AN AUGMA STUDY

AI Desirability Index & Agentic Commerce

FRAGRANCE · EDITION 02

How AI recommends fragrances.
What an agent can do on a Maison's website.



AI DESIRABILITY INDEX

10 Maisons
5 AI systems observed
June and November 2026

AGENTIC COMMERCE

10 Maison websites
3 shopping tasks, 3 attempts each
90 recorded attempts

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WHAT AUGMA CAN NOW OBSERVE

What AI says and what an agent can do

The first edition examined how AI systems name and describe ten fragrance Maisons. This edition revisits those answers and adds a practical test: can a browser agent find a fragrance, read the information it needs and prepare the intended basket on a Maison's website?

The two observations are kept apart. The Index reads what the systems answer, while the browser trials record what the agent did and check what it left on the website.

WHAT IS A BROWSER AGENT?

An AI model that operates a web browser on its own, following an instruction: it reads each page, decides where to click and moves from page to page. AUGMA records every action and checks the result separately.

What AI says

The AI Desirability Index asks five AI systems the same questions in each collection and reads three things in their answers.

> CHATGPT · ENGLISH · 3 NOVEMBER 2026 · "WHICH LUXURY PERFUME MAISONS PRESERVE HISTORICAL FORMULAS IN THEIR CURRENT CATALOG?"
>
> Dior: Eau Sauvage (1966), Diorissimo (1956; reformulated), "Miss Dior Original" (the 1947 chypre) persists in limited distribution; regional availability varies.

A ChatGPT answer to a question that names no Maison. Dior is named with dated fragrances, which the Index reads as heritage.

PRESENCE

Is the Maison named in answers to general questions, those that name no Maison, and how often?

DESCRIPTION

What does the answer say about it: products, dates, people, tone?

SOURCES

When Google answers, which websites does it cite: the Maison's own, the press, retailers?

10	2	5
MAISONS	COLLECTIONS: JUNE AND NOVEMBER 2026	AI SYSTEMS OBSERVED

FOR MAISON LEADERS AND THEIR TEAMS

Use this report to see which questions, narratives and website interactions deserve a closer look for your Maison. AUGMA links each finding to what a Maison can investigate next.

Number of questions, requests and answers per collection: methodology, page 53.

AN EXAMPLE FROM THE TEN-MAISON STUDY · BYREDO

What a completed gift-shopping task looks like

Byredo is one of the ten Maisons tested. This recorded attempt shows what the agent did and what AUGMA checked afterwards. We selected it to illustrate a task that passed the study's checks; other attempts had different outcomes.

WHAT WE ASKED

On the Byredo website, check delivery to France and gift services, then add one bottle of Bal d'Afrique in the smallest available size to the basket. Stop before placing an order.

Summary in English of the instruction given in French. The full French text is in the appendix, page 56.

WHAT THE AGENT DID

1. Opened the delivery information.
   journal step 2
2. Opened the gift-wrapping information.
   journal step 3
3. Added the 50 ml fragrance to the basket.
   journal step 12

Three of the 13 recorded steps; the number is the step in the session journal. Every step is listed on page 56.

WHAT WE CHECKED

DELIVERY TO FRANCE · TRANSLATED FROM FRENCH

Byredo.com delivers to the following countries: [...] France [...]

GIFT SERVICES · TRANSLATED FROM FRENCH

Every order placed on BYREDO.COM is shipped in a gift box with the BYREDO signature wrapping.

FINAL BASKET, READ BY THE SCRIPT

1 bottle · **Bal d'Afrique** · 50 ml · €170

● **Passed the checks**

Delivery and gift-service information were found on pages the agent visited. The final basket contained one 50 ml bottle of Bal d'Afrique, priced at €170. This attempt passed the study's checks. No order was placed.

The check confirms that the pages mention delivery to France and a gift service. It does not verify every delivery condition. Byredo · gift task · attempt 2 of 3 · 6 November 2026.

SUMMARY

Three findings from this edition

1 · AGENTIC COMMERCE

The agent completed some shopping tasks; results varied by task.

Three tasks on ten Maison websites, three attempts per task and Maison: 30 attempts per task, 90 in total.

Find a matching fragrance

11 of 30 attempts
passed the checks

A woody fragrance page within the €250 budget, with its name and price.

Check the product and select a size

7 of 30 attempts
passed the checks

Product details read and the smallest available size selected.

Check gift services and prepare the basket

5 of 30 attempts
passed the checks

Delivery and gift information found; basket matching the product, size and quantity.

Each task was run in separate sessions; the figures are not stages of one journey. No order was placed.

Why it matters for a Maison. These trials show whether an agent can reach the intended store, select the requested product and size, and find the Maison's delivery and gifting services. They identify interactions for the brand's teams to investigate; they do not measure lost sales.

What to explore with AUGMA. Which task stopped on your website, at which step, and why: the page, the agent or the test conditions. A focused review of your recorded sessions with the AUGMA team. Pages 20–29

2 · FRENCH AI OVERVIEWS

French AI Overviews now provide a baseline for this study.

235 of 240

French-language questions answered by an AI Overview in November

NEW FRENCH BASELINE

Google returned an AI Overview for 235 of the 240 French-language questions in November, and none in June. The new baseline shows which Maisons and sources appear in French answers, not any progress by the Maisons.

Why it matters. French answers name Maisons and cite sources that a team reading only English results would not see.

What to explore with AUGMA. Which French discovery and gifting questions name your Maison, which Maisons appear instead and which pages Google cites, read answer by answer. Pages 13–14

3 · SCORES SINCE JUNE

The scores moved; no AI Presence change is conclusive.

−4.3 to +4.5 pts

range of the observed AI Presence changes, scores out of 100

Dior and YSL Beauté cross their individual change thresholds, but not the additional panel-wide criterion. No AI Presence change meets both criteria. Some Desirability changes also depend on the scoring method.

Why it matters. A few points on an overall score do not show a team what to change.

What to explore with AUGMA. The answers behind your score, on the same questions, campaign after campaign. Page 9

IMPLICATIONS

Three decisions for Maison leaders

This edition examines three separate questions: whether a Maison enters the answer, how it is described, and whether an agent can carry out a shopping task on its website. Each calls for a different decision.

1

AI Visibility

Decide where you want the Maison to be considered

A detailed answer about your Maison does not tell you whether it is recommended when the question names no Maison. Choose the discovery and gifting questions that matter for your products and languages, then read the answers where the Maison is absent.

WHAT TO EXPLORE WITH AUGMA
The answers to these questions, filtered by whether your Maison is named, with the Maisons named instead and the sources cited.

EXPECTED OUTPUT
A shortlist of occasions and questions, with the answers and sources behind each.

SUGGESTED LEAD
Marketing & Digital

2

AI Desirability

Check whether the answers reflect the Maison you want to present

Review the creations, qualities and stories that recur in the answers and compare them with your own priorities. Separate inaccurate statements from editorial gaps before deciding what to change.

WHAT TO EXPLORE WITH AUGMA
The statements the answers make about your Maison, checked against your Brand Truth Profile, the Maison's approved reference information, with the pages they rely on.

EXPECTED OUTPUT
Factual corrections and editorial opportunities, each with its source.

SUGGESTED LEAD
Brand, Content & Communications

3

Agentic Commerce

Decide which website interactions need investigation

The trials point to specific interactions: access, country selection, sizes and basket confirmation. Reproduce the one that concerns your website and establish whether the cause lies in the site, the agent or the test conditions before changing anything.

WHAT TO EXPLORE WITH AUGMA
A focused review of your Maison's recorded sessions with the AUGMA team, and new attempts on the tasks that matter to you.

EXPECTED OUTPUT
A documented diagnosis and, where justified, a scoped change with a repeatable check.

SUGGESTED LEAD
Digital & E-commerce, with UX, Technology and Security

The study observes answers and purchase preparation. It does not measure sales or revenue.

THE STUDY

What the study observes

The study follows ten fragrance Maisons over two collections, June and November 2026. It reads what AI systems answer about them and tests what a browser agent can do on their websites.

AI VISIBILITY

Does AI bring the Maison into the conversation?

A composite of three dimensions: product discovery, brand knowledge and gifting.

Measure: AI Presence score, out of 100

AI DESIRABILITY

How does AI describe and value the Maison?

Heritage, olfactory authority and cultural resonance: how AI answers present a Maison's heritage, expertise and cultural associations. It does not measure consumer preference or purchase intent.

Measure: Cultural Desirability score, out of 100

AGENTIC COMMERCE

Can an agent prepare the intended purchase?

Three shopping tasks on each Maison's French website, checked by a script.

Measure: Attempts that passed the checks

THE SYSTEMS AND THE AGENT

5 **Five systems observed**

Claude, ChatGPT, Gemini, Perplexity and Google AI Overviews answered the study's questions in both collections. Analyses labelled 'five systems', such as Maison Constellation, also include Perplexity.

4 **Four systems used for score comparisons**

In our November collection, Perplexity's answers were less than half as long as in June: 1,564 characters on average, compared with 3,458. They also cited more sources. Because the scores partly depend on how much detail an answer gives, this change could affect the scores without reflecting a change in the Maison itself. We therefore exclude Perplexity from both periods when calculating the comparison scores.

1 **One browser agent used for website trials**

Claude Sonnet 4.6 chose each action, in a new browser session for every attempt. The Index does not count it among its systems: it acts on the websites, and AUGMA checks the result separately.

The Perplexity change is observed in our collection; the study has identified no provider update behind it. The model identifier is unchanged and the provider does not document a change. AI Presence and Cultural Desirability are scores out of 100. Agentic Commerce has no score: its results are counts of attempts by checked outcome.

THE PANEL

Chanel · Dior · Guerlain · Hermès · YSL Beauté · Tom Ford Beauty · Diptyque · Le Labo · Maison Francis Kurkdjian · Byredo

HOW TO READ THE SCORES

How to read a score change

To compare June and November fairly, we recalculate June using the same comparison method as November. The scores originally published in Edition 01 remain unchanged in the archive.

EXAMPLE · DIOR · AI PRESENCE

June comparison score → November

70.3 → 65.9 ↓ −4.3 pts

The change is calculated before rounding. The score published in June 2026 under the Edition 01 method was 68.2; both June series are listed in the appendix, page 52.

WHAT THE ARROW SAYS

The arrow shows the direction of the observed difference. It does not, on its own, establish a lasting change. We also repeated a sample of questions to assess how much the answers vary. A change that is not conclusive does not prevent a Maison from investigating a specific problem seen in the answers.

HOW MUCH THE ANSWERS VARY

In November, 36 questions were asked three times to set each Maison's own threshold. A second, pooled criterion was added after a first reading of the results, because three repetitions give an imprecise spread for a single Maison. A change is conclusive only when it exceeds both. The values are in the appendix table, page 53.

TWO LABELS USED IN THIS REPORT

OBSERVED CHANGE; NOT CONCLUSIVE

The change does not meet the combined rule of this edition: the Maison's own threshold and the pooled criterion together. It may reflect a real change or ordinary variation in the answers; this edition cannot tell them apart.

METHOD-SENSITIVE CHANGE

The interpretation changes when the alternative scoring method is applied. Read the result alongside the number of mentions and the differences between systems.

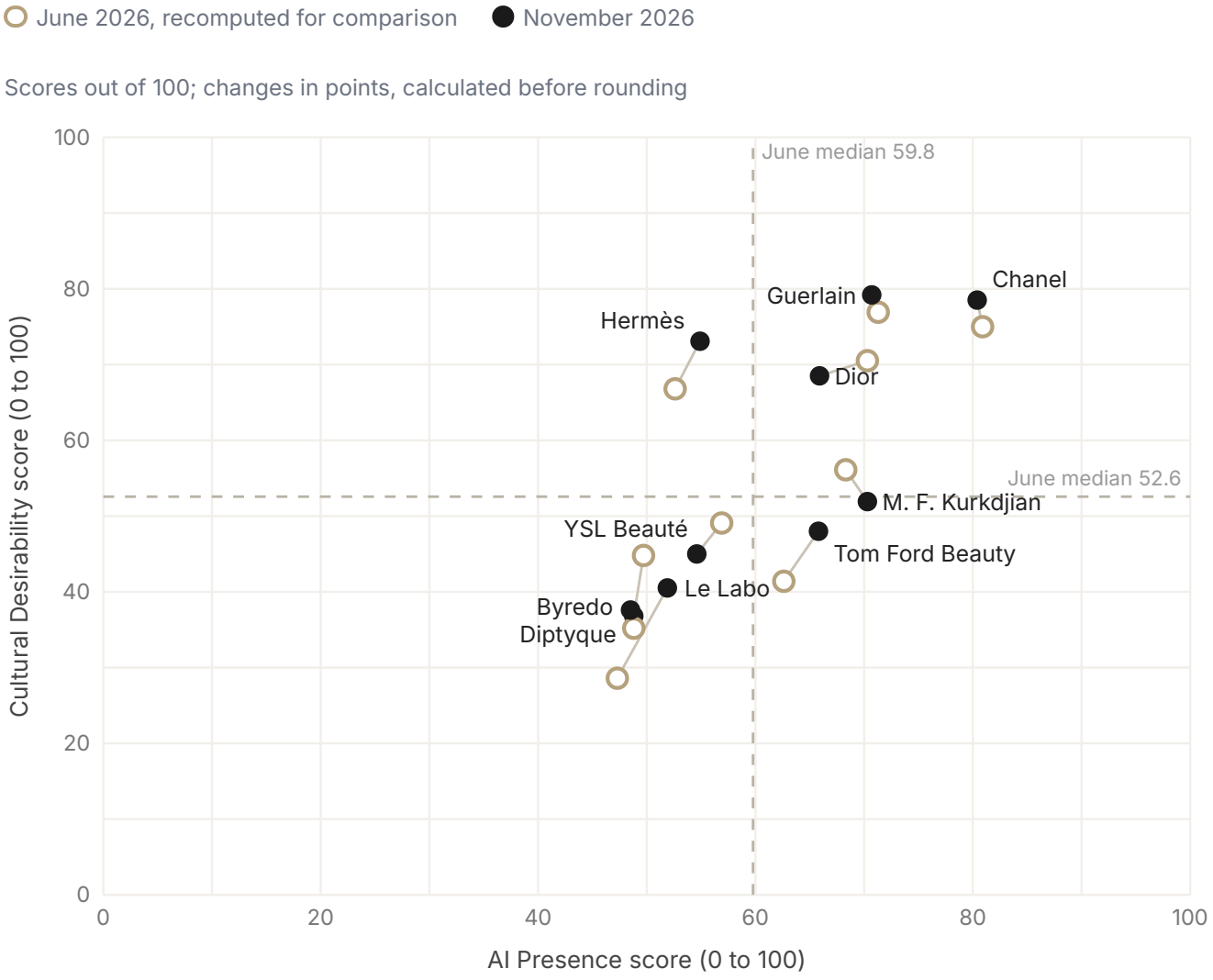
WHAT A SCORE IS

A score places the Maison on the study's scale from 0 to 100, against bounds set in June. A brand knowledge score of 95 is neither 95% accuracy nor 95% awareness.

THE MAP

Ten Maisons on the two scores

Each Maison appears twice: an open circle for its June comparison score, a filled circle for November. The dashed lines mark the medians of the ten June scores, to show which Maisons sit above or below the middle in the panel.



WHAT IT SHOWS

The order of the Maisons changes little between collections. Hermès, Tom Ford Beauty and Le Labo sit higher on Cultural Desirability in November and Diptyque lower. These four changes are method-sensitive; for three of them the heritage results rest on a handful of answers, and for Hermès the change comes mostly from Google AI Overviews (page 18).

The medians printed in June (58.5 and 55.0) belong to the Edition 01 method; they are listed in the appendix.

AI VISIBILITY

Chanel has the highest AI Presence score

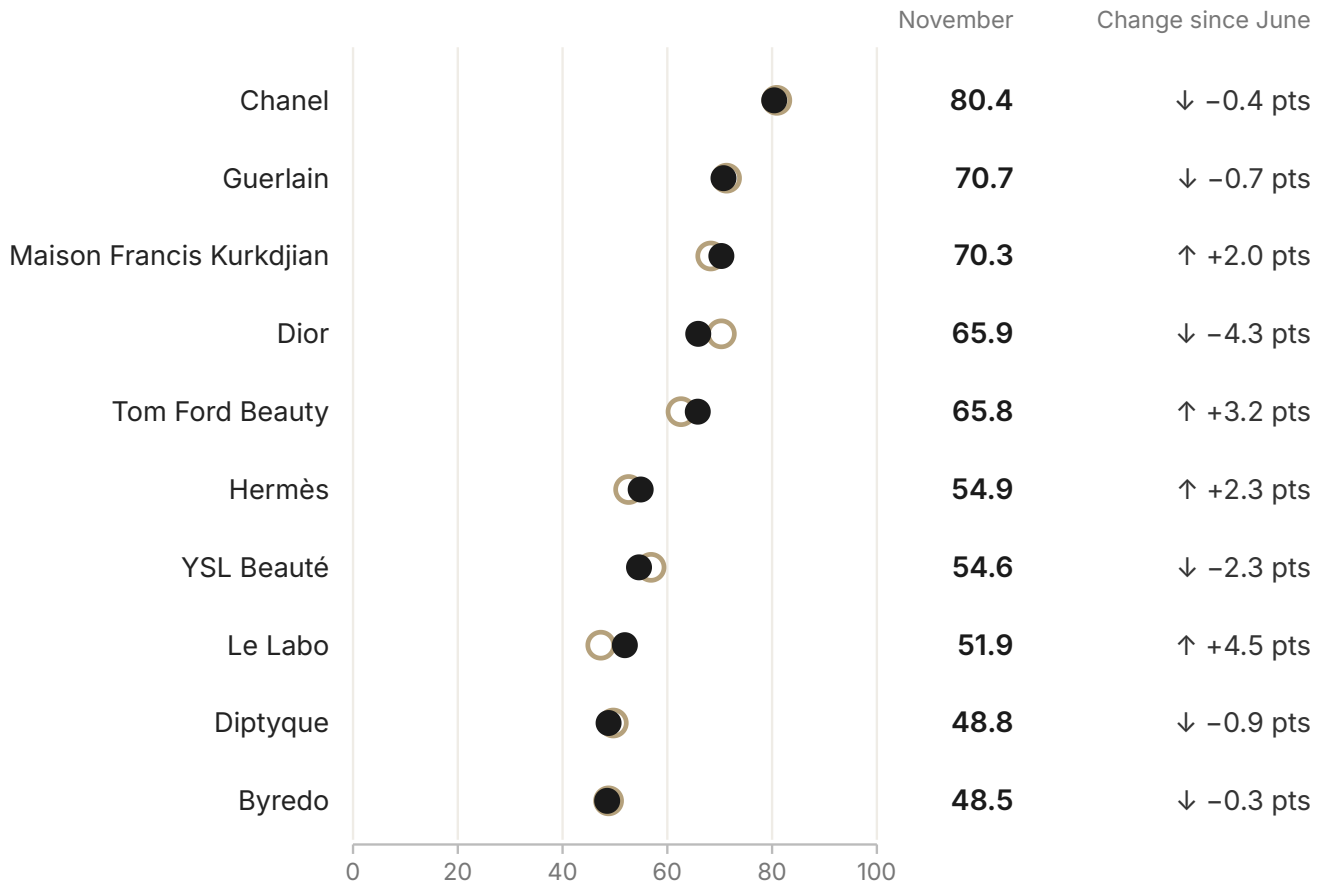
AI Presence combines product discovery, brand knowledge and gifting. No change since June meets both criteria of the study's combined rule.

Question · Does AI bring the Maison into the conversation?

○ June 2026, recomputed for comparison ● November 2026

Scores out of 100; changes in points, calculated before rounding

Every change on this page: observed change; not conclusive.



WHAT IT SHOWS

Changes range from −4.3 to +4.5 points. Dior records the largest decrease, 4.3 points, mostly in gifting answers from Google AI Overviews; Le Labo records the largest increase. Dior and YSL Beauté cross their individual change thresholds, and Le Labo the pooled criterion, but no change meets both parts of the combined rule (appendix, page 53).

FOR A MAISON

The position in the panel compares the Maison with the nine others. To choose which answers to work on, start from the open questions about discovery and gifting where the Maison is rarely named, and read those answers and their sources.

One collection per period; the June spread is assumed equal to November's.

AI VISIBILITY

Discovery, brand knowledge and gifting

Question · Where does AI bring each Maison into the conversation?

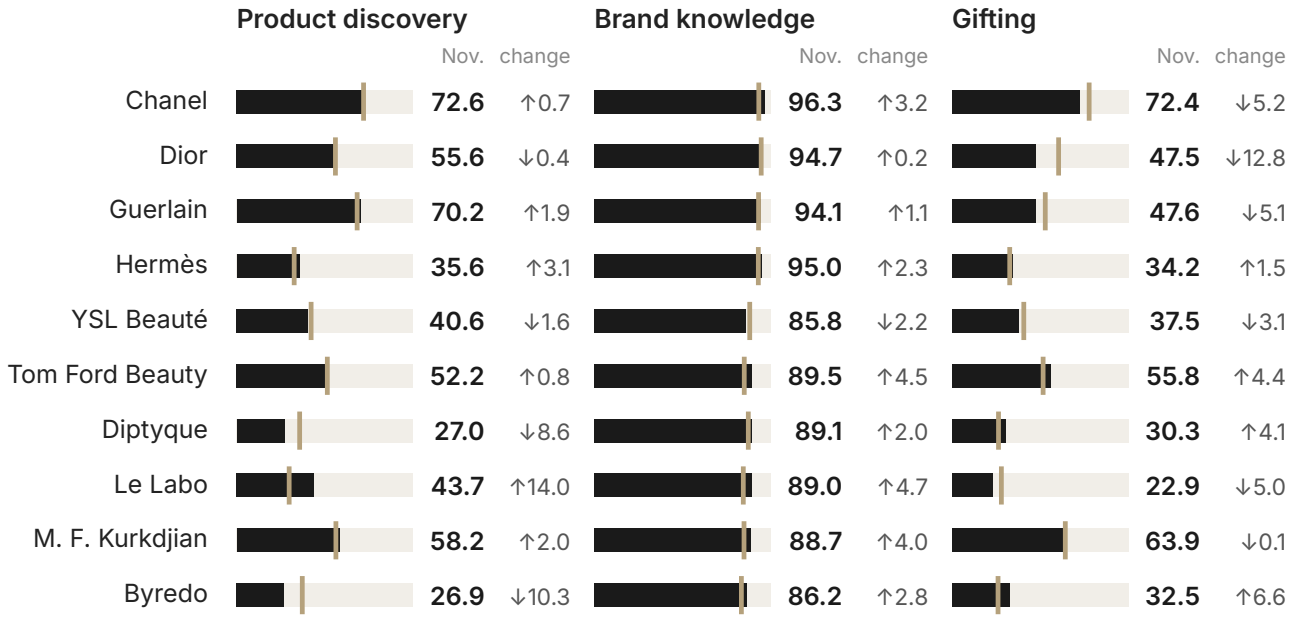
Product discovery · Is the Maison named when someone asks which fragrances to discover? The question names no Maison.

Brand knowledge · How fully do the answers describe the Maison when the question names it?

Gifting · Is the Maison named when someone looks for a fragrance gift? The question names no Maison.

November 2026 | June 2026, recomputed

Nov.: November score out of 100 · change: since June, in points (↑ higher, ↓ lower; <0.1 when it rounds to zero)



	Product discovery		Brand knowledge		Gifting	
	Nov.	change	Nov.	change	Nov.	change
Chanel	72.6	↑0.7	96.3	↑3.2	72.4	↓5.2
Dior	55.6	↓0.4	94.7	↑0.2	47.5	↓12.8
Guerlain	70.2	↑1.9	94.1	↑1.1	47.6	↓5.1
Hermès	35.6	↑3.1	95.0	↑2.3	34.2	↑1.5
YSL Beauté	40.6	↓1.6	85.8	↓2.2	37.5	↓3.1
Tom Ford Beauty	52.2	↑0.8	89.5	↑4.5	55.8	↑4.4
Diptyque	27.0	↓8.6	89.1	↑2.0	30.3	↑4.1
Le Labo	43.7	↑14.0	89.0	↑4.7	22.9	↓5.0
M. F. Kurkdjian	58.2	↑2.0	88.7	↑4.0	63.9	↓0.1
Byredo	26.9	↓10.3	86.2	↑2.8	32.5	↑6.6

WHAT IT SHOWS

Brand knowledge scores are high for every Maison: those questions already name it. Discovery and gifting separate the panel: Chanel, Guerlain and Maison Francis Kurkdjian are named far more often than Hermès, Diptyque or Byredo.

FOR A MAISON

A system can describe a Maison well when the question names it and still leave it out when a gifting question names no Maison. Compare each dimension with the same dimension for the other Maisons: the dimensions rest on different questions.

Scores out of 100, comparison method; one collection per period.

AI VISIBILITY

The answers also changed between collections

Question · Do the systems behave as they did in June?

GOOGLE AI OVERVIEWS · FRENCH

Questions answered, of 240

0 → 235

New French baseline, none in June

GOOGLE AI OVERVIEWS · ENGLISH

Mean length of an answer

1,588 → 2,213

characters

↑ higher than in June

GOOGLE AI OVERVIEWS · ENGLISH

Sources cited per answer

11.0 → 8.5

↓ lower than in June

PERPLEXITY

Mean length of an answer

3,458 → 1,564

characters

↓ lower than in June

PERPLEXITY

Answers cut short, of 480

29 → 0

↓ lower than in June

PERPLEXITY

Sources cited per answer

7.3 → 9.9

↑ higher than in June

June then November. Scores by system are in the appendix, page 51.

WHAT IT SHOWS

Perplexity's answers were less than half as long as in June and cited more sources; none was cut short. Google AI Overviews now answer the French questions, which gives the study its first French baseline. In English, Google's answers were longer and cited fewer sources.

FOR A MAISON

Part of the movement between collections may come from changes in how the systems answer; the study does not identify the cause. Tracking a Maison over time needs the same questions, systems and settings, with each system change recorded alongside.

WHY ENGLISH AI OVERVIEWS STAY IN THE COMPARISON

Google AI Overviews in English remain in the comparison, as set by the recorded method decision D-E2-7. As a check, the study recomputed the changes with the three conversational assistants alone: in that calculation too, no AI Presence change is conclusive under the study's rule.

One run per period; length and sources are means without a test of their dispersion. When Google shows no AI Overview, the query has no answer; it is not counted as a failure to name the Maison.

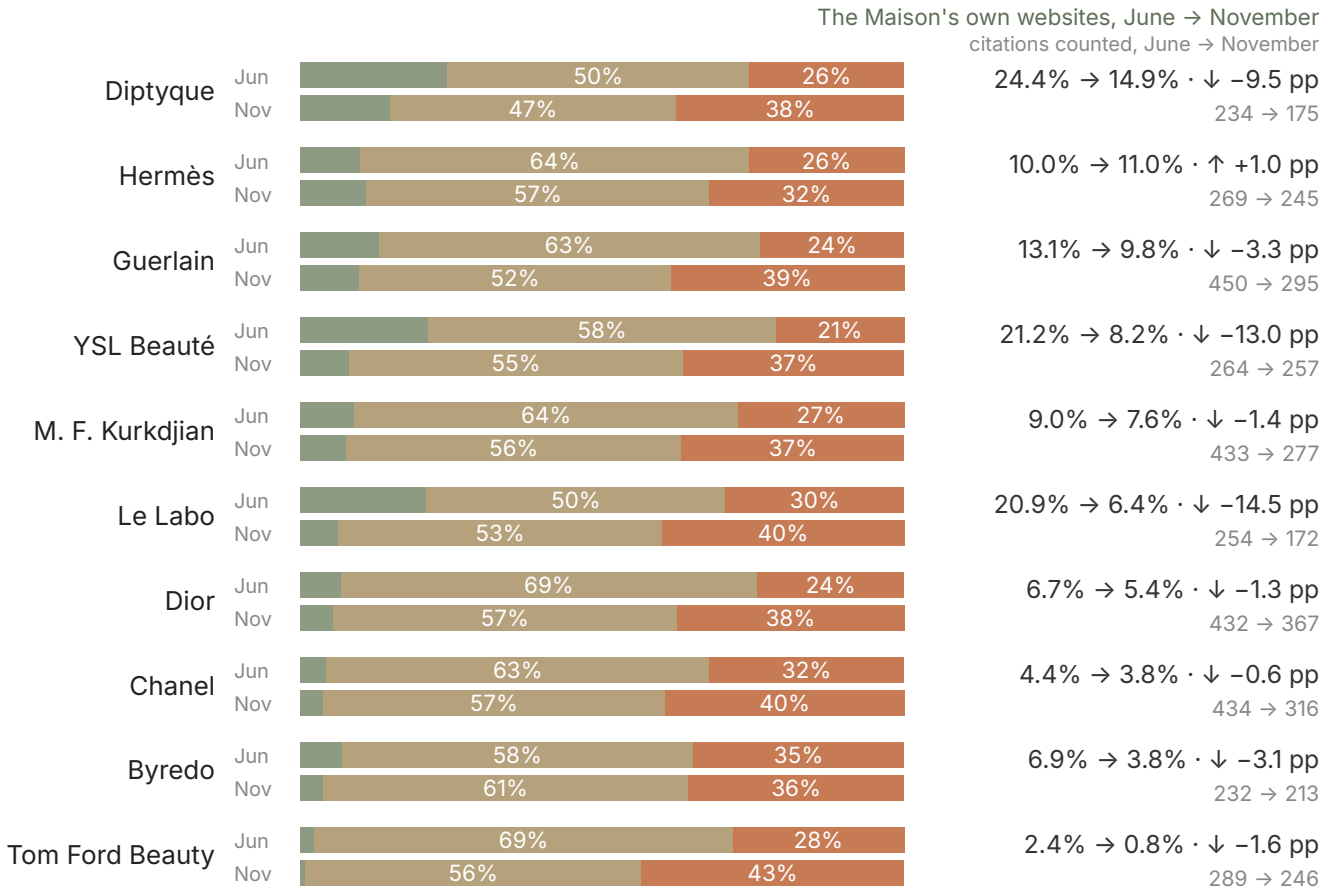
SOURCES

Which websites do English AI Overviews cite?

Question · Which websites do English AI Overviews cite when they name the Maison?

The Maison's own websites · Press and editorial · Retailers and social platforms

Share of source citations, drawn from the counts; pp = percentage points



WHAT IT SHOWS

Press and other editorial sites make up most of every bar. Retailers and social platforms take a larger share in November for all ten Maisons, least of all for Byredo. The Maisons' own websites stay a small share, except for Diptyque, YSL Beauté and Le Labo in June.

FOR A MAISON

The press and retailers are cited for every Maison in the panel. The review that helps is whether the pages cited are relevant and accurate, and whether the Maison's own information is available where the answers look for it.

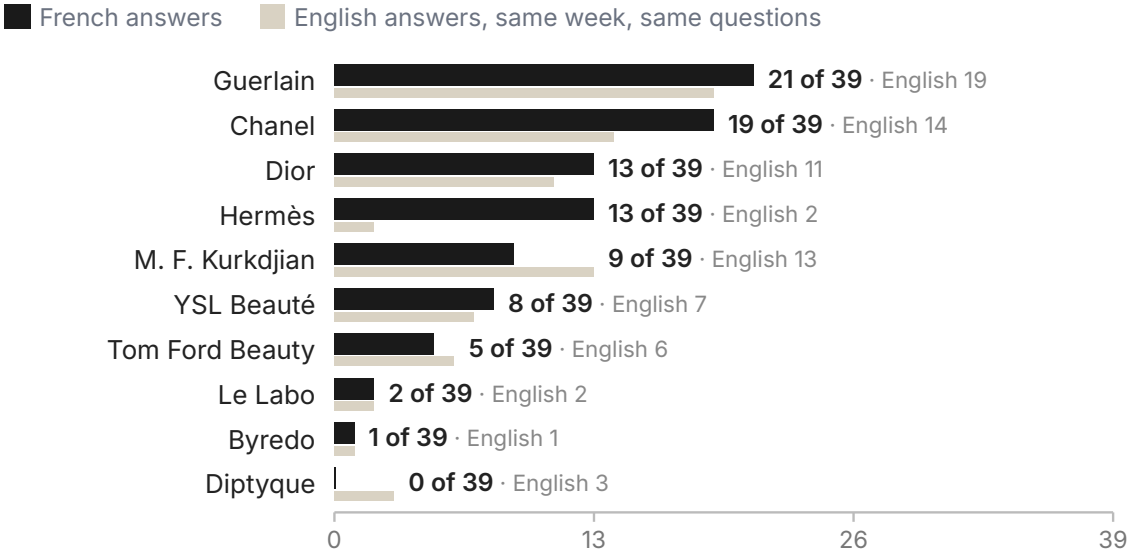
Unit: source citations in the AI Overviews that name the Maison; one answer can cite several pages, and a page cited twice counts twice. Google Shopping product cards are counted apart, in the appendix. Both collections use one classification; the shares printed in June are in the appendix.

NEW IN EDITION 02

French-language AI Overviews: a first baseline

In June, Google returned no AI Overview to the French questions of this study. In November it answered 235 of the 240, at two levels: 39 of the 40 general questions, which name no Maison, and 196 of the 200 questions about one Maison (20 per Maison).

OF THE 39 FRENCH ANSWERS TO GENERAL QUESTIONS, HOW MANY NAME EACH MAISON · NOVEMBER 2026



The same questions in French and in English, the same week, on google.fr with French-language settings and no city-level location. Google answered 39 of the 40 general questions in each language, but not the same ones: 38 have an answer in both, which can change a Maison's count by one at most.

ONE FRENCH ANSWER, AS GOOGLE GAVE IT

"Quel parfum de luxe offrir pour un mariage ?" · Google AI Overviews · French · 3 November 2026

> • Musc Outreblanc (L'Art & la Matière) – Guerlain : Une caresse lactée et veloutée autour du musc blanc, du néroli et de l'iris.
> *Musc Outreblanc (L'Art & la Matière), Guerlain: a milky, velvety caress around white musk, neroli and iris.*

> • Coco Mademoiselle – Chanel : Un grand classique élégant mêlant bergamote, jasmin et patchouli.
> *Coco Mademoiselle, Chanel: an elegant classic blending bergamot, jasmine and patchouli.*

Two lines of this answer. It also names Dior, Maison Francis Kurkdjian, Hermès, Elie Saab and Creed, and cites five sources: a magazine, a lifestyle blog, a fragrance retailer, Creed's own French site and Instagram.

WHAT IT SHOWS

Guerlain and Chanel are named most often in both languages. Hermès is named far more often in French than in English. Diptyque is named in none of the 39 French answers to general questions; French answers to questions about Diptyque itself do name it.

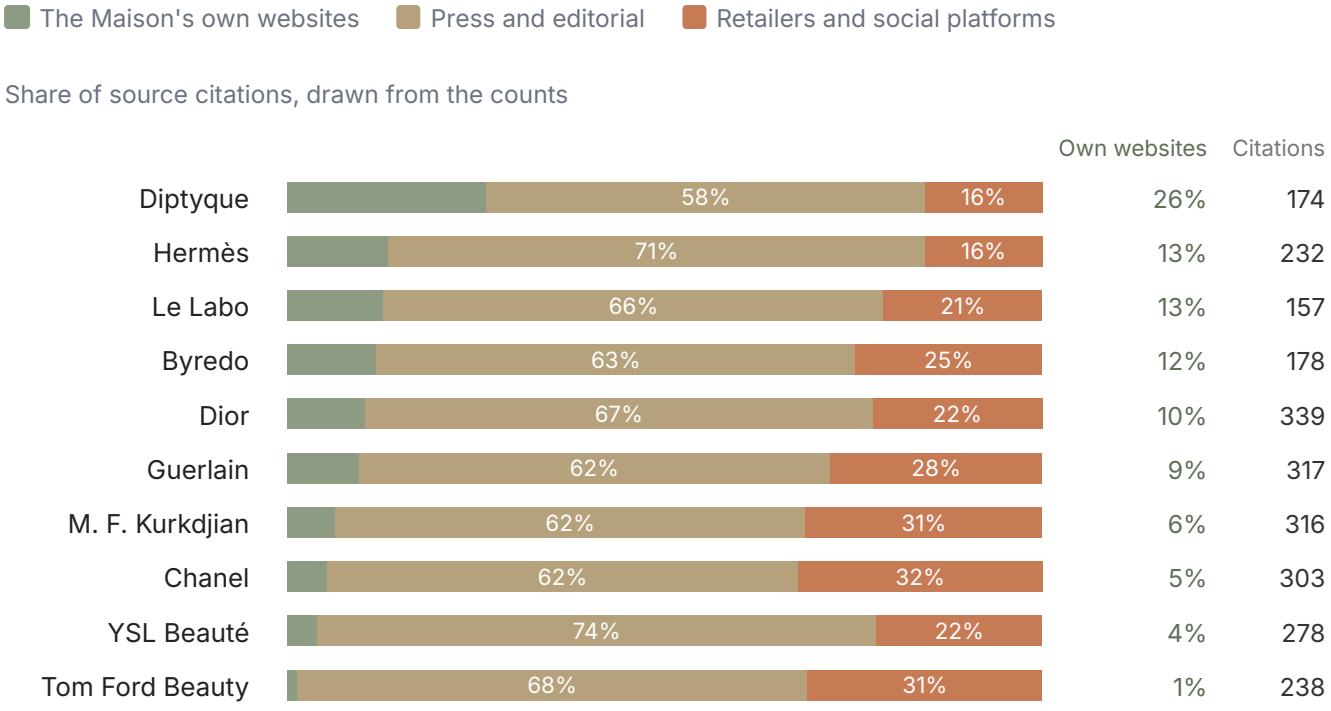
For a Maison. A Maison can now follow which French questions name it and which sources the answers cite. Start with the questions that matter to its products, then compare in later editions under the same conditions.

One collection; the questions are those of this study on google.fr and do not cover all fragrance searches in France.

NEW IN EDITION 02

Which websites do French AI Overviews cite?

Question · Which websites do French AI Overviews cite when they name the Maison?



WHAT IT SHOWS

As in English, press and other editorial sites carry most of each bar. Diptyque's own websites have the largest share of its French citations; Tom Ford Beauty's the smallest.

FOR A MAISON

The share of the Maison's own sites shows whose pages Google draws on; it measures neither accuracy nor quality. Read the pages cited for the products that matter to the Maison before deciding what to correct or publish.

Why zero mentions and many citations can go together: Diptyque is named in none of the 39 French answers to general questions, yet French answers that name it contain 174 source citations. All of those answers come from questions about Diptyque itself.

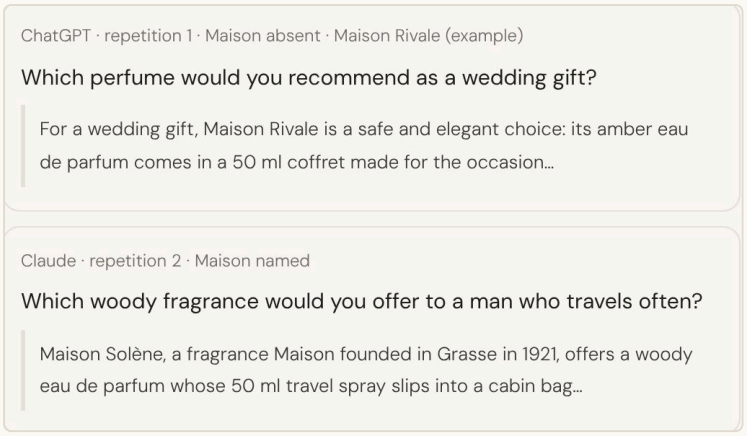
WITH AUGMA. Read the French and English answers to the questions that matter to your Maison, see which Maisons they name instead, and open the pages they cite (page 15).

November only, so no change is shown. Unit: source citations in French AI Overviews that name the Maison, all questions included.

AUGMA IN PRACTICE

From a finding to the answers behind it

The findings of this report come from answers that can be read one by one. Two screens of the AUGMA platform show how a Maison moves from a finding to its answers and the pages they cite; a third function follows the same questions from one campaign to the next.



Buying Occasions, gift occasion, Answers tab (Growth and Scale; the Answers screen is in every plan). Fictitious Maison and demonstration data.

IN THE AUGMA PLATFORM

Which answers name the Maison, and which do not

For each question, AUGMA keeps the answer of each AI system and shows whether the Maison is named and which other Maisons appear. Here, the gift occasion of a fictitious Maison: one answer names a rival, the other names the Maison.

For a Maison: see the questions where it is absent and read the answers themselves.



Editorial Opportunities screen, cropped to the page, its citations, the Maison's presence, the competitors named and the priority (Growth and Scale plans). Fictitious Maison, pages and domains.

IN THE AUGMA PLATFORM

The cited pages worth a closer look

AUGMA collects the pages the assistants cite, reads them again and records whether the Maison and its competitors appear. Here, a comparison site names a competitor, not the Maison.

For a Maison: a short list of concrete pages, each with the reason it deserves attention.

IN THE AUGMA PLATFORM

The same questions, compared between two campaigns

AUGMA compares two campaigns only on the questions and assistants they share, states that scope, and gives each change in points. The same screen exists for every plan.

For a Maison: follow a change on the same questions, without reading a cause into it.

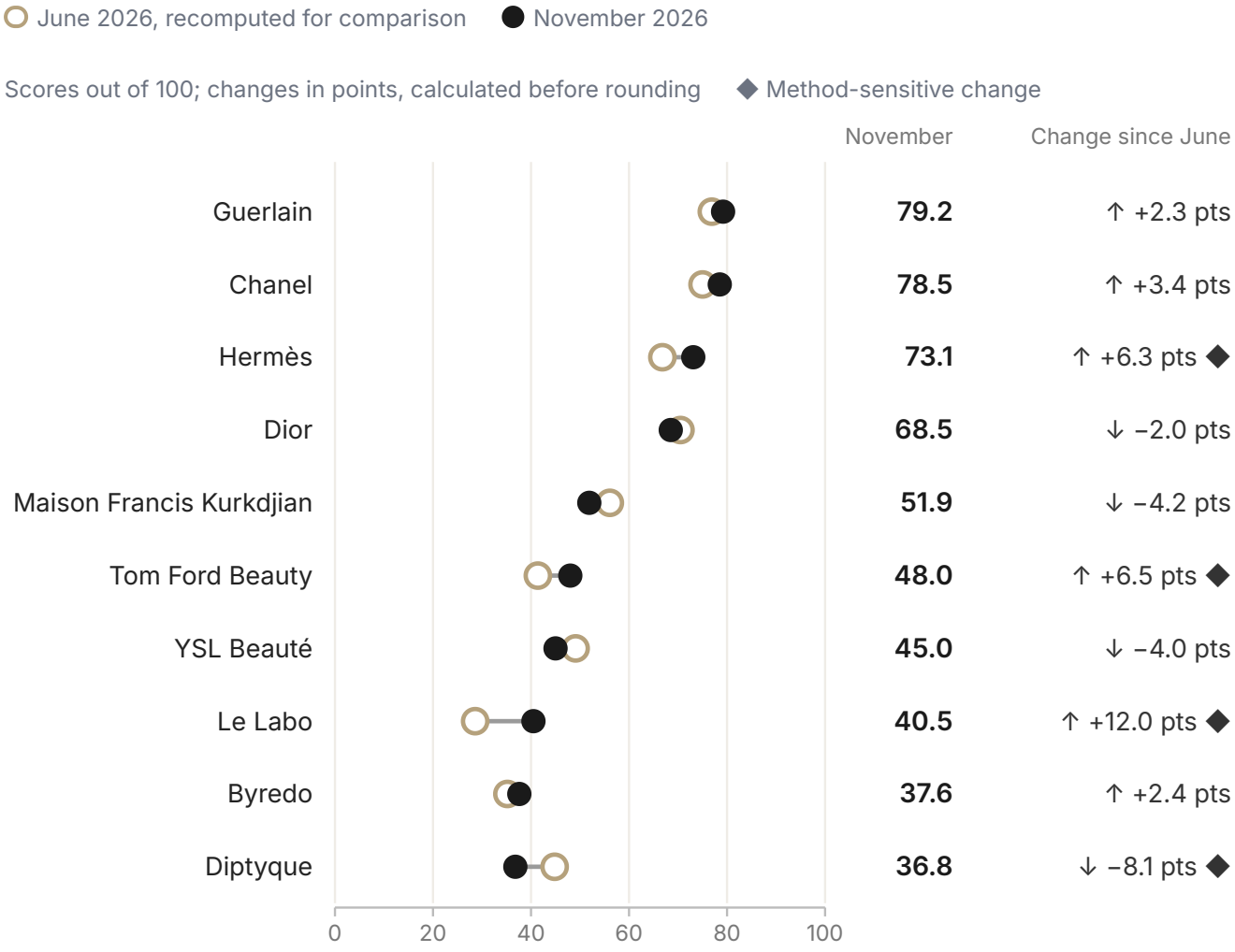
Real screens of the platform with a fictitious Maison and demonstration data; no client data is shown.

AI DESIRABILITY

Guerlain and Chanel lead the November Desirability scores

Four changes are method-sensitive (◆): they meet both criteria with the June formula and not with the alternative method.

Question · How does AI describe and value the Maison?



WHAT IT SHOWS

Hermès, Tom Ford Beauty, Le Labo and Diptyque meet both criteria with the June formula only. For the last three, the heritage results rest on a handful of answers; Hermès is named in many answers and its change comes mostly from one system (page 18). The other six changes are observed but not conclusive.

FOR A MAISON

For a Maison rarely named, one answer can move a dimension by many points. Read desirability with the number of answers behind it, and with the creations and stories those answers mention.

A change that meets both criteria does not identify its cause.

AI DESIRABILITY

Heritage, olfactory authority and cultural resonance

Question · Which dimension is strongest for each Maison?

Heritage · Is the Maison named, and how, when the question is about perfume history? The question names no Maison.

Olfactory authority · How do the answers describe the Maison's perfumers and expertise when the question names it?

Cultural resonance · Is the Maison named when the question is about fragrance in culture? The question names no Maison.



Nov.: November score out of 100 · change: since June, in points (↑ higher, ↓ lower; <0.1 when it rounds to zero)

	Heritage		Olfactory authority		Cultural resonance		Heritage answers
	Nov.	change	Nov.	change	Nov.	change	out of 70
Chanel	87.4	↓2.1	73.2	↑10.0	74.8	↑2.4	42 → 40
Dior	68.0	↓0.5	68.5	↑1.0	69.1	↓6.5	22 → 26
Guerlain	90.8	↓0.8	75.3	↑6.1	71.5	↑1.7	63 → 58
Hermès	84.4	↑3.4	77.8	↑4.9	57.2	↑10.6	30 → 32
YSL Beauté	13.6	↓15.4	57.7	↑2.9	63.8	↑0.4	2 → 3
Tom Ford Beauty	16.7	↑16.7	67.9	↑1.9	59.4	↑1.0	0 → 2
Diptyque	13.3	↓35.4	51.2	↑9.7	45.7	↑1.5	6 → 3
Le Labo	8.3	↑6.7	61.3	↑5.8	52.0	↑23.4	1 → 3
M. F. Kurkdjian	45.8	↓7.6	69.5	↑2.0	40.4	↓7.0	12 → 11
Byredo	10.9	↑9.3	54.7	↑11.2	47.2	↓13.5	1 → 3

Scores and counts are placed apart. In each panel, the bar and the first figure give the November score out of 100, the second figure its change since June in points. The right-hand column counts answers, June → November: of the 70 English answers to the heritage questions (20 each from Claude, ChatGPT and Gemini, 10 from Google AI Overviews), how many name the Maison.

WHAT IT SHOWS

Chanel and Guerlain lead heritage in both collections. The heritage scores of YSL Beauté, Tom Ford Beauty, Diptyque, Le Labo and Byredo rest on a handful of answers, counted in the right-hand column.

FOR A MAISON

Heritage is not a goal for every Maison: a low score can reflect its positioning and this questionnaire. Compare the creations and stories in the answers with the Maison's own priorities, which this study does not know.

Comparison method. Heritage mention counts cover the four comparable systems.

Why a few answers can move a desirability score

A desirability score averages what the answers say about the Maison: tone, detail, craft and cultural vocabulary. It is computed over the answers that name the Maison, however few.

Tom Ford Beauty was named in 0 heritage answers of 70 in June and 2 in November, over the four systems compared. In June its ChatGPT and Gemini heritage results scored zero; in November one answer on each named it. A result based on one or two answers can move by many points. Its other dimensions changed too, so the study does not attribute the whole change to these answers.

Hermès is a different case. It is named in 30 of 70 in June, 32 in November heritage answers. Its change comes mostly from Google AI Overviews, where its Cultural Desirability result rose from 48.8 to 84.6; in cultural-resonance questions Google named it in 0 of 10 in June, 1 of 10 in November. On Claude, ChatGPT and Gemini its result is stable or lower (page 51). The sensitivity concerns this subset, not every basis of the score.

An alternative method weights each result by how often the Maison is named. With it, none of the four changes meets both criteria. It does not replace the scores: the main charts keep the June formula, and the weighting rule is in the appendix.

MAISON	CHANGE, JUNE FORMULA	CHANGE, ALTERNATIVE METHOD	LABEL
Hermès	↑ +6.3 pts	↑ +3.4 pts	Method-sensitive change
Tom Ford Beauty	↑ +6.5 pts	↑ +1.9 pts	Method-sensitive change
Diptyque	↓ −8.1 pts	↑ +0.4 pts	Method-sensitive change
Le Labo	↑ +12.0 pts	↑ +4.6 pts	Method-sensitive change

A second case comes from Perplexity. In gifting questions it named Dior in 2 of 20 answers in November, against 12 of 20 in June. Once the number of tests run is taken into account, the difference is no longer significant by the study's test, and it occurs together with the change in Perplexity's answers. The study reports it as an observation about Perplexity and draws no conclusion about Dior.

Maison Constellation: who the answers name

For each kind of question, the three Maisons the answers name most often, over the five systems observed, in English, in both collections.

Question · Which Maisons do the answers name for each kind of question?

PRODUCT DISCOVERY

JUNE		NOV.	
Chanel	32/49	Guerlain	32/50
Dior	27/49	Chanel	31/50
Tom Ford Beauty	27/49	Dior	27/50

BRAND KNOWLEDGE

JUNE		NOV.	
Dior	46/447	Dior	44/449
Guerlain	32/447	Guerlain	30/449
Chanel	31/447	M. F. Kurkdjian	29/449

GIFTING

JUNE		NOV.	
Chanel	38/50	Chanel	31/49
Dior	29/50	M. F. Kurkdjian	30/49
M. F. Kurkdjian	29/50	Tom Ford Beauty	25/49

HERITAGE

JUNE		NOV.	
Guerlain	44/50	Guerlain	43/50
Chanel	28/50	Chanel	25/50
Hermès	15/50	Hermès	18/50

OLFACTORY AUTHORITY

JUNE		NOV.	
Chanel	53/448	Chanel	54/448
Dior	39/449	Dior	35/448
Guerlain	34/448	Guerlain	35/448

CULTURAL RESONANCE

JUNE		NOV.	
Chanel	40/50	Chanel	40/50
Guerlain	36/50	Guerlain	34/50
Dior	26/50	Dior	30/50

Count: answers naming the Maison, out of the answers where it can appear. Questions about one Maison count only the answers about the others. Equal counts share a place, listed alphabetically.

WHAT IT SHOWS

In June, Chanel leads four of the six dimensions. In product discovery, Guerlain is named in 32 of 50 November answers, against 24 of 49 in June, a rise above its threshold; Chanel is one mention behind.

FOR A MAISON

The Maison can judge whether these creations are the ones it wants to put forward.

> **WITH AUGMA.** Compare what the answers say about your Maison with your Brand Truth Profile, statement by statement.

One collection per period; the June rule could not be retrieved, so this rule applies to both. Seven differences pass the repeatability threshold; four concern olfactory authority, together with Perplexity's shorter answers.

PART · NEW IN EDITION 02

Agentic Commerce

Can an agent prepare the intended basket?

An AI recommendation does not tell us whether an agent can complete a shopping task on the Maison's website.

For a Maison, the question is whether its products and services remain accessible when a customer delegates a shopping task to an agent. These trials identify specific interactions to investigate: reaching the right store, finding product information, selecting a size and preparing the requested basket. Teams can then establish whether an obstacle comes from the website, the agent or the test conditions before deciding what to change.

The Index reads how AI systems present and recommend a Maison. This part tests what an agent, working alone in a browser, can do on each Maison's French website: find a fragrance, read the product page, prepare the requested basket. A separate check confirms the result.

10	3	3	90
MAISON WEBSITES	SHOPPING TASKS	ATTEMPTS PER TASK	RECORDED ATTEMPTS

IN THIS PART

The three tasks and how they are checked	21
Results, task by task	23
Dior: one basket did not match the agent's report	24
Byredo: the evidence behind a completed task	26
Every attempt, Maison by Maison	28
Actions for Digital & E-commerce teams	29

Purchase preparation, up to the basket. No order placed and no payment initiated.

AGENTIC COMMERCE

Three shopping tasks, tested separately

Being recommended does not tell whether an agent can prepare the intended purchase.

Each Maison was tested with the same three tasks on its French website. Each task was run three times, each time in a new browser session, and stopped before any order.

TASK 1

Find a matching fragrance

From the home page or the fragrance category, find a woody fragrance for everyday wear within a budget of €250.

WHAT THE CHECK REQUIRES

Passes when the final page is the product page of a fragrance and shows its name, a woody note and a price within the budget.

TASK 2

Check the product and select a size

On a product page chosen by a common rule, read the name, concentration, sizes, prices and availability, then select the smallest available size.

WHAT THE CHECK REQUIRES

Passes when these items are found on the page and the smallest available size is selected.

TASK 3

Check gift services and prepare the basket

On the same page, check delivery to France and gift services, then add the smallest size, quantity one, to the basket and stop.

WHAT THE CHECK REQUIRES

Passes when a passage on delivery to France and one on a gift service are found on pages the agent visited, and the final basket holds the requested product, size and quantity one, at the page price.

THE TEST

MAISONS	ten, on their official French websites	MARKET	France, French language, prices in euros	DATES	5 and 6 November 2026
ATTEMPTS	three per Maison and task, 90 in all	CHECKS	made by a script, separate from the agent	STOP	before any order: no account, no payment

FIVE CHECKED OUTCOMES; ACCESS BLOCKED IS SHOWN IN ITS TWO CASES

● **Passed the checks**	every check of the task passed
◑ **Partly completed**	at least one check passed and at least one did not
ⓘ **Could not verify**	the recorded pages do not allow the checks to be made
✕ **Access refused by the site**	access blocked: the website refused access, by HTTP 403 or a refusal page (19 attempts)
⊗ **Session did not start (test set-up)**	access blocked: the browser session did not start because of the study's own test set-up, not the website (1 attempt)
— **Not applicable**	the task could not apply to this site, for example when its French site offers no fragrance or no delivery to France

A delivery passage must name delivery to France; the check does not cover every delivery condition. The agent's own report never counts as proof.

What the page offered, what the agent did, what the check confirms

AUGMA keeps three kinds of evidence apart. Each answers its own question; one example shows why the distinction matters.

1

Available information

What did the product page offer?

The sizes, prices and information the page carried on the day it was read.

It does not show that the agent found them.

2

Observed agent behaviour

What did the agent find and do?

The path the agent took and what it reported.

The agent's final message is not sufficient to confirm completion.

3

Verified outcome

What do separate checks confirm?

Product, size, quantity, total, delivery and gift information, each against the checks of the task.

It covers this environment and these dates only.

In another session the same day, the agent clicked a 30 ml option; in the size attempts it kept the 50 ml

GUERLAIN · TASK 2 · L'HEURE BLEUE EAU DE PARFUM · EVIDENCE FROM TWO ATTEMPTS

1 **WHAT THE PAGE OFFERED**

> PRODUCT PAGE CHECKED SEPARATELY, OUTSIDE THE BROWSER SESSIONS, 6 NOVEMBER 2026
> 30 ml 83 €, 50 ml 117 €, 100 ml 160 € (50 ml sélectionné par défaut)

2 **WHAT THE AGENT DID**

Attempt 1, step 2: the agent clicks the size selector.

> ELEMENT RECORDED, ATTEMPT 1
> Sélecteur de contenance : Flacon & Vaporisateur 50 ML
> *Size selector: Bottle & Spray 50 ML*

> AGENT'S FINAL MESSAGE, ATTEMPT 2
> La fiche produit affiche L'Heure Bleue Eau de Parfum, avec la seule contenance disponible : 50 ML à 117,00 € (€), déjà sélectionnée comme plus petite contenance disponible.
> *The product page shows L'Heure Bleue Eau de Parfum, with the only size available: 50 ML at €117.00, already selected as the smallest size available.*

3 **WHAT THE CHECK CONFIRMED**

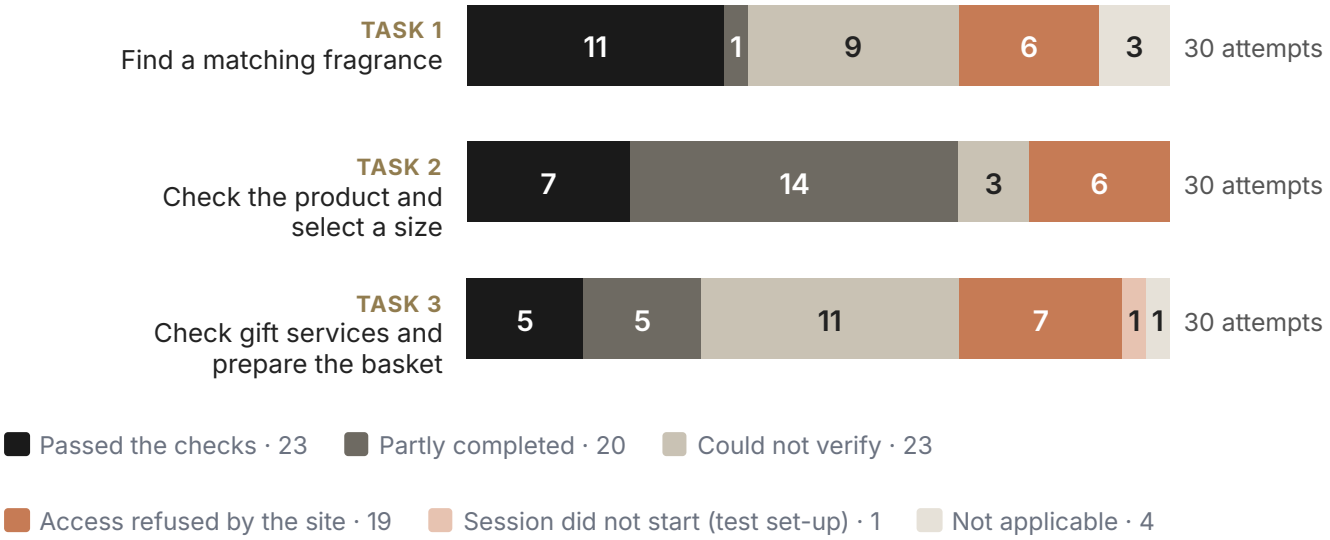
Smallest size selected: no, in all three attempts. ◑◑◑ **Partly completed** × 3

Session evidence. In the gift task, attempt 2, on 5 November 2026, step 14, the agent clicked an element described as « Sélecteur contenance : Flacon & Vaporisateur 30 ML (83,00€) ». The 30 ml was therefore offered on the product page on the day of the sessions. The page reading of the next day lists the same three sizes.

AUGMA never counts a page reading as evidence of navigation, nor an agent's report as evidence of success.

More discovery attempts passed the checks than gift-and-basket attempts

Each bar counts the 30 attempts of one task. The tasks were tested in separate sessions, so the bars are not stages of one journey.



WHAT THE COUNTS SHOW

TASK 1

Find a matching fragrance

11 of 30 attempts passed the checks. Most others could not be verified (9) or access was refused by the site (6); in 1, the agent reached a product that did not pass every check.

Page 28

TASK 2

Check the product and select a size

14 attempts were partly completed, all because the smallest available size was not selected (Chanel, Dior, Guerlain, Tom Ford Beauty, Diptyque). Tom Ford Beauty also showed prices in dollars, noted apart.

Page 27

TASK 3

Check gift services and prepare the basket

The script could read a basket in 7 of the 30 attempts. Of these, 5 matched the requested product, size and quantity; delivery and gift information were also found in each, so they passed the checks. In the other 2, the final basket held more bottles than the agent reported (Dior attempt 1, Diptyque attempt 3).

Page 24

What a leadership team can ask for: a focused review of the task where its Maison stopped, reproduced by its teams, with the cause established before any change to the website.

Counts describe these attempts only. Three attempts per Maison and task support neither a reliability rate nor a ranking of the Maisons.

DIOR · GIFT TASK · 1 OF 2

The same Dior task produced different basket outcomes

We asked the agent to prepare one 30 ml bottle of J'adore Parfum d'eau, after checking delivery and gift-service information. We repeated the task three times in separate sessions, on 5 November 2026.

ATTEMPT	FINAL BASKET CHECKED BY AUGMA	WHAT HAPPENED	RESULT
1	**2 bottles · €170** 30 ml	The agent reported one bottle, but the final basket contained two.	◑ Partly completed
2	**1 bottle · €85** 30 ml	During the attempt the basket showed three items; the agent reduced the quantity to one before finishing.	● Passed the checks
3	**1 bottle · €85** 30 ml	The final basket contained the requested quantity.	● Passed the checks

Two of the three attempts passed the study's checks. The first did not, because the final quantity was incorrect. No order was placed. For the Maison, the point to examine is the confirmation shown after an addition and how the final quantity can be read; the study does not establish a fault of the site.

THE INSTRUCTION

English translation of the instruction: This fragrance is a gift. Check whether delivery to France is possible and on what terms, which gift services are offered (wrapping, message), then add the product to the basket, in the smallest size, quantity 1. Stop at the basket.
On the Dior page the button labelled « Commander » adds the product to the basket; it does not place an order. Delivery and gift-service information were found in all three attempts.

TRACE DETAIL

Secondary trace information: the journal records 2, 4 and 1 clicks on the add-to-basket button in attempts 1, 2 and 3. The number of clicks alone does not explain the successive states of the basket.
Page 25 follows attempt 1 step by step.

The agent reported one bottle. The basket contained two.

Dior · attempt 1 · 5 November 2026 · J'adore Parfum d'eau, 30 ml

REQUESTED

1

bottle, 30 ml

REPORTED BY THE AGENT

1

"Le produit J'adore Parfum d'Eau en 30 ml (la plus petite contenance) a été ajouté au panier en quantité 1, et les informations sur la livraison en France et les services cadeaux ont été vérifiées."

The product J'adore Parfum d'Eau in 30 ml (the smallest size) was added to the basket in quantity 1, and the information on delivery in France and gift services was checked.

CHECKED IN THE BASKET

2

J'adore Parfum d'eau · 30 ml · €170 in total · partly completed

THE ESSENTIAL ACTIONS OF ATTEMPT 1

8 selects the 30 ml size
Sélecteur contenance 30 ml

9 clicks the add-to-basket button, which still shows the price of another size
Bouton Commander 172,00 € (ajouter au panier)

10 clicks the button again, now showing €85
Bouton Commander 85,00 €

11 opens the basket
Panier (1 article)

12 reports the task as finished, with quantity one
task finished

Steps 8 to 12 of the session journal: the element as the browser described it on the French page, then the study's English summary of the step.

The agent's final message did not match the basket. This is why the study checks the website's final state separately from what the agent reports.

At the first click the button still showed €172, the price of the 100 ml selected by default in the page reading. This may explain the second click; the record does not establish it.

Diagram of the recorded data: the agent's final message, the recorded steps and the basket read by the script. Not a screenshot. Actions for the teams: page 29.

AGENTIC COMMERCE

Byredo: all nine attempts passed the checks

Byredo is the only Maison where all nine attempts passed the study's checks, three for each task. This page gives the evidence behind the gift-task attempt previewed on page 3.

BYREDO, EVERY ATTEMPT

Find a matching fragrance	●●●	all 3 passed
Check the product and select a size	●●●	all 3 passed
Check gift services and prepare the basket	●●●	all 3 passed

FINAL BASKET IN THE THREE GIFT-TASK ATTEMPTS

Attempt 1: 1 × Bal d'Afrique · 50 ml · €170

Attempt 2: 1 × Bal d'Afrique · 50 ml · €170

Attempt 3: 1 × Bal d'Afrique · 50 ml · €170

EVIDENCE OF ATTEMPT 2: THE PASSAGES FOUND ON THE PAGES THE AGENT VISITED

DELIVERY TO FRANCE · ON THE PAGE, IN FRENCH

Byredo.com assure un service de livraison dans les pays suivants : [...] France [...]

Byredo.com delivers to the following countries: [...] France [...]

GIFT SERVICES · ON THE PAGE, IN FRENCH

Chaque commande passée sur BYREDO.COM est expédiée dans une boîte-cadeau avec un emballage signature BYREDO.

Every order placed on BYREDO.COM is shipped in a gift box with the BYREDO signature wrapping.

Byredo · gift task · attempt 2 · 6 November 2026. The French text is as read on the page; the English translation is the study's. Every step of this attempt is listed on page 56.

Nine passed attempts do not establish general reliability or a commercial rate. Byredo is the best case in the panel and does not represent the other Maisons. For Byredo, these scenarios are worth keeping as reference checks, to run again after changes to the website.

Where the attempts stopped

SIZE · GUERLAIN

What happened. The page opens on the 50 ml. In all three size attempts the agent stated a single size and kept the 50 ml.

Why it matters. The product retained may not match the size or budget requested.

Agent's final message, attempt 1: *"La fiche produit montre : nom exact 'L'Heure Bleue', concentration 'Eau de Parfum', contenance disponible 'Flacon & Vaporisateur 50 ML' à 117,00 € (disponible), et la plus petite contenance (50 ML) est déjà sélectionnée."*
The product page shows: exact name 'L'Heure Bleue', concentration 'Eau de Parfum', available size 'Bottle & Spray 50 ML' at €117.00 (available), and the smallest size (50 ML) is already selected.

What to investigate. E-commerce Product & UX: review how the 30 ml is presented and selected on the page that opens on the 50 ml.

Limit. In another session the same day, the agent clicked a 30 ml option on the same page; what the size attempts showed is not established.

COUNTRY · LE LABO

What happened. On the French shop, a country selector covers sizes and prices. It stopped the agent in all nine sessions; one session ended on the Albanian shop.

Why it matters. The agent could end on the wrong market or fail to reach the sizes and prices of the French shop.

What to investigate. Web Platform & UX: reproduce choosing France in the selector and closing it, as the site intends them to work.

Limit. Attempts on the .com address were set aside and run again on the French shop.

BASKET · DIOR

What happened. In attempt 1 the agent clicked the add-to-basket button twice and reported one bottle; the final basket held two.

Why it matters. The basket prepared can differ from what the agent reported; no order was placed.

What to investigate. E-commerce Product, UX & QA: review the confirmation after an addition and the final quantity, and the agent's behaviour.

Limit. Why the agent clicked again is not established.

ACCESS · YSL BEAUTÉ AND MAISON FRANCIS KURKDJIAN

What happened. The start page refused access in all nine sessions of each Maison, with HTTP 403 or, once, a refusal page; it opened when checked separately, outside the browser sessions.

Why it matters. No later step could be observed; this does not show that every agent is refused.

What to investigate. Technology & Security, with E-commerce: establish the cause, then decide the access policy the Maison wants.

Limit. This does not show a general policy of the Maison. No restriction was bypassed.

AGENTIC COMMERCE

Every attempt, Maison by Maison

Each mark is one attempt; three marks make one task. Three attempts support neither a reliability rate nor a ranking of the Maisons. Actions by observation: page 29.

● Passed the checks ◑ Partly completed ⓘ Could not verify ✕ Access refused by the site

⊗ Session did not start (test set-up) — Not applicable

MAISON	TASK 1 Find a matching fragrance	TASK 2 Check the product and select a size	TASK 3 Check gift services and prepare the basket
Chanel	●●● all 3 passed	◑●◑ 1 passed · 2 partly completed	◑◑✕ 2 partly completed · 1 access refused
Dior	●ⓘ● 2 passed · 1 could not verify	◑◑◑ all 3 partly completed	◑●● 2 passed · 1 partly completed
Guerlain	●●◑ 2 passed · 1 partly completed	◑◑◑ all 3 partly completed	ⓘⓘⓘ all 3 could not verify
Hermès	ⓘⓘⓘ all 3 could not verify	●●● all 3 passed	ⓘⓘ◑ 1 partly completed · 2 could not verify
YSL Beauté	✕✕✕ all 3 access refused	✕✕✕ all 3 access refused	✕✕✕ all 3 access refused
Tom Ford Beauty	— — — all 3 not applicable	◑◑◑ all 3 partly completed	ⓘⓘ— 2 could not verify · 1 not applicable
Diptyque	ⓘⓘ● 1 passed · 2 could not verify	◑◑◑ all 3 partly completed	⊗ⓘ◑ 1 partly completed · 1 could not verify · 1 session did not start (test set-up)
Le Labo	ⓘⓘⓘ all 3 could not verify	ⓘⓘⓘ all 3 could not verify	ⓘⓘⓘ all 3 could not verify
Maison Francis Kurkdjian	✕✕✕ all 3 access refused	✕✕✕ all 3 access refused	✕✕✕ all 3 access refused
Byredo	●●● all 3 passed	●●● all 3 passed	●●● all 3 passed
All 10 Maisons	**11 passed · 1 partly completed · 9 could not verify · 6 access refused · 3 not applicable**	**7 passed · 14 partly completed · 3 could not verify · 6 access refused**	**5 passed · 5 partly completed · 11 could not verify · 7 access refused · 1 session did not start (test set-up) · 1 not applicable**

Each total covers 30 attempts and matches the bars on page 23. A task that is not applicable is not counted as a failure.

Actions for Digital & E-commerce teams

Each observation points to an interaction a Maison can review. The table names who usually leads, what to investigate and how to validate the result. The cause is established before any change to the website.

OBSERVATION	SUGGESTED LEAD AND INVESTIGATION	HOW TO VALIDATE
Requested size not selected: Chanel, Dior, Guerlain and Diptyque. Tom Ford Beauty is a separate case: the agent reached the American store, with prices in dollars.	**E-commerce Product & UX.** Review how variants, available sizes, prices and the selected state are shown. If an interface obstacle is reproduced, clarify the size selector or the link between variants.	In new attempts, the right product, the smallest available size and its price and availability correctly identified.
Basket different from the agent's report: Dior, Diptyque.	**E-commerce Product, UX & QA.** Review the confirmation after an addition and how the final quantity can be read. Examine the agent's behaviour too: several clicks do not show that one click adds several items.	Request, final basket and agent's message compared; mismatches and unverifiable attempts counted.
Country selector: Le Labo, Tom Ford Beauty.	**International E-commerce & Web Platform.** Reproduce choosing the country, closing the selector as intended and any redirection. Correct routing or interface only once the cause is confirmed.	Shop, currency and information of the expected market reached, with the task able to continue.
Fragrance category not reached within the limit of the test: Hermès.	**Digital Experience & UX.** Review the path, labels and interactions from the home page. Separate the complexity of the navigation from a limit of the agent or of the protocol.	Category then product reached; number of actions and stopping point recorded.
Access refused: YSL Beauté and Maison Francis Kurkdjian in every session; one Chanel gift-task session.	**Technology & Security, with E-commerce.** Establish the cause, then decide the access conditions the Maison wants. No recommendation to open access in general or to remove protections.	Access consistent with the chosen policy; later steps evaluated only once reachable.
Login page reached: Chanel, gift task.	**E-commerce Product & Customer Experience.** Check whether identification is required, whether a guest path exists and whether the agent missed it. The test did not allow account creation.	Basket reachable through the authorised path, or the identification limit documented.

WHEN A WEBSITE CHANGE IS JUSTIFIED

A recorded obstacle is a starting point for diagnosis. A website change is justified when the issue can be reproduced, linked to a specific interaction and addressed without compromising the Maison's intended customer experience or access policy. If the cause lies in the agent or the test conditions, document that finding instead.

WITH AUGMA. The browser-agent trials were run for this study; they are not a function of the platform. A focused review of your Maison's recorded sessions, or new attempts on the tasks that matter to you, can be scoped with the AUGMA team (page 57).

The attempts also show what works: a basket prepared exactly as requested, see page 26. The checks used to repeat each task are in the appendix, page 54.

How to read a profile

Each Maison has two pages. The first says what this study reveals: the two scores and their reach, the agent results, up to two findings with their evidence, and what they mean for leadership.

The second says what to explore with AUGMA: for each pillar, the finding, why it matters, the question to investigate, the expected output, a suggested lead and what to track. The Maison's teams set the priorities, validate the information and decide any change; AUGMA provides the analysis and the evidence. General and gifting questions show which brands the systems recommend when the question does not name a Maison.

THE TEN MAISONS: THE FIRST POINT TO EXAMINE

MAISON	FIRST POINT TO EXAMINE	PAGE
Chanel	Gift task: a login page, a refused session and a basket the script could not read.	31
Dior	Gift task: the basket held two bottles while the agent reported one.	33
Guerlain	Size selection: the agent kept the 50 ml; in another session the same day it clicked a 30 ml option.	35
Hermès	Navigation: the path from the home page to the fragrance range.	37
YSL Beauté	Access: all nine sessions refused at the start page.	39
Tom Ford Beauty	Market routing: the French choice led to the US store, in dollars.	41
Diptyque	French Google: named in none of the general answers.	43
Le Labo	The country selector on the French shop.	45
Maison Francis Kurkdjian	Access: all nine sessions refused at the start page.	47
Byredo	AI Visibility: the general questions where Byredo is absent.	49

Finding: a fact recorded by the study. Why it matters: our reading, which the Maison should test. What to explore: a question; the expected output is what the analysis would deliver, not a promised result. One answer may name several creations, so creation counts overlap and are never added. Suggested leads name a function; they do not describe how the Maison is organised.

Chanel

Chanel leads AI Presence; on the website, size selection and the basket need a closer look.

AI PRESENCE

80.4 /100 **1st of 10** in the panel

↓ −0.4 pts since June · Observed change; not conclusive

June comparison score 80.9

CULTURAL DESIRABILITY

78.5 /100 **2nd of 10** in the panel

↑ +3.4 pts since June · Observed change; not conclusive

June comparison score 75.0

AGENTIC COMMERCE

Task 1 · Find a fragrance
● ● ● all 3 passed

Task 2 · Check product, select size
◑ ● ◑ 1 passed · 2 partly completed

Task 3 · Gift services and basket
◑ ◑ ✕ 2 partly completed · 1 access refused

WHAT THIS STUDY REVEALS

1. Chanel has the highest AI Presence score in the panel. It is named in 53 of 70 gifting answers in November, more than any other Maison, over the four systems compared.
   AI Presence, page 9; mention counts over the four comparable systems (basis, page 17).

2. On the website, the agent found a matching fragrance in all three attempts, on Bleu de Chanel. None of the three gift-and-basket attempts left a basket the script could read.
   Every attempt, page 28.

WHAT IT MEANS FOR LEADERSHIP

Chanel's visibility is a position to maintain; the open question is which creations the answers recommend for each occasion. On the website, the gift task stopped three times for three different reasons, which calls for a diagnosis before any change.

FROM THE ANSWERS

> PERPLEXITY · ENGLISH · 3 NOVEMBER 2026
>
> Chanel No. 5 Eau de Parfum — the safest timeless luxury choice for someone who enjoys classic florals.

Question: “What is the right luxury perfume to gift for a 25-year anniversary?”

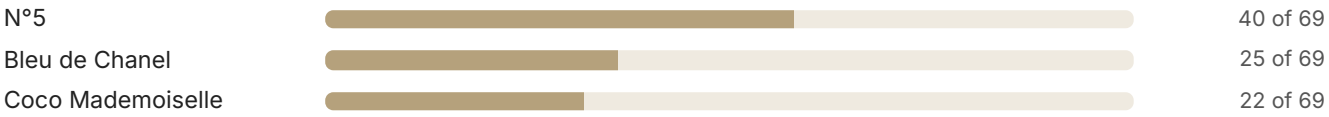
No. 5 is named in all five English answers to this anniversary question.

> CLAUDE · ENGLISH · 3 NOVEMBER 2026
>
> Bleu de Chanel Parfum – Polished, versatile, professional

Question: “Suggest a sophisticated fragrance to give to a senior executive.”

For the executive gift, Bleu de Chanel is the Chanel creation in every answer that names Chanel.

CHANEL CREATIONS IN GIFTING ANSWERS



Of the 69 gifting answers naming Chanel, five systems, English and French. One answer may name several creations; counts therefore overlap.

French Google, general questions. 19 of 39 AI Overview answers name Chanel; in English, 14 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Chanel

AI Visibility and AI Desirability

Suggested lead: Marketing & Digital

FINDING

In the 69 November gifting answers that name Chanel, N°5 appears in 40, Bleu de Chanel in 25 and Coco Mademoiselle in 22; the creation changes with the occasion, Bleu de Chanel for an executive, N°5 for an anniversary. The two counts differ in scope: 53 of 70 covers the English answers of the four comparable systems; the 69 answers cover the five systems, in English and French.

WHY IT MATTERS

Chanel's gifting presence is the panel's highest; the open question is whether the creations put forward are the ones Chanel prioritises for each occasion.

WHAT TO EXPLORE WITH AUGMA

Which Chanel creations the answers recommend for each gifting and discovery occasion, by language and system, and which sources support them.

WHAT YOUR TEAM RECEIVES

Recommendations by occasion, with the answers and sources behind each, to compare with Chanel's own priorities.

What to track. The creations named on the same occasions, campaign after campaign.

Agentic Commerce

Suggested lead: E-commerce Product & UX, with Technology & Security

FINDING

Task 1 passed three times. In task 2 the larger size stayed selected in two attempts. In the gift task, one attempt stopped at a login page, one session was refused by the site (HTTP 403), and in the third the script could not read the basket.

WHY IT MATTERS

For Chanel, the question is whether a delegated shopping task can preserve the customer's choice of size and reach a verifiable basket. The recorded sessions identify size selection, identification and access as separate points to investigate. They do not establish a general checkout defect.

WHAT TO EXPLORE WITH AUGMA

A review of the recorded sessions with the AUGMA team: how the sizes are shown, whether a guest path reaches the basket, and why one session was refused.

WHAT YOUR TEAM RECEIVES

A separate diagnosis of size selection, identification and access, then new attempts scoped on the interactions confirmed.

What to track. Size selected, basket reached and access granted, in repeated attempts.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

Dior

The agent reported one bottle while the basket contained two; Dior's gifting answers on Google changed.

AI PRESENCE

65.9 /100 **4th of 10** in the panel

↓ −4.3 pts since June · Observed change; not conclusive

June comparison score 70.3

CULTURAL DESIRABILITY

68.5 /100 **4th of 10** in the panel

↓ −2.0 pts since June · Observed change; not conclusive

June comparison score 70.5

AGENTIC COMMERCE

Task 1 · Find a fragrance
● ? ● 2 passed · 1 could not verify

Task 2 · Check product, select size
◑ ◑ ◑ all 3 partly completed

Task 3 · Gift services and basket
◑ ● ● 2 passed · 1 partly completed

WHAT THIS STUDY REVEALS

1. In one of the three gift-and-basket attempts, the agent reported one 30 ml bottle; the final basket held two, for €170. The other two attempts passed the checks.
   Dior, attempt 1, 5 November 2026, pages 24 and 25.

2. Dior's AI Presence score is 4.3 points lower than in June, a change the study cannot call conclusive. Most of it comes from Google AI Overviews gifting answers.
   AI Presence, page 9; systems, page 11.

WHAT IT MEANS FOR LEADERSHIP

The basket has to be checked against the agent's report. For visibility, the gifting answers on Google are the place to look before reading anything into the score.

FROM THE ANSWERS

> GOOGLE AI OVERVIEWS · FRENCH · 3 NOVEMBER 2026
>
> Vanilla Diorama – Collection Privée (Christian Dior)
>
> *Vanilla Diorama, Collection Privée (Christian Dior)*

Question (French): “Quel parfum de luxe offrir pour un 25e anniversaire de mariage ?”

In French, Google names a Dior creation for this anniversary question.

> GOOGLE AI OVERVIEWS · ENGLISH · 3 NOVEMBER 2026
>
> Maison Francis Kurkdjian Baccarat Rouge 540 Eau de Parfum ($360) · CHANEL N°5 Eau de Parfum ($158) · Yves Saint Laurent Libre Eau de Parfum ($225) · Frédéric Malle Portrait of a Lady

Question: “What is the right luxury perfume to gift for a 25-year anniversary?”

In English, the same question: no Dior creation. Dior is named in none of the 9 English gifting overviews, and in 3 of the 10 French ones.

French Google, general questions. 13 of 39 AI Overview answers name Dior; in English, 11 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Dior

AI Visibility

Suggested lead: Marketing & Digital

FINDING

Over the four systems compared, Dior is named in gifting answers 47 of 70 in June, 44 in November. On Google, it is named in none of the 9 English gifting overviews and in 3 of the 10 French ones.

WHAT TO EXPLORE WITH AUGMA

Which gifting answers name Dior and which do not, the Maisons named instead and the sources Google cites, in English and in French.

WHY IT MATTERS

The fall is concentrated in Google's English gifting answers, so that is where to look first. One collection per period cannot separate a change in Google's answers from a change in what is published about Dior.

WHAT YOUR TEAM RECEIVES

The answers and sources behind the variation, with the gifting questions worth following.

What to track. Dior's presence on the same gifting questions in the next campaigns.

AI Desirability

Suggested lead: Brand, Content & Communications

FINDING

The ChatGPT answer quoted on page 2 presents Eau Sauvage, Diorissimo and Miss Dior Original as kept in the current catalogue, with a reformulation and limited distribution. The study has not checked these statements.

WHAT TO EXPLORE WITH AUGMA

The statements the answers make about Dior's classics, checked against Dior's Brand Truth Profile, with the sources they rely on.

WHY IT MATTERS

The answers present such statements as product facts. A statement on a formula or its availability may still be inaccurate.

WHAT YOUR TEAM RECEIVES

Statements to confirm or correct, each with its source.

What to track. The same statements in the next campaigns.

Agentic Commerce

Suggested lead: E-commerce Product, UX & QA

FINDING

The gift task passed twice; in attempt 1 the basket held two bottles while the agent reported one. In task 2 the agent selected the 30 ml, then the 50 ml, and ended on the larger size, three times.

WHAT TO EXPLORE WITH AUGMA

A review of the recorded sequence with the AUGMA team: size selected, price on the button, confirmation after each click and final quantity.

WHY IT MATTERS

The prepared basket does not match the requested quantity. The two interactions to examine are the size that ends selected and the confirmation after each addition.

WHAT YOUR TEAM RECEIVES

A documented account of the sequence, then a scoped test of any issue it confirms.

What to track. Requested and final quantity compared, in repeated attempts.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

Guerlain

Guerlain leads Cultural Desirability; size selection needs closer investigation.

AI PRESENCE

70.7 /100 **2nd of 10** in the panel

↓ −0.7 pts since June · Observed change; not conclusive

June comparison score 71.3

CULTURAL DESIRABILITY

79.2 /100 **1st of 10** in the panel

↑ +2.3 pts since June · Observed change; not conclusive

June comparison score 76.9

AGENTIC COMMERCE

Task 1 · Find a fragrance
● ● ◑ 2 passed · 1 partly completed

Task 2 · Check product, select size
◑ ◑ ◑ all 3 partly completed

Task 3 · Gift services and basket
? ? ? all 3 could not verify

WHAT THIS STUDY REVEALS

1. Guerlain has the highest Cultural Desirability score in the panel. Google names it in 21 of 39 French AI Overview answers to general questions, more than any other Maison.
   Cultural Desirability, page 16; French AI Overviews, page 13.

2. In the three size attempts, the agent stated that the 50 ml was the only size and kept it. In a gift-task session the same day, it clicked a 30 ml option on the same product page.
   Session evidence, page 22.

WHAT IT MEANS FOR LEADERSHIP

Guerlain leads Cultural Desirability. Review gifting answers first to see which fragrances support that position. On the website, examine how the sizes are presented when the page opens on the 50 ml.

FROM THE ANSWERS

> CLAUDE · ENGLISH · 3 NOVEMBER 2026
>
> Guerlain Mon Guerlain - Lavender and vanilla, warm and dreamy

Question: “Suggest a luxury fragrance for a Mother's Day gift.”

> CLAUDE · FRENCH · 3 NOVEMBER 2026
>
> Guerlain Shalimar – Un oriental mythique depuis 1925
>
> *Guerlain Shalimar: a legendary oriental since 1925*

Question (French): “Quel est le meilleur parfum français à rapporter de Paris en cadeau ?”

Shalimar is named more often in French (16 answers) than in English (6).

GUERLAIN CREATIONS IN GIFTING ANSWERS



Of the 49 gifting answers naming Guerlain, five systems, English and French. One answer may name several creations; counts therefore overlap. The last line counts the answers naming Mon Guerlain, Shalimar or both (8 name both); it is not a third creation.

French Google, general questions. 21 of 39 AI Overview answers name Guerlain; in English, 19 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Guerlain

AI Visibility and AI Desirability

Suggested lead: Marketing & Digital

FINDING

In the 49 gifting answers that name Guerlain, Mon Guerlain appears in 23 and Shalimar in 22; one of the two appears in 37 of the 49 (8 answers name both). Over the four systems compared, Guerlain is named in 41 of 70 gifting answers in November, fewer than in discovery.

WHY IT MATTERS

Gifting is where Guerlain is named less often, and two creations account for most of its presence there.

WHAT TO EXPLORE WITH AUGMA

Which gifting answers do not name Guerlain, which Maisons and creations they recommend instead, and which creations accompany its heritage when it is named.

WHAT YOUR TEAM RECEIVES

The gifting occasions to examine, with the competing recommendations and the pages they cite.

What to track. Guerlain's presence and the creations named, on the same gifting questions.

Agentic Commerce

Suggested lead: E-commerce Product & UX

FINDING

In task 2 the page opened on the 50 ml; three times the agent stated there was a single size and kept it. No gift-task attempt could be verified: the agent reported an addition with no visible change on the page, then an empty basket.

WHY IT MATTERS

A request for the smallest size should end with that size in the basket. The 30 ml was offered in another session on the same day, so the size display is a real interaction to examine, together with the feedback after an addition.

WHAT TO EXPLORE WITH AUGMA

A review of the recorded sessions with the AUGMA team: how the size selector presents the 30 ml when the page opens on the 50 ml, and what the page shows after an addition.

WHAT YOUR TEAM RECEIVES

A dated review of the size display and of the feedback after an addition, then a diagnosis of the basket step.

What to track. Smallest size selected and basket confirmed, in repeated attempts.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

Hermès

Google names Hermès far less often in English than in French; on the website, the agent did not reach the fragrance range.

AI PRESENCE

54.9 /100 **6th of 10** in the panel

↑ +2.3 pts since June · Observed change; not conclusive

June comparison score 52.6

CULTURAL DESIRABILITY

73.1 /100 **3rd of 10** in the panel

↑ +6.3 pts since June · Method-sensitive change

June comparison score 66.8

AGENTIC COMMERCE

Task 1 · Find a fragrance
all 3 could not verify

Task 2 · Check product, select size
all 3 passed

Task 3 · Gift services and basket
1 partly completed · 2 could not verify

WHAT THIS STUDY REVEALS

1 Google AI Overviews name Hermès in 2 of 39 English answers to general questions, against 13 in French.

French AI Overviews, page 13.

2 In the three discovery attempts, the agent moved between menus and search without reaching a fragrance product page within 30 actions. On the product page of task 2, all three attempts passed the checks.

Every attempt, page 28.

WHAT IT MEANS FOR LEADERSHIP

When the question names Hermès, the answers describe it in depth; the gap lies in general questions, in English. On the website, the navigation to the range and the product page are separate findings.

FROM THE ANSWERS

> GOOGLE AI OVERVIEWS · FRENCH · 3 NOVEMBER 2026
>
> Hermès Terre d'Hermès (Boisé épicé) : Un grand classique masculin, à la fois sophistiqué, terreux et intemporel.
>
> *Hermès Terre d'Hermès (spicy woody): a great masculine classic, sophisticated, earthy and timeless.*

Question (French): “Quel parfum offrir pour un 40e anniversaire ?”

In French, Google names Terre d'Hermès for a 40th birthday.

> GOOGLE AI OVERVIEWS · ENGLISH · 3 NOVEMBER 2026
>
> For a 40th birthday, a great luxury perfume option is Maison Francis Kurkdjian Baccarat Rouge 540 Eau de Parfum

Question: “What perfume would you offer for a 40th birthday?”

In English, the same question: one Maison Francis Kurkdjian creation, no Hermès.

French Google, general questions. 13 of 39 AI Overview answers name Hermès; in English, 2 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Hermès

AI Visibility

Suggested lead: Marketing & Content

FINDING

On the 38 general questions answered in both languages, Google names Hermès in 2 English and 13 French overviews. For a 40th birthday, the French overview names Terre d'Hermès; the English one does not name Hermès.

WHY IT MATTERS

The gap is specific to English: the same questions in French name Hermès far more often.

WHAT TO EXPLORE WITH AUGMA

Which questions answered in both languages explain the gap, and which Maisons and sources Google cites in English where Hermès is absent.

WHAT YOUR TEAM RECEIVES

A targeted comparison of the English and French answers, question by question, with the pages cited.

What to track. Hermès' presence on the same questions, in both languages.

AI Desirability

Suggested lead: Brand, Content & Communications

FINDING

Hermès' Cultural Desirability change comes mostly from Google AI Overviews, where its result rose from 48.8 to 84.6 (page 18).

WHY IT MATTERS

On Claude, ChatGPT and Gemini the result is stable or lower. Investigate the Google result separately before drawing a conclusion across systems.

WHAT TO EXPLORE WITH AUGMA

The Google AI Overviews answers behind the change, statement by statement, checked against Hermès' Brand Truth Profile, with their sources.

WHAT YOUR TEAM RECEIVES

Statements to confirm or correct, each with its source.

What to track. The same statements, and the Google result, in the next campaigns.

Agentic Commerce

Suggested lead: Digital Experience & UX

FINDING

Task 1: no fragrance product page within 30 actions, three times. Task 2: three passed. Gift task: one attempt found the delivery and gift passages but reached the action limit; two could not be verified.

WHY IT MATTERS

An agent that does not reach the product page cannot prepare a purchase. Whether the stop reflects the navigation or the agent's limit is not established.

WHAT TO EXPLORE WITH AUGMA

A walk through the recorded path with the AUGMA team, counting the actions needed and separating the complexity of the navigation from the agent's limit.

WHAT YOUR TEAM RECEIVES

A documented path from the home page to the product, with the stopping point of each attempt.

What to track. Range and product reached, and the number of actions, in new attempts.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

YSL Beauté

The website refused the agent's sessions; YSL Beauté's brand-knowledge ranking depends on how the ownership question is treated.

AI PRESENCE

54.6 /100 **7th of 10** in the panel

↓ −2.3 pts since June · Observed change; not conclusive

June comparison score 56.9

CULTURAL DESIRABILITY

45.0 /100 **7th of 10** in the panel

↓ −4.0 pts since June · Observed change; not conclusive

June comparison score 49.1

AGENTIC COMMERCE

Task 1 · Find a fragrance
✕ ✕ ✕ all 3 access refused

Task 2 · Check product, select size
✕ ✕ ✕ all 3 access refused

Task 3 · Gift services and basket
✕ ✕ ✕ all 3 access refused

WHAT THIS STUDY REVEALS

1 All nine attempts were refused at the start page (HTTP 403), so no shopping step was observed. The same page opened when read separately, outside the browser sessions.
Where the attempts stopped, page 27.

2 YSL Beauté and Byredo have the two lowest brand-knowledge scores in the published comparison. Their order reverses when the ownership question is excluded for all Maisons. The published scores retain that question.
Dimensions, page 10.

WHAT IT MEANS FOR LEADERSHIP

The refusal concerns these sessions; it shows neither a policy of the Maison nor that every agent is refused. For the answers, the first question is whether the questions, as worded, measure the fragrance Maison or the fashion business.

FROM THE ANSWERS

> CLAUDE · ENGLISH · 3 NOVEMBER 2026
>
> Yves Saint Laurent (the fashion house) is today owned by Kering, the French luxury goods conglomerate

Question: “What ownership and corporate structure does Yves Saint Laurent have today?”

The question names Yves Saint Laurent without specifying the beauty business, and this answer reads it as the fashion business: the owner it gives, Kering, is accurate for that business. L'Oréal, which runs the YSL Beauté fragrance business, is named in 4 of 5 English answers and 1 of 5 French ones.

> CHATGPT · FRENCH · 3 NOVEMBER 2026
>
> Conclusion: Yves Saint Laurent est entièrement contrôlée par Kering
>
> *Conclusion: Yves Saint Laurent is wholly controlled by Kering*

Question (French): “Quelle est la structure actionnariale actuelle de Yves Saint Laurent ?”

In French, four of the five answers to this question give Kering only; they too read the question as the fashion business.

French Google, general questions. 8 of 39 AI Overview answers name YSL Beauté; in English, 7 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for YSL Beauté

AI Visibility and AI Desirability

Suggested lead: Marketing & Digital, with Brand

FINDING

YSL Beauté and Byredo have the two lowest brand-knowledge scores in the published comparison. The ownership question names Yves Saint Laurent without specifying the beauty business; several answers read it as the fashion business and give Kering as the owner. Excluded for all Maisons, that question reverses the order of YSL Beauté and Byredo; the published scores retain it.

WHY IT MATTERS

Several answers interpret the question as referring to the fashion business. This ambiguity needs to be resolved before using those answers to assess knowledge of YSL Beauté.

WHAT TO EXPLORE WITH AUGMA

Test whether fragrance-specific questions clearly distinguish YSL Beauté from the fashion business, and read the brand-knowledge answers with that distinction.

WHAT YOUR TEAM RECEIVES

The statements that concern the fashion business rather than the fragrance Maison, and a set of questions that separate the two.

What to track. The same brand-knowledge questions, with the ambiguous readings counted apart.

Agentic Commerce

Suggested lead: Technology & Security, with E-commerce

FINDING

All nine sessions were refused at the start page (HTTP 403).

WHY IT MATTERS

No shopping task can be observed while the site refuses these sessions. The Maison may have intended the refusal.

WHAT TO EXPLORE WITH AUGMA

With the AUGMA team, establish why these sessions were refused, then decide which agents the Maison wants to let in. No general opening and no removal of protection is recommended.

WHAT YOUR TEAM RECEIVES

A diagnosis of the refusal and, if access is chosen, the shopping tasks tested once the site is reachable.

What to track. Access, then the later steps once reachable.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

Tom Ford Beauty

From the French journey, the agent reached the US store; among general questions, gifting is where the answers name it most.

AI PRESENCE

65.8 /100 **5th of 10** in the panel

↑ +3.2 pts since June · Observed change; not conclusive

June comparison score 62.6

CULTURAL DESIRABILITY

48.0 /100 **6th of 10** in the panel

↑ +6.5 pts since June · Method-sensitive change

June comparison score 41.4

AGENTIC COMMERCE

Task 1 · Find a fragrance
— — — all 3 not applicable

Task 2 · Check product, select size
◑ ◑ ◑ all 3 partly completed

Task 3 · Gift services and basket
? ? — 2 could not verify · 1 not applicable

WHAT THIS STUDY REVEALS

1 From the French journey, the agent reached the fashion site in task 1 and the American store, in dollars, in task 2. In one gift attempt, the site stated that it does not deliver to France.
Where the attempts stopped, page 27.

2 In Maison Constellation's November gifting list, Tom Ford Beauty is among the three Maisons the answers name most often: 25 of 49 answers, over the five systems observed, in English. Over the four systems compared, it is named in gifting answers 40 of 70 in June, 40 in November.
Maison Constellation, page 19.

WHAT IT MEANS FOR LEADERSHIP

Market routing comes before any question of size or basket. For the answers, gifting is the occasion to follow.

FROM THE ANSWERS

> GEMINI · ENGLISH · 3 NOVEMBER 2026
>
> For a traditionally masculine or unisex choice: Tom Ford Oud Wood. The gold standard of sophisticated woody scents.

Question: “What perfume should I gift to celebrate a major life milestone?”

> PERPLEXITY · FRENCH · 3 NOVEMBER 2026
>
> Si vous préférez une option plus luxueuse et affirmée, Tom Ford Oud Wood offre un accord raffiné de oud, bois de rose, cardamome, vétiver et fève tonka.
>
> *If you prefer a more luxurious, assertive option, Tom Ford Oud Wood offers a refined accord of oud, rosewood, cardamom, vetiver and tonka bean.*

Question (French): “Suggérez un parfum sophistiqué à offrir à un dirigeant.”

The same creation comes back in French for an executive gift.

TOM FORD CREATIONS IN GIFTING ANSWERS



Of the 48 gifting answers naming Tom Ford, five systems, English and French. One answer may name several creations; counts therefore overlap.

French Google, general questions. 5 of 39 AI Overview answers name Tom Ford Beauty; in English, 6 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Tom Ford Beauty

AI Visibility and AI Desirability

Suggested lead: Marketing & Digital

FINDING

In the 48 gifting answers that name Tom Ford, Oud Wood appears in 27 and Black Orchid in 10 (five systems, English and French; counts overlap). Its heritage result rests on very few answers (page 17).

WHY IT MATTERS

Gifting is where the answers name Tom Ford Beauty most, mainly through Oud Wood. Check which fragrances recur by occasion and language, and whether they match the Maison's priorities.

WHAT TO EXPLORE WITH AUGMA

Which Tom Ford Beauty creations the gifting answers recommend, by language and system, and which Maisons appear beside them.

WHAT YOUR TEAM RECEIVES

Gifting recommendations mapped by occasion, with their sources.

What to track. The creations named on the same gifting questions.

Agentic Commerce

Suggested lead: International E-commerce & Web Platform

FINDING

Task 1 was not applicable three times: the French country choice led to the fashion site, without fragrances. Task 2 was partly completed three times: the American store, in dollars, with the sold-out 0.34 fl oz left selected. In the gift task, one attempt found that the site does not deliver to France; two could not be verified.

WHY IT MATTERS

The market reached decides the offer and the currency shown. Routing and currency come first; the size selected follows from the store reached.

WHAT TO EXPLORE WITH AUGMA

With the AUGMA team, map where a visitor in France is routed from each entry point, and whether the market reached matches the offer the Maison intends for that visitor.

WHAT YOUR TEAM RECEIVES

A map of routing and currency by entry point, then attempts scoped on the store intended for France.

What to track. Market, currency and delivery shown, in new attempts.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

Diptyque

Diptyque is absent from the French general answers on Google; on the website, sizes and the basket need a closer look.

AI PRESENCE

48.8 /100 **9th of 10** in the panel

↓ −0.9 pts since June · Observed change; not conclusive

June comparison score 49.7

CULTURAL DESIRABILITY

36.8 /100 **10th of 10** in the panel

↓ −8.1 pts since June · Method-sensitive change

June comparison score 44.8

AGENTIC COMMERCE

Task 1 · Find a fragrance
1 passed · 2 could not verify

Task 2 · Check product, select size
all 3 partly completed

Task 3 · Gift services and basket
1 partly completed · 1 could not verify · 1 session did not start (test set-up)

WHAT THIS STUDY REVEALS

1. Google AI Overviews name Diptyque in none of the 39 French answers to general questions collected for this study. In English it is named in 3.
   French AI Overviews, page 13.

2. In one gift attempt, the final basket held three 50 ml bottles and a 2 ml item while the agent reported one bottle. The smallest size sits on a separate product page the agent never opened.
   Every attempt, page 28.

WHAT IT MEANS FOR LEADERSHIP

The French general answers are where Diptyque is missing; the question is which occasions matter to it. On the website, the link between sizes and the confirmation of the basket are the interactions to examine.

FROM THE ANSWERS

> PERPLEXITY · FRENCH · 3 NOVEMBER 2026
>
> Diptyque Tam Dao — une option plus sobre et mixte, centrée sur le santal, avec une atmosphère boisée presque méditative.
>
> *Diptyque Tam Dao: a quieter, unisex option centred on sandalwood, with an almost meditative woody atmosphere.*

Question (French): “Quel parfum de luxe essayer si j'aime les notes boisées orientales ?”

Claude, ChatGPT, Gemini and Perplexity all name Diptyque on this French question.

> GOOGLE AI OVERVIEWS · FRENCH · 3 NOVEMBER 2026
>
> Le Labo – Santal 33 : Un grand classique unisexe, à la fois boisé, cuiré et légèrement fumé, porté par un bois de santal dominant et de la cardamome.
>
> *Le Labo, Santal 33: a great unisex classic, woody, leathery and lightly smoky, led by sandalwood and cardamom.*

Question (French): “Quel parfum de luxe essayer si j'aime les notes boisées orientales ?”

Google's French overview gives the sandalwood place to Le Labo and Guerlain; one page it cites lists Tam Dao first. Page cited: Top 10 des parfums boisés pour femme à découvrir en 2025.

French Google, general questions. 0 of 39 AI Overview answers name Diptyque; in English, 3 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Diptyque

AI Visibility and AI Desirability

Suggested lead: Marketing & Digital

FINDING

Diptyque is named when the question is about it. On a French woody-oriental question, Claude, ChatGPT, Gemini and Perplexity name it; Google's overview does not. The 39 French general overviews carry 259 source citations; YouTube, Instagram and Facebook are the most cited domains.

WHY IT MATTERS

The four assistants name Diptyque on the French woody-oriental question and Google does not: the gap is specific to Google in French.

WHAT TO EXPLORE WITH AUGMA

Which discovery and gifting questions matter most to Diptyque, which Maisons appear in those answers, and which sources are cited.

WHAT YOUR TEAM RECEIVES

A focused review of the relevant questions, competing recommendations and cited pages, with priorities agreed with the Marketing team.

What to track. Diptyque's presence on the questions agreed.

Agentic Commerce

Suggested lead: E-commerce Product, UX & QA

FINDING

Task 2 was partly completed three times: the smallest size is on a separate product page. In the gift task, one basket held three 50 ml bottles and a 2 ml item; one attempt could not be verified; one session did not start because of the study's test set-up, not the website.

WHY IT MATTERS

The prepared basket does not match the requested quantity. Several recorded clicks do not show that one click added several bottles, and the test set-up incident says nothing about the site.

WHAT TO EXPLORE WITH AUGMA

A review with the AUGMA team of how the sizes of Eau des Sens are linked from the main product page, and of how the basket confirms each addition.

WHAT YOUR TEAM RECEIVES

A diagnosis of the size links and of the basket confirmation on Eau des Sens; the test incident reported apart.

What to track. Smallest size reached and final quantity, in repeated attempts.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

Le Labo

A country selector stopped verification in all nine attempts; Le Labo is the Maison least often named in gifting answers.

AI PRESENCE

51.9 /100 **8th of 10** in the panel

↑ +4.5 pts since June · Observed change; not conclusive

June comparison score 47.3

CULTURAL DESIRABILITY

40.5 /100 **8th of 10** in the panel

↑ +12.0 pts since June · Method-sensitive change

June comparison score 28.6

AGENTIC COMMERCE

Task 1 · Find a fragrance
all 3 could not verify

Task 2 · Check product, select size
all 3 could not verify

Task 3 · Gift services and basket
all 3 could not verify

WHAT THIS STUDY REVEALS

1 In all nine sessions, a country selector covered sizes and prices on the French shop. None of the attempts could be verified; none was refused access.

Where the attempts stopped, page 27.

2 Le Labo is named in the fewest gifting answers of the panel, in both collections: 21 of 70 in June, 17 in November, over the four systems compared.

Mention counts over the four comparable systems (basis, page 17).

WHAT IT MEANS FOR LEADERSHIP

On the website, the first question is what a visitor sees after choosing France. For the answers, the question is which creations are recommended, without generalising from one quoted answer about Santal 33.

FROM THE ANSWERS

> GEMINI · ENGLISH · 3 NOVEMBER 2026
>
> Le Labo Santal 33: The iconic "cool" scent. A smoky, woody, and leathery fragrance with a cult following.

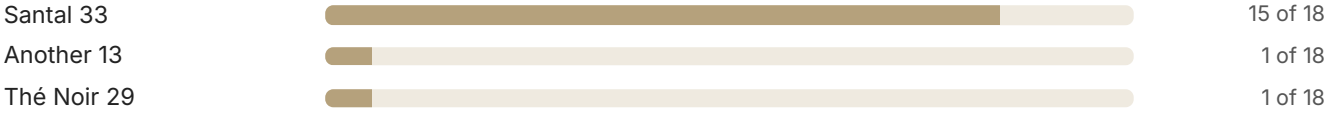
Question: “What luxury perfume would you recommend as a wedding gift?”

> CHATGPT · ENGLISH · 3 NOVEMBER 2026
>
> Unisex: Le Labo Another 13 (musky, sheer amber; minimalist, modern)

Question: “What perfume would you offer for a 40th birthday?”

One of the two gifting answers that name another Le Labo creation.

LE LABO CREATIONS IN GIFTING ANSWERS



Of the 18 gifting answers naming Le Labo, five systems, English and French. One answer may name several creations; counts therefore overlap.

French Google, general questions. 2 of 39 AI Overview answers name Le Labo; in English, 2 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Le Labo

AI Visibility and AI Desirability

Suggested lead: Marketing & Digital

FINDING

Le Labo is rarely named in answers to general questions. In the 18 gifting answers that name it (five systems, English and French), Santal 33 appears in 15; another Le Labo creation appears in two.

WHAT TO EXPLORE WITH AUGMA

On which gifting questions other Maisons appear instead, which of Le Labo's creations could fit them, and which sources the answers cite.

WHY IT MATTERS

Le Labo's gifting presence rests almost entirely on Santal 33. Across all general questions, Santal 33 appears in 43 answers naming Le Labo; the next creations are Rose 31, in 6, and Another 13, in 5.

WHAT YOUR TEAM RECEIVES

The gifting questions to follow, with the competing recommendations and the cited pages.

What to track. Le Labo's presence and creations named, on the same gifting questions.

Agentic Commerce

Suggested lead: International E-commerce & Web Platform

FINDING

The agent reached the Santal 33 page, but sizes and prices were not read. It reported a location dialog that stayed open and an add-to-basket button that stopped responding. One session ended on the Albanian shop.

WHAT TO EXPLORE WITH AUGMA

With the AUGMA team, reproduce choosing France in the selector and closing it, as the site intends, then the rest of the journey.

WHY IT MATTERS

An agent that cannot pass the country selector cannot continue the shopping journey. Whether the selector stops a visitor as well as an agent is not established.

WHAT YOUR TEAM RECEIVES

A reproduction of the selector step and, once it is passed, the three tasks tested on the French shop.

What to track. Market reached and sizes read, in new attempts.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

Maison Francis Kurkdjian

Maison Francis Kurkdjian ranks third for AI Presence; the website refused all nine sessions.

AI PRESENCE

70.3 /100 **3rd of 10** in the panel

↑ +2.0 pts since June · Observed change; not conclusive

June comparison score 68.3

CULTURAL DESIRABILITY

51.9 /100 **5th of 10** in the panel

↓ −4.2 pts since June · Observed change; not conclusive

June comparison score 56.1

AGENTIC COMMERCE

Task 1 · Find a fragrance
✕ ✕ ✕ all 3 access refused

Task 2 · Check product, select size
✕ ✕ ✕ all 3 access refused

Task 3 · Gift services and basket
✕ ✕ ✕ all 3 access refused

WHAT THIS STUDY REVEALS

1 Maison Francis Kurkdjian has the third-highest AI Presence score in the panel. Over the four systems compared, it is named in gifting answers 45 of 70 in June, 44 in November.
AI Presence, page 9.

2 All nine attempts were refused at the start page, eight with HTTP 403 and one with a refusal page, so no shopping step was observed.
Where the attempts stopped, page 27.

WHAT IT MEANS FOR LEADERSHIP

The Maison is present in the answers, and one creation carries most of that presence. On the website, access comes first.

FROM THE ANSWERS

> GOOGLE AI OVERVIEWS · ENGLISH · 3 NOVEMBER 2026
>
> For a luxury wedding gift, Maison Francis Kurkdjian Baccarat Rouge 540

Question: “What luxury perfume would you recommend as a wedding gift?”

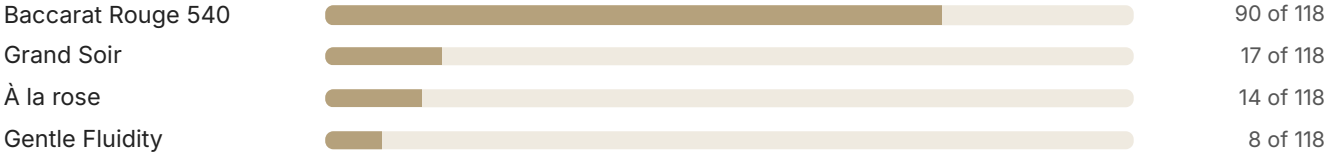
In English, the wedding question names Baccarat Rouge 540.

> GOOGLE AI OVERVIEWS · FRENCH · 3 NOVEMBER 2026
>
> Grand Soir – Maison Francis Kurkdjian : Une fragrance ambrée, chaleureuse et très sophistiquée pour une cérémonie en soirée.
>
> *Grand Soir, Maison Francis Kurkdjian: an amber fragrance, warm and very sophisticated, for an evening ceremony.*

Question (French): “Quel parfum de luxe offrir pour un mariage ?”

The same wedding question in French names Grand Soir.

CREATIONS NAMED IN GENERAL-QUESTION ANSWERS



Of the 118 general-question answers naming a creation of the Maison, five systems, English and French. One answer may name several creations; counts therefore overlap.

French Google, general questions. 9 of 39 AI Overview answers name Maison Francis Kurkdjian; in English, 13 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Maison Francis Kurkdjian

AI Visibility and AI Desirability

Suggested lead: Marketing & Digital, with Brand

FINDING

In answers to general questions that name one of its creations, Baccarat Rouge 540 appears in 90 of 118 (five systems, English and French). The next creations are far behind: Grand Soir in 17, À la rose in 14, Gentle Fluidity in 8. Cultural resonance ranks last in the panel.

WHY IT MATTERS

Baccarat Rouge 540 appears far more often than the other creations counted. The next step is to compare this pattern with the Maison's priorities by product and occasion.

WHAT TO EXPLORE WITH AUGMA

Which creations the answers recommend for each question and occasion, which Maisons and creations appear beside them, and which sources the answers cite.

WHAT YOUR TEAM RECEIVES

Recommendations by product and occasion, with their sources, to compare with the Maison's priorities.

What to track. The creations named, on the same questions.

Agentic Commerce

Suggested lead: Technology & Security, with E-commerce

FINDING

All nine sessions were refused at the start page (HTTP 403 or a refusal page); the same page opened when read separately, outside the browser sessions.

WHY IT MATTERS

No shopping task can be observed while the site refuses these sessions. The Maison may have intended the refusal.

WHAT TO EXPLORE WITH AUGMA

With the AUGMA team, establish why these sessions were refused and which access the Maison wants, then test the journey once the site is reachable.

WHAT YOUR TEAM RECEIVES

A diagnosis of the refusal and, if access is chosen, the shopping tasks tested.

What to track. Access, then the later steps once reachable.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

Byredo

Byredo passed all nine attempts but is rarely named in answers to general questions.

AI PRESENCE

48.5 /100 **10th of 10** in the panel

↓ −0.3 pts since June · Observed change; not conclusive

June comparison score 48.8

CULTURAL DESIRABILITY

37.6 /100 **9th of 10** in the panel

↑ +2.4 pts since June · Observed change; not conclusive

June comparison score 35.2

AGENTIC COMMERCE

Task 1 · Find a fragrance
● ● ● all 3 passed

Task 2 · Check product, select size
● ● ● all 3 passed

Task 3 · Gift services and basket
● ● ● all 3 passed

WHAT THIS STUDY REVEALS

1 All nine attempts passed the checks, including three baskets each holding one 50 ml Bal d'Afrique at €170.
Byredo, page 26.

2 Byredo has the lowest AI Presence score in the panel. It is named in 18 of 70 discovery answers in November, over the four systems compared.
AI Presence, page 9.

WHAT IT MEANS FOR LEADERSHIP

The website journeys worked under these conditions and can serve as regression checks. The decision for leadership concerns visibility in general questions.

FROM THE ANSWERS

> GEMINI · ENGLISH · 3 NOVEMBER 2026
> My top recommendation for this category is Byredo Gypsy Water.

Question: “Recommend a sophisticated unisex perfume for everyday wear.”

Four of the five English answers to this unisex question name Byredo.

> CLAUDE · ENGLISH · 3 NOVEMBER 2026
> Serge Lutens - Feminité du Bois, Ambre Sultan · Comme des Garçons - conceptually challenging compositions · Diptyque - Philosykos, Tam Dao · Frederic Malle - Portrait of a Lady, Musc Ravageur

Question: “What sophisticated fragrances should a perfume connoisseur own?”

Four niche Maisons are listed, not Byredo, which is named in none of the five English answers to this question.

French Google, general questions. 1 of 39 AI Overview answers name Byredo; in English, 1 of 39. The two sets are not the same questions: 38 are answered in both languages (page 13).

Priorities for Byredo

AI Visibility and AI Desirability

Suggested lead: Marketing & Digital

FINDING

Over the four systems compared, Byredo is named in gifting answers 22 of 70 in June, 20 in November. It is named in four of five English answers to a unisex everyday question, and in none of five to a connoisseur question.

WHY IT MATTERS

Byredo's website journeys worked, but the answers rarely name it when the question does not name a Maison: visibility is where a decision is needed.

WHAT TO EXPLORE WITH AUGMA

Which occasions deserve more presence for Byredo, which Maisons and creations the answers recommend there, and which sources they cite.

WHAT YOUR TEAM RECEIVES

A targeted analysis of the recommendations on the occasions Byredo chooses.

What to track. Byredo's presence on those occasions.

Agentic Commerce

Suggested lead: Digital & E-commerce, QA

FINDING

Task 1 passed three times, on Mojave Ghost; task 2 three times; the gift task three times.

WHY IT MATTERS

A journey that works today can break with a site change. Nine attempts do not establish general reliability; the recorded tasks give a dated reference to retest.

WHAT TO EXPLORE WITH AUGMA

The three tasks kept as scenarios, repeated with the AUGMA team after site changes. Other products, markets or devices are a separate test.

WHAT YOUR TEAM RECEIVES

Non-regression scenarios with a dated record of each run.

What to track. The same three tasks after each significant site change.

To explore these questions for your Maison: Page 57

Three attempts per task. Scores: pages 9, 16; agent results: page 28.

APPENDIX

Scores by system

June then November, June bounds held fixed, Google AI Overviews in English. Perplexity is shown apart and labelled descriptive only: its November answers were on average less than half as long, cited more sources and were never cut short, and the study excluded it from the comparison on these observations; their cause is not documented (page 11). An arrow between two values shows June then November; it does not indicate an increase.

AI PRESENCE	CLAUDE	CHATGPT	GEMINI	AI OVERVIEWS	PERPLEXITY · DESCRIPTIVE ONLY, EXCLUDED FROM COMPARISON SCORES
Chanel	87.6 → 86.9	85.1 → 88.7	78.3 → 80.0	72.4 → 66.2	80.8 → 66.4
Dior	74.4 → 72.6	77.4 → 76.4	63.8 → 66.1	65.5 → 48.7	71.9 → 62.5
Guerlain	75.3 → 75.7	73.9 → 73.6	74.9 → 78.9	61.2 → 54.4	65.6 → 57.1
Hermès	54.5 → 59.2	66.6 → 68.3	57.8 → 59.3	31.6 → 32.8	61.3 → 54.1
YSL Beauté	56.3 → 54.3	52.1 → 56.5	55.1 → 54.9	64.3 → 52.9	61.4 → 52.6
Tom Ford Beauty	63.6 → 65.7	60.8 → 66.6	63.5 → 68.6	62.6 → 62.5	62.8 → 57.2
Diptyque	49.9 → 50.3	55.7 → 55.5	52.4 → 56.5	40.7 → 32.8	51.2 → 50.7
Le Labo	48.7 → 50.4	54.7 → 52.6	56.7 → 50.3	29.2 → 54.2	47.9 → 48.9
Maison Francis Kurkdjian	59.4 → 58.9	73.8 → 75.9	70.9 → 67.2	69.1 → 79.2	63.6 → 62.4
Byredo	45.5 → 46.4	47.2 → 50.2	58.1 → 54.7	44.5 → 42.8	49.1 → 41.6

CULTURAL DESIRABILITY	CLAUDE	CHATGPT	GEMINI	AI OVERVIEWS	PERPLEXITY · DESCRIPTIVE ONLY, EXCLUDED FROM COMPARISON SCORES
Chanel	74.9 → 72.6	76.9 → 74.8	82.8 → 80.3	65.6 → 86.2	64.4 → 53.6
Dior	60.9 → 52.9	78.5 → 74.4	78.8 → 70.2	64.0 → 76.5	58.6 → 53.7
Guerlain	77.8 → 78.6	75.7 → 72.9	82.1 → 83.6	71.8 → 81.6	56.8 → 51.2
Hermès	69.0 → 67.8	70.8 → 62.5	78.8 → 77.7	48.8 → 84.6	67.2 → 54.3
YSL Beauté	37.6 → 39.0	50.4 → 60.4	61.0 → 35.3	47.3 → 45.5	50.8 → 25.7
Tom Ford Beauty	36.5 → 33.8	40.8 → 54.7	44.3 → 54.5	44.1 → 49.0	43.7 → 48.4
Diptyque	50.6 → 21.6	39.2 → 45.4	57.6 → 32.7	32.1 → 47.3	38.6 → 29.2
Le Labo	11.6 → 34.8	38.5 → 43.0	40.7 → 35.6	23.3 → 48.7	54.3 → 28.6
Maison Francis Kurkdjian	52.8 → 27.4	46.1 → 47.2	51.4 → 50.2	74.1 → 82.7	78.7 → 45.0
Byredo	29.9 → 28.9	34.5 → 53.4	36.4 → 38.3	40.1 → 29.8	28.3 → 26.1

APPENDIX

Published June scores and June recalculated for comparison

Edition 01 remains as published. To compare June with November, this edition scores the archived June answers again with the method used for November; the table lists both series.

MAISON	AI PRESENCE · PUBLISHED JUNE SCORE	JUNE RECALCULATED FOR COMPARISON	CULTURAL DESIRABILITY · PUBLISHED JUNE SCORE	JUNE RECALCULATED FOR COMPARISON
Chanel	78.3	80.9	72.9	75.0
Dior	68.2	70.3	68.2	70.5
Guerlain	68.1	71.3	72.8	76.9
Hermès	53.0	52.6	66.9	66.8
YSL Beauté	56.4	56.9	49.4	49.1
Tom Ford Beauty	60.7	62.6	41.9	41.4
Diptyque	48.4	49.7	43.6	44.8
Le Labo	46.1	47.3	33.7	28.6
Maison Francis Kurkdjian	64.6	68.3	60.6	56.1
Byredo	47.3	48.8	33.9	35.2
Median	58.5	59.8	55.0	52.6

Edition 01 placed each dimension on its own scale and included French AI Overviews and Perplexity. In June Google gave no French AI Overview, so the French cells counted as zero and lowered every Maison's published score. The comparison method holds the June bounds fixed, reads AI Overviews in English only and uses four systems.

SOURCE SHARES PRINTED IN JUNE (EDITION 01): THE MAISON'S OWN WEBSITES / PRESS AND EDITORIAL / RETAILERS AND SOCIAL PLATFORMS, %

Guerlain	29 / 46 / 25	Chanel	16 / 50 / 34
Diptyque	28 / 49 / 23	Dior	16 / 67 / 17
YSL Beauté	27 / 51 / 22	Hermès	11 / 65 / 24
Le Labo	22 / 50 / 28	Byredo	8 / 60 / 32
Maison F. Kurkdjian	16 / 49 / 35	Tom Ford	5 / 67 / 28

These printed shares could not be reproduced from the stored answers; they remain those of Edition 01. This edition applies one classification to both collections.

SOURCE CATEGORIES

The Maison's own websites: its declared domains. Retailers and social platforms: a fixed list of shops, marketplaces, fragrance databases, forums and social networks. Press and editorial: every other site, magazines and encyclopedias included. The categories describe who publishes a page and say nothing about its reliability.

APPENDIX

Methodology and comparability

Collection	480 questions per collection, in English and French, general and about one Maison, each sent to five systems: 2,400 requests. November: 2,391 answers. June: 2,154 answers. The difference comes from Google AI Overviews only: Google showed no AI Overview for 240 French and 6 English requests in June, and for 5 French and 4 English requests in November. A request without an AI Overview has no answer; the study does not count it as a failure. The four other systems answered every request in both collections.
Baseline	Every composite, dimension score and quadrant median printed in June is reproduced from the archived statistics, at the precision printed.
Comparison method	June formula, June bounds held fixed, Google AI Overviews in English, four systems (Perplexity excluded). The change is calculated on unrounded scores.
Repeatability check	36 questions asked three times in November. For each Maison, the standard deviation of its score across the repetitions is scaled to the full collection; a change must exceed two times root two times that deviation. This rule was set before the results were read. A pooled criterion was added after a first reading, because three repetitions give an imprecise deviation for a single Maison (0.23 points for Tom Ford Beauty's Cultural Desirability); it can only tighten the test. A change is conclusive only when it exceeds both. June had no repetitions; its spread is assumed equal to November's. These rules carry no statistical confidence level.
Weighted view	Alternative method, new in this edition. Each Cultural Desirability cell is multiplied by m / (m + 3n/20), where m is the number of answers naming the Maison and n the number of answers in the cell. A cell where one answer in twenty names the Maison keeps a quarter of its value; a cell where every answer names it keeps 87%. Recomputed on both collections; not used in the main charts.
Maison Constellation	Rule redefined and applied to both collections (decision D-E2-3).
Source authority	One classification applied to both collections (decision D-E2-6). The shares printed in June could not be reproduced from the stored answers; they remain those of Edition 01.
Product cards	Google Shopping product cards are counted in two ways. As a text marker, the words “product viewer dialog” appear in 84 of 236 English answers in November and 0 in June. As sources, 19 of the 39 answers to general questions cite at least one card in November and 13 in June. A Maison named only in a card title is not counted, since the annotation reads the answer text (10 cases in November, 2 in June).

AI PRESENCE: THE TWO CRITERIA OF THE COMBINED RULE, PER MAISON

MAISON	CHANGE	OWN THRESHOLD	CROSSES	MAISON	CHANGE	OWN THRESHOLD	CROSSES
Chanel	−0.44	2.85	neither	Tom Ford Beauty	+3.23	4.62	neither
Dior	−4.35	4.16	own only	Diptyque	−0.86	5.33	neither
Guerlain	−0.68	5.00	neither	Le Labo	+4.54	7.91	pooled only
Hermès	+2.30	3.39	neither	M. F. Kurkdjian	+1.96	3.48	neither
YSL Beauté	−2.30	1.76	own only	Byredo	−0.32	2.19	neither

The pooled criterion, the same calculation on the ten Maisons' deviations pooled, is 4.41 points for every Maison. No AI Presence change crosses both criteria. The same rule governs Cultural Desirability: the four changes marked ◆ exceed both criteria but are method-sensitive (page 16); Chanel's +3.4 exceeds its own threshold (3.2) but not the pooled criterion (5.6).

APPENDIX

Methodology of the agent trials

Agentic Commerce	Three shopping tasks, each attempted three times on the ten official French websites. The agent (Claude Sonnet 4.6) chose each action; it could only click elements found on the page and typed no address. A script, separate from the agent, then read the page reached and the basket and gave the checked outcome; an excerpt counts only if found word for word on the page. Task 2 asks for the smallest size available: a size shown as sold out is not available. Run under protocol versions 1.0 and 1.1; later versions, up to 1.5, re-checked the recorded sessions without running new ones.
Agent sessions	One new browser session per attempt, with no inherited cookie; located in France, French language, prices in euros; window of 1,440 × 900 pixels; no automatic solving of access challenges; at most 30 actions and 15 minutes per session.
Research tools	Navigation: a remote browser service ran each attempt in a new browser and recorded every action, while Claude Sonnet 4.6 chose the actions. Extraction: a separate page-reading service read the product pages separately, outside the browser sessions, to document what they offered; this does not show what the agent read. Verification: AUGMA's scripts checked the recorded pages and the basket against the criteria and gave the checked outcome.
Trace references	Every action of every session is kept in the campaign journal with its session reference; the references of the sessions quoted in this report are listed in the evidence appendix.

HOW AN ATTEMPT IS RUN

1
Same task everywhere
The same instruction, in French, for the ten Maisons. The agent starts from a fixed page and may only click elements found on the page.

2
Every action recorded
Each action is logged with the element described, the page before and after, and the reason the agent gave.

3
Checked separately
At the end, a script reads the page reached and the basket. An excerpt counts only if it is found word for word on the page.

4
Five checked outcomes
Passed the checks, partly completed, could not verify, access blocked (refused by the site, or a session that did not start), not applicable.

The sessions were run once, under protocol versions 1.0 and 1.1. Later versions, up to 1.5, re-checked the recorded sessions with stricter rules; no new session was run.

CHANGE LOG OF THE STUDY

Method changes are dated in the register. The comparison formula and its bounds were fixed before the November collection. The pooled repeatability criterion and the single comparison view of the published charts (decision D-E2-7) came after a first reading of the results; the first can only tighten the test and neither changes any score.

APPENDIX

Evidence and limitations

Each figure is linked to its source in the evidence register or edition export. Every quotation carries its question, system, language and date and was checked against the stored answer.

LIMITS OF EACH FINDING

Limits by subject. The code after each title is the reference of the finding in the evidence register.

French AI Overviews now answer the study's questions E2-C01

A change of the Google system, not of the Maisons: no French AI Overview cell is compared with June. Each period is one collection run; the November rate is a single observation. The same switch was measured on 25 July 2026 on the leather-goods edition: the change predates November.

English AI Overviews became longer and cite fewer sources E2-C02

Length and source counts are means over one run per period; no test of their dispersion. Longer answers raise description length, which enters the richness term of every dimension: scores on this system are read with that caveat. Google Shopping product cards are counted in two ways that do not measure the same thing. Text marker: 84 of 236 English answers contain the words "product viewer dialog" in their text in November, none in June. Cards cited as sources: of the 39 answers to questions that name no Maison, 19 cite at least one product card in November and 13 in June; a Maison is named in a card title but not in the answer text 10 times in November and 2 in June. The annotation reads the answer text only, so those mentions are not counted; the study does not measure whether cards replace text.

Perplexity's answers became shorter in our collection E2-C03

The study observed this change in its own collection and did not identify its cause. The model identifier is unchanged and the provider does not document a change. Perplexity is left out of the comparison scores and kept in the descriptive pages.

No AI Presence change meets both criteria E2-C04

Not a proof of stability: with this volume of answers the variability allows neither a change nor stability to be asserted. June had no repetitions; its noise is assumed equal to November's.

No Cultural Desirability change is established E2-C05

Dior shows -5.0 points on the three chat assistants alone in the weighted view; it does not hold in the reference view and is reported as an observed variation only. The weighted view is a new method of edition 2; the published June scores remain the reference of the historical formula.

How often Maisons are named shows no detectable change E2-C06

Absence of a detectable difference is not a proof of stability.

Perplexity named Dior less often in gifting answers E2-C07

20 answers per period. Fisher exact test p = 0.002; after the Benjamini-Hochberg correction over the 40 Perplexity tests (ten Maisons, four dimensions), q = 0.09, above 0.05.

A few mentions can move a desirability score E2-C08

Any correction is a new method applied to both periods and presented as such, never substituted for the June publication.

June figures reproduced; Constellation rule redefined E2-C09

The Maison Constellation rule of June could not be reproduced. A rule was redefined on 6 November 2026 and applied to both periods (D-E2-3); Constellation is compared under that rule only, and the printed June top threes are not used as a baseline.

ABOUT THE STUDY

The AI Desirability Index is an AUGMA study by The Augmented Maison. It measures how AI systems name and describe luxury Maisons, edition after edition, with the same questions and a published method. Edition 02 adds browser-agent trials on the Maisons' websites.
Contact: contact@theaugmentedmaison.com · www.theaugmentedmaison.com

Disclosure: the author of this study was Executive Director Digital & E-commerce at Diptyque, one of the ten Maisons in the panel.

APPENDIX

Byredo, gift task, attempt 2: every recorded step

Byredo, gift task, attempt 2, 6 November 2026: each action as the browser described the element on the French website, with the result of the action and the study's English translation. The checked outcome comes from the script, page 26.

THE INSTRUCTION GIVEN TO THE AGENT, IN FRENCH, WITH ITS ENGLISH TRANSLATION

> INSTRUCTION GIVEN TO THE AGENT, IN FRENCH
>
> Ce parfum est un cadeau. Vérifie si la livraison en France est possible et à quelles conditions, quels services cadeau sont proposés (emballage, message), puis ajoute le produit au panier, dans la plus petite contenance, en quantité 1. Arrête-toi au panier.
>
> *This fragrance is a gift. Check whether delivery to France is possible and on what terms, which gift services are offered (wrapping, message), then add the product to the basket, in the smallest size, quantity 1. Stop at the basket.*

1. *Refus cookies – Continuer sans accepter*
   Cookie banner: continue without accepting
2. *Lien footer : Livraison*
   Footer link: Delivery
3. *Lien Emballage cadeau Byredo*
   Link: Byredo gift wrapping
4. *Lien Logo Byredo (accueil)* · *page unchanged*
   Byredo logo link (home page)
5. *Lien Logo Byredo (accueil)*
   Byredo logo link (home page)
6. *Lien Livraison*
   Link: Delivery
7. *Lien Emballage cadeau Byredo*
   Link: Byredo gift wrapping
8. *Lien Logo Byredo (accueil)*
   Byredo logo link (home page)
9. *Bouton Menu*
   Menu button
10. *Lien Bal d'Afrique*
    Link: Bal d'Afrique
11. *Lien Bal d'Afrique* · *action failed*
    Link: Bal d'Afrique
12. *Ajouter au panier EAU DE PARFUM 50ml 170€*
    Add to basket: Eau de Parfum 50 ml, €170
13. *task finished*
    Task reported as finished

TRACE REFERENCES OF THE SESSIONS QUOTED

MAISON	TASK	ATTEMPT	DATE	CHECKED OUTCOME	STEPS	SESSION
Byredo	Gift services and basket	2	6 November 2026	Passed the checks	13	5a2a6a24
Dior	Gift services and basket	1	5 November 2026	Partly completed	12	0b510137
Dior	Gift services and basket	2	5 November 2026	Passed the checks	16	703e9ae0
Dior	Gift services and basket	3	5 November 2026	Passed the checks	10	36fbf7c1
Guerlain	Check product, select size	1	5 November 2026	Partly completed	3	44269090
Guerlain	Check product, select size	2	5 November 2026	Partly completed	3	06eadcf2
Guerlain	Gift services and basket	2	5 November 2026	Could not verify	25	b274fa8e
Diptyque	Gift services and basket	3	5 November 2026	Partly completed	26	3103fb1d

Session references are shortened to their first eight characters; every action is kept in the campaign journal. The final screenshot of each session is archived with its session reference. This report shows the recorded steps and diagrams of the recorded data instead, labelled as reconstructions.

AUGMA
by The Augmented Maison

NEXT STEPS

What these findings mean for your Maison

Use these findings to set priorities for your Maison: the occasions where you want to be recommended, the creations and services you want customers to discover, and the website interactions that need closer examination.

IN THE PLATFORM

Explore your Maison in AUGMA

See when your Maison is named, how its products are described and which sources support the answers. Use that evidence to identify factual corrections and questions worth investigating.

app.augma-ai.com/start

Free workspace, no card at sign-up, with a first look of 10 answers from ChatGPT and Claude, once per Maison. A 5-day trial of the plan chosen asks for a card; full analyses run on a plan. Conditions at the time of writing.

WITH THE AUGMA TEAM

Define your Maison's next steps

Bring your priority products, markets and shopping occasions. With the AUGMA team, define a focused review of the relevant answers and, where useful, browser-agent trials. Agree the scope and expected outputs: documented findings, priorities for your teams and checks to assess any changes.

theaugmentedmaison.com/en/contact

Or write to contact@theaugmentedmaison.com.

PLATFORM, STUDY AND AUGMA TEAM: WHAT EACH COVERS

In the AUGMA platform	Stored answers per question and system, filtered by whether the Maison is named; comparison of campaigns; Brand Truth Profile and accuracy findings; cited sources. Depending on the plan: buying occasions, qualities and arguments, editorial opportunities, Google AI Overviews.
Done for this study	The ten-Maison panel, the comparison with June and the browser-agent trials on ten websites. The browser-agent trials are not a function of the platform.
With the AUGMA team	A focused review of one Maison's findings, including recorded or new browser-agent trials, scoped with the Maison.

SYSTEMS ANALYSED IN THE PLATFORM, DEPENDING ON THE PLAN

ChatGPT · Claude · Gemini · Perplexity · Google Search

AUGMA observes answers and websites. It does not control what AI systems say, promise a higher score or predict sales.

Which products should appear more often? Which descriptions need correcting? Which shopping tasks need closer examination? Start with the question that matters most to your Maison.