Get your business ready for AI shoppers

Here's the checklist from my video. More and more people ask ChatGPT to find something and buy it for them. OpenAI has published what a business can do about it, and most of it is checking things you already have. You don't need a new payment system. You don't write any code.

What you need

- Your website, and whoever manages its security settings: you, a developer, your web host.
- Ten minutes to go through the checklist.
- If you sell physical goods, an account on OpenAI's Business Hub for Step 3.

What's changing

OpenAI launched ChatGPT Wallet on November 13, 2026. It lets ChatGPT's agents complete a purchase for someone. The person approves each purchase themselves and confirms it with Face ID or Touch ID. Neither the agent nor

the store sees their card number: the card network passes a token in its place.

For now it's only for ChatGPT Pro users in the US, aged 18 or over, with an eligible US-issued card. So this guide isn't a rush. It's about not being the site that quietly turns these customers away.

OpenAI's Commerce pages describe the journey in four steps: the customer says what they need, ChatGPT looks for options, the customer compares them, and then the agent either uses your website the way a person would, or a plugin. ChatGPT can draw on the public web, private integrations and, for retail, product feeds.

Step 1: check that your site doesn't block ChatGPT's browser

This is the one that matters most. When an agent acts for someone, ChatGPT uses a browser running on a computer in the cloud. It reads pages, clicks buttons and fills forms, like a person would. OpenAI says it can already use your site and you don't have to add it to an allowlist. But your security settings may block it by accident, and then the order fails or goes to someone else.

OpenAI's own words: "Sites that block access may lose users or customers who turn to other sources."

1. Ask whoever manages your website: "Does our CDN or firewall block ChatGPT's cloud browser?" If you don't know what a CDN or firewall is, that is the person to ask.
2. If you use **Akamai, Cloudflare, HUMAN or Vercel,** OpenAI says they verify ChatGPT's request signatures automatically. Their pages give a rule to allow the traffic. Open OpenAI's Agent Access page and expand your provider. The bot is called **ChatGPT Agent** on Akamai and HUMAN, and **ChatGPT Operator** (detection ID `129220581`) on Cloudflare. On Vercel, OpenAI says no extra setup is needed if your own rules don't block it.
3. If you use another provider, the same page has manual steps. Hand it to your developer: they check that the `Signature-Agent` header is exactly `"https://chatgpt.com"`, fetch the public key, and verify the signature before allowing the request.

Two things OpenAI says that ease the worry:

- Allowing these visits doesn't change how your site treats other bots. They are separate from OpenAI's web crawlers.
- You can keep your page-level access controls. The exception applies site-wide, and OpenAI says to keep your existing controls in place.

Step 2: keep the checkout you have

OpenAI says ChatGPT Wallet works out of the box with existing checkout pages and payment forms. No Wallet-specific integration is required. The customer reviews and approves the purchase in ChatGPT. Your checkout processes the payment, and you handle the order, fulfillment, support and fraud decisions.

What to check:

- **The card number.** You don't get it. You get a network token, and a Payment Account Reference (PAR) that ties the token to the underlying account.
- **Your fraud tools.** Risk systems that look for bots can block a cloud browser by accident and make purchases fail. OpenAI is rolling out support for passing the customer's signals in the `Forwarded` HTTP header (their IP country, locale, time zone and more). If you use a third-party risk provider, ask them to read it. If you run your own, start observing it. The signals vary while it rolls out.
- **Subscriptions.** Wallet can be used for one if your checkout already supports recurring billing and you get the customer's consent.
- **Reusing the payment.** You can't. The customer consents to that one purchase only, so don't save the credential for another.

- **Your saved cards.** You can keep your normal card-on-file flow. Wallet is an extra way to pay.
- **When something goes wrong,** treat it as if the customer had done it themselves. You're the seller, so cancellations and support go through you.

Step 3: if you sell physical goods, send a product feed

ChatGPT can look at feeds, the public web and other sources when it searches. A feed is a file of your products that OpenAI can read, with prices and availability. OpenAI says it improves the search index. It doesn't place an order: your live website still checks the current offer when someone buys.

To start:

1. Go to OpenAI's Business Hub and claim your business if you haven't.
2. In the products section, verify your identity. OpenAI says you need that to upload products.
3. Click to upload products and choose the countries and currencies you sell in.
4. Build the file from OpenAI's product feed schema. Every row needs these nine fields: `item_id`, `title`, `description`, `url`, `brand`, `seller_name`, `image_url`,

`availability` and `price`, plus the countries you sell to and where your store is. OpenAI asks for plain-text descriptions and a real brand and seller name, not placeholders.

5 Upload it by hand, from a hosted web address, or by SFTP. Check the upload and fix any errors.

Here's OpenAI's own example row, for a mug:

```
{"item_id":"MUG-350-BLUE","title":"Blue ceramic mug,
350 mL","description":"Dishwasher-safe glazed
ceramic mug with a
handle.","url":"https://example.com/products/
mug-blue","brand":"Northline","seller_name":"Northline
Home","image_url":"https://example.com/images/
mug-blue.jpg","price":"18.00
USD","availability":"in_stock","target_countries":
["US"],"store_country":"US"}
```

If you don't sell physical goods, skip this step. OpenAI marks feeds as applying to physical goods.

Step 4: claim your business

A Business Profile helps customers learn about your business when ChatGPT mentions it. OpenAI's page for it is Businesses in ChatGPT. You do it in the same Business Hub as Step 3.

Optional: build a plugin

OpenAI's playbook also lists a plugin, which exposes actions like checking availability as structured tools. It takes more work than the steps above, and OpenAI says you don't need one for ChatGPT's browser to use your site. This guide doesn't cover it.

Check yourself

- Someone has confirmed in writing that your CDN or firewall doesn't block ChatGPT's cloud browser.
- Your checkout still works as is.
- If you use a risk provider, you've asked them about the `Forwarded` header.
- If you sell physical goods, your products are in a feed.
- You've claimed your business.

Written on 13 November 2026 from OpenAI's Commerce pages at developers.openai.com/commerce (Partner Playbook Overview, Agent Access, Accept payments, Submit product feeds, the product feed schema and Claim your business). openai.com and help.openai.com refused my requests, so what I say about how Wallet works for shoppers comes from my notes on OpenAI's announcement and help article, not from reading those pages myself. I haven't run any of these steps. Claude and ChatGPT change fast: if a menu has moved, look for the same words.