

AUTHORITY FOR ECOMMERCE · 6-MONTH MONEY-BACK
GUARANTEE

DTC brands losing organic to AI overviews — this is the engine.

You're a DTC ecommerce brand. Your category traffic was strong two years ago. Then Google rolled out AI Overviews. Then ChatGPT shopping recommendations. Then Perplexity. Your organic traffic to the product pages is down 20-40% from peak. Your paid spend on the same keywords is climbing. The brands showing up in the AI synthesis are the ones cited across multiple authority sources — not the ones with the highest PageRank.

Pillar Authority is the engine that puts your brand in the synthesis. Real coverage on real sites in your category, across the languages your buyers actually search in. 6-month money-back guarantee — we deliver against locked target query clusters or you get your money back in writing.

Talk to us about your category [\(/contact?](#)

[product=authority&segment=ecommerce\)](#)

See Authority tiers [\(/authority#tiers\)](#)

Want the institutional view instead? [Pillar Authority](#) → [\(/authority\)](#)

Why DTC brands engage Pillar Authority.

Your category. Surrounded.

We publish editorial coverage on Pillar-owned-and-operated properties in your category, in your buyers' languages. 20-250+ supporting network properties per month depending on tier. The coverage compounds: month 1 looks small, month 12 looks like you became the category.

6-month money-back guarantee.

Target query clusters locked at kickoff. Measurable progress markers in writing. Six months. Or your money back. We are the only category-search infrastructure operator we know of that guarantees the work in writing.

No backlinks. No PBN. No link manipulation.

We publish editorial coverage on real sites with real audiences. The framing matters: what works in AI-era search is being the brand named in the synthesis, which requires real coverage at scale — not the link-buying patterns that increasingly trigger algorithmic penalties.

AI overview presence.

The brand named in the AI synthesis is the brand cited across authoritative network properties. Pillar already operates at scale on the new front page of search. Your brand becomes the named brand in the answer.

Spanish-language ecommerce.

The largest underserved language ecommerce market in the world. Pillar's deepest inventory position. If you sell into LATAM, US Hispanic, or Spain, this is the engine you've been looking for — native language, real publishing depth, regional coverage that doesn't sound translated.

Full visibility dashboard.

Your rank, our rank, your category leader's rank. Every published property tracked. Citation share in AI overviews tracked. You see what you're paying for in production, not a quarterly PDF.

The receipt: 15 years operating in the hardest English-language vertical online.

Travel and entertainment. Booking, Expedia, TripAdvisor, Kayak as the incumbents. Thousands of sites operating simultaneously. Event-driven, time-sensitive, intent-rich, brutally competitive. Pillar built and operated the engine. Now we run it for DTC ecommerce brands.

[Read the FanTravel case study → \(/case-studies/fantravel\)](/case-studies/fantravel)

The market.

01 — E-commerce is being reshaped by AI shopping assistants, and category authority is the new moat.

Global commerce is moving from search-driven discovery to AI-mediated recommendation. The brands cited by AI assistants are quietly capturing the category, while everyone else pays more for less traffic.

\$6.3T

Global e-commerce market size in 2024

EMARKETER 2024

75%+

US shoppers who research online before buying

PWC 2024

70%+

Of category traffic and conversions captured by the top-3 brand

INDUSTRY BENCHMARKS

\$100+

Average e-commerce CAC, up 60% since 2020

INDUSTRY BENCHMARKS 2024

\$1.2T

US e-commerce market in 2024

US CENSUS BUREAU Q4 2024

4M+

Shopify SMBs competing globally for category share

SHOPIFY 2024

The shopping journey is fragmenting. Perplexity Shopping, Amazon Rufus, Google Shopping AI, and Klarna AI are inserting a recommendation layer between the buyer and the brand, and that layer does not crawl ten blue links. It cites a short list of authoritative sources. According to Klaviyo, brand search volume is now the single strongest predictor of organic conversion rate, and AI search citations are quickly becoming the new SERP rankings. Meanwhile, paid acquisition is breaking: average e-commerce CAC has crossed \$100 and risen 60% since 2020, while Amazon alone captures roughly 38% of US e-commerce. The brands that win the next decade will not be the ones spending the most on ads, but the ones AI assistants trust enough to name.

[Pillar Authority](#) (/authority), for E-commerce is built for this shift. We work with operators across the US, LATAM, and global Shopify ecosystem to engineer the citation surface that AI shopping assistants and search engines reward: editorial coverage in category publications, expert quotes, structured product data, comparison content, and the kind of third-party validation that compounds into category dominance. Engagements run \$5K to \$15K per month with a 6-month performance guarantee, and they pair directly with execution from [Pillar Studio](#) (/studio), and category research from [Pillar Institute](#) (/institute).

If you sell online and you are watching CAC climb while AI assistants begin to mediate discovery, the question is no longer whether to invest in authority — it is whether you will be the cited brand or the one being compared against it. Review case studies in the [portfolio](#) (/portfolio) or start a conversation about your category.

Questions for this segment.

How is this different from a link-building agency?

Link-building agencies sell you link insertions on sites they don't own. Pillar Authority publishes ongoing editorial coverage on sites Pillar owns and operates. The framing matters: what works in AI-era search is being the brand named in the synthesis, which requires real coverage on real properties at scale. Buying links from a third-party site is exactly the pattern that increasingly triggers algorithmic penalties. We don't do it.

How quickly will I see results?

Coverage shipments begin in month one. Structural change in category position takes 3-6 months at the \$2K/mo Single Market tier, 6-12 months at the \$5K/mo Multi-Market tier, 12-18 months at the \$10K/mo Category-Wide tier to overtake a regional category leader. The six-month money-back guarantee is the formal commitment to measurable progress within that window.

What if my category is too narrow / too broad?

We scope the target query cluster to your specific category and product set at kickoff. Too narrow isn't usually a problem — we'll surface that the cluster is small and recommend a tier scaled to the opportunity. Too broad usually means recommending Category-Wide or Full Category tier so we can saturate properly.

Can I see the network properties you'll publish on?

Yes, under NDA after the scoping conversation. The network is proprietary inventory (it's the moat) but the property list for your specific category is shared during scoping. We don't expect blind trust.

Can you support Spanish-language ecommerce?

Yes — this is Pillar's deepest inventory position. thousands of premium Spanish-language domains, pan-Hispanic content discipline, regional examples and properly localized voice. If you sell into LATAM, US Hispanic, or Spain, the Spanish engine is the strongest in the network.

What does the 6-month guarantee actually cover?

Target query clusters locked at kickoff. Measurable progress markers in writing. If we miss the agreed markers at the six-month checkpoint, you get your money back. The contract specifies the markers — they're not vague feel-good language. Specifics include coverage volume shipped, search visibility against the cluster, AI overview citation share, and competitor benchmarks.
