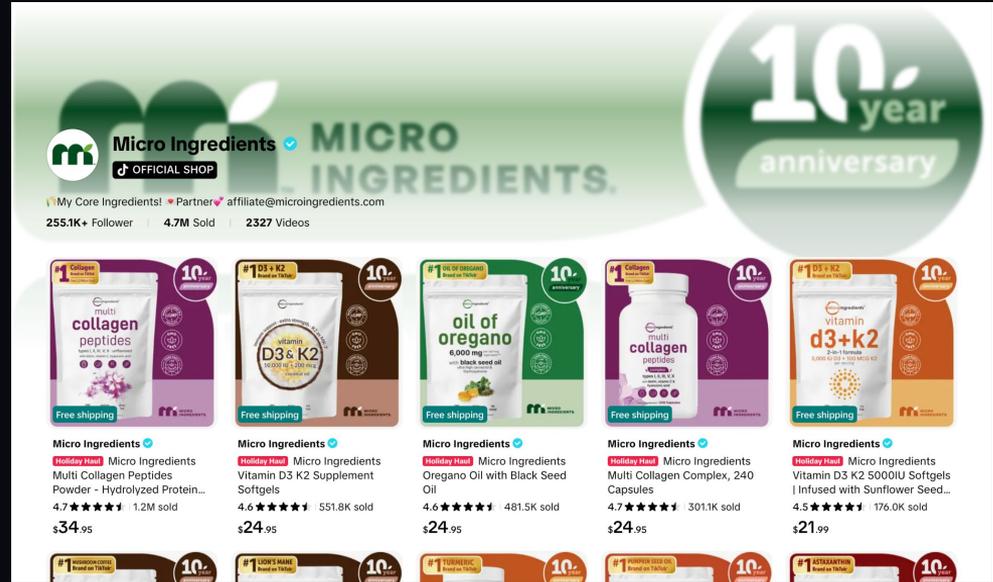
Trailing 30 Day
Units Sold

PRODUCT FOCUS

- General wellness, skin/hair support, & joint support
- Stable, recurring use supplements

CONTENT STRATEGY

- Straightforward, educational, & wellness-oriented
- Avoid chasing trends & Gen Z fads





Who are we targeting?

AUDIENCE ATTRIBUTES

**What grabs their
attention instantly?**

HOOK ARCHETYPES

Why do they care?

MOTIVATIONAL ARCHETYPES

**How do we tell
the story?**

VIDEO ARCHETYPES

**What do we want
them to feel?**

EVOKED EMOTIONS

**What about the product
matters most?**

PRODUCT ATTRIBUTES

TrendVision: Unlock Social Engagement with AI-Powered Insights



Analyzes thousands of videos daily

Conversion-ready content outlines by audience

Outputs strategic briefs for scalable assets per audience



Video Analyzer

AUDIENCE

Millennial Bio-hackers

GMV \$980k, Views 14m, \$0.07/View

HOOK ARCHETYPE

Personal Story

TTS GMV/View

\$.11

MOTIVATOR ARCHETYPE*

Hope-Longevity

\$.014

VIDEO ARCHETYPE

Education & Expertise

\$.09

AUDIENCE

Middle-Aged Health Conscious

GMV \$720k, Views 10.3m, \$0.06/View

HOOK ARCHETYPE

Don't Make This Mistake

TTS GMV/View

\$.05

MOTIVATOR ARCHETYPE*

Informs

\$.03

VIDEO ARCHETYPE

Demonstration Benefit Proof

\$.04



Videos

Use our AI video generator workflow to create this concept automatically



Video Brief

A detailed brief to share with agencies, content creators, or your in-house team



Creator Brief

Targeted guidance crafted specifically for your creator community, such as TikTok Affiliates



Live Brief

Step-by-step instructions to help your team or creators execute this concept during a livestream

Generative Discovery





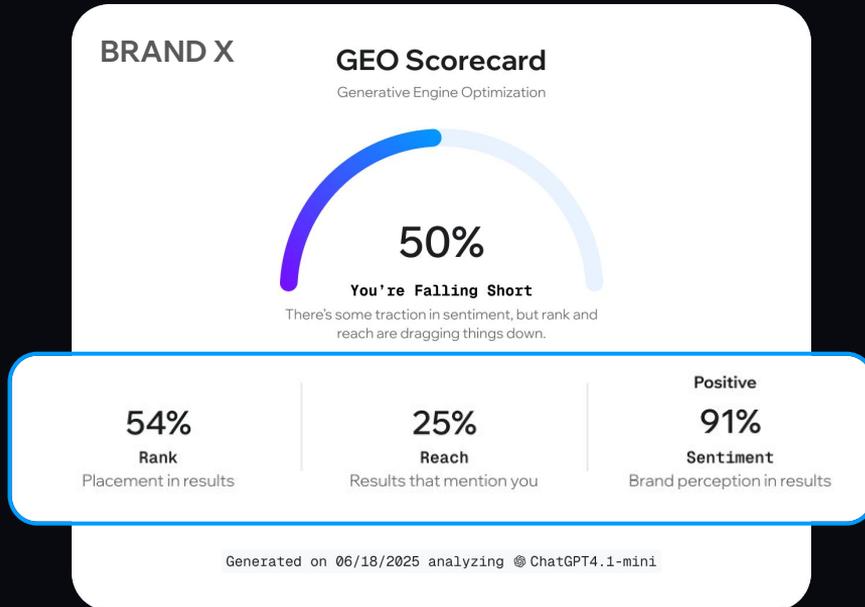
Traffic Coming from LLMs

Estimated LLM vs. Organic Search Value





GEO Performance Scorecard



Reach

How often you appear

Rank

How often you appear ahead of other brands in answers

Sentiment

How you are viewed in AI generated answers



BRAND X

GEO Scorecard

Generative Engine Optimization



Generated on 06/18/2025 analyzing @ChatGPT4.1-mini

Rank & Reach

We analyze your brand's ecommerce data, along with data from hundreds of other brands and AI-generated results, to calculate your visibility in large language models (LLMs). Your rank indicates how prominently your brand appears in AI search results, while reach shows how frequently it's mentioned.

1 **Createine** Search Volume |||||

Rank		Reach	
You	61%	Klean Athlete	46%
Create Wellness	50%	Vega	29%
Klean Athlete	50%	Nutricost	29%
Nutricost	47%	You	25%
Vega	45%	Optimum Nutrition	25%

Topic Question Example: "Which creatine products are best known for their purity and quality?"

+ View additional 4 items

Suggestions for Rank & Reach

1 **Target content gaps for topics you're struggling with** Rank Reach

Enhance your brand's visibility in AI search results by developing engaging, high-impact content focused on topics where your brand currently lacks presence.

Prenatal Vitamins

amazon.com (21) hrt.org (14) parents.com (7) +28

Vitamin D

amazon.com (29) goodhousekeeping.com (6) walratt.com (7) +28

Creatine

amazon.com (16) verivellhealth.com (12) goodhousekeeping.com (7) +29

2 **Target key product features for conversion** Rank Reach

Optimize your listings to align with high search volume topics. A [Pattern Content Brief](#) can help you identify relevant keywords and craft compelling product content on your listing.

3 **Format content for question/answer interfaces** Rank Reach

AI systems often favor formats like FAQs and detailed comparison guides for delivering quick, accurate, and comprehensive responses. Structure your content to anticipate and thoroughly address common user questions.

4 **Keep content fresh and relevant** Rank Reach

Ensure your website content is current and clearly dated (e.g., "Top Tech Trends for 2025"). AI models prioritize more recent information, making your brand seem more relevant and trustworthy.

Suggestions for Sentiment

1 **Boost sentiment for high impact topics** Sentiment

Proactively create and promote positive content and keywords, especially on any sources frequently cited by LLMs.

2 **Proactively address negative sentiment** Sentiment

Identify independent or social platforms impacting your sentiment and actively work to mitigate negative impact.

3 **Diversify your customer review sources** Sentiment

Capture and highlight positive customer experiences across various digital channels. LLMs often incorporate sentiment from a wide range of sources.

Scan For Your GEO Scorecard



Thank you

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