

ChatGPT turns into a shopping assistant, allowing you to buy anything with just one click

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OpenAI has introduced a shopping assistant feature on ChatGPT with its latest update. This means that you can now click the "Buy" button on ChatGPT itself and the OpenAI agent will place the order for you. No need to manually go through the checkout process or switch to another website.

OpenAI calls this feature Instant Checkout and is powered by the Agentic Commerce Protocol, which it co-developed with Stripe. This feature comes after bringing the shopping experience to ChatGPT in April of this year. Previously, you could only view visual product tags with reviews and prices on ChatGPT, but now, with just one tap, ChatGPT can also place an order.

OpenAI is rolling out the ChatGPT shopping assistant experience to users in the US right now. And it's not a paid feature. ChatGPT Free, Plus, and Pro users can buy directly from Etsy, and millions of Shopify sellers are coming soon, with big names like Glossier, SKIMS, Spanx, and Vuori.

In a blog post, OpenAI writes:

This marks the next step in Agentic Commerce, where ChatGPT not only helps you find the product you want to buy, but also helps you buy it.

If you're wondering whether ChatGPT has started showing ads, OpenAI claims that *"product results are organic and not sponsored, ranked entirely based on relevance to the user."* OpenAI also adds: *"Sellers will pay a small fee for completed purchases, but the service is free to users, does not affect their prices, and does not impact ChatGPT's product results."*

OpenAI is using its powerful ChatGPT Agent to browse and place orders for you. Note that ChatGPT currently supports single-item purchases. In the future, you will be able to add multiple items and place orders right within the ChatGPT app.

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