

Why Product Feed Management Is the Backbone of Crucial Ecommerce Processes

— and the Key to AI Visibility

AI isn't assisting discovery. It's rewriting it.

This white paper explores how a modern product feed management platform drives the processes that power ecommerce growth — and why AI-ready, channel-optimized product data has become the defining competitive advantage.

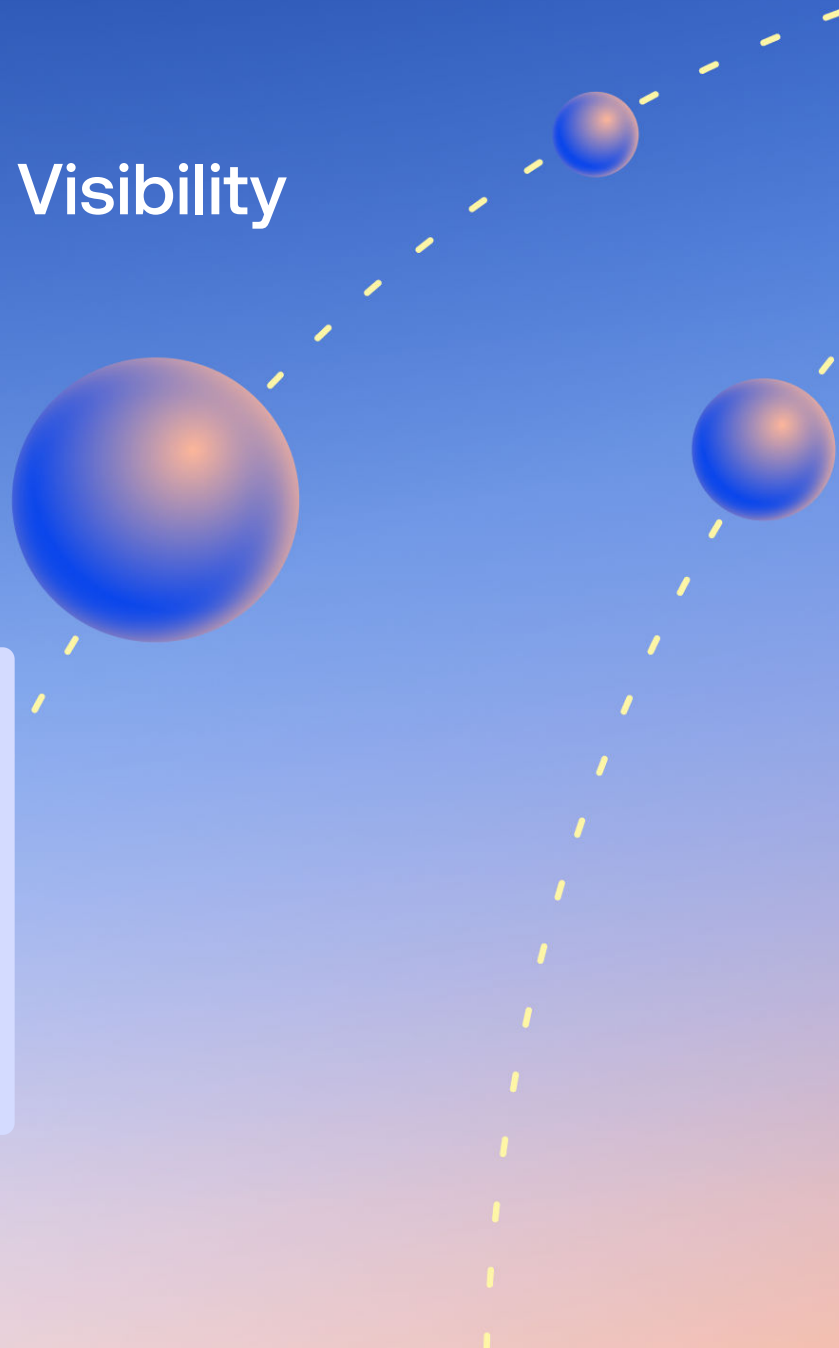


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Introduction

The world's most high-performing ecommerce brands share some defining characteristics and goals, the most common being a desire to generate more revenue. Enterprise businesses also aim to consistently reach and retain customers, adapt quickly to market trends, maintain a consistent brand identity, expand to new shopping channels, and be more efficient — with fulfillment processes that translate into customer satisfaction.

While these strategies have always been complex, today, they are more urgent. With AI no longer just a backend tool for merchants, evolving into an interface through which millions of shoppers discover and buy products, the rules of product discovery have fundamentally changed. AI engines including Google AI Mode, ChatGPT Shopping, Perplexity, Amazon Rufus, and Walmart Sparky are becoming the go-to starting point for shoppers who have learned they don't have to search through multiple websites to find exactly what they want anymore, they can type in specific needs and an AI engine will find it for them.

For those skeptical that AI is gaining shopper buy-in, consider that according to a 2025 [Adobe Analytics survey](#) of 5,000 U.S. consumers, 39% have already used generative AI for online shopping and 53% plan to do so. This is a clear signal that AI-assisted discovery is rapidly approaching mainstream adoption.

In addition, another [Adobe](#) study, generative AI-driven shopping traffic to U.S. retail sites surged 1300% during the 2024 holiday season, according to Adobe Analytics. The 2025 holiday season saw an additional 693% year-over-year increase on top of that already-elevated baseline. And, the story has only grown more compelling since. By early 2026, AI-referred shoppers were converting at a [42% higher rate than non-AI traffic](#) (a new record high) signaling that AI is no longer just a discovery tool, but an increasingly powerful driver of purchase.

In this environment, structured, optimized, AI-ready product data has become the defining competitive advantage. Now that shoppers are turning to AI to discover, decide and purchase without ever leaving a chat interface, brands are faced with two urgent imperatives: be discoverable to agents and use agents to operate more efficiently.

Of the numerous ecommerce processes driving your growth strategies, many are powered by a product feed management platform, making it a fundamental piece of your tech stack, and now, your AI readiness stack. In this white paper, we take a deep dive into those processes and show how a modern product feed management platform streamlines multiple facets of your online business while ensuring your products are visible across hundreds of channels, marketplaces, and AI discovery surfaces.

Did you know?

Feedonomics exports 1 trillion+ rows of data monthly, executes 100 million+ data transformations monthly, and enforces 1.6 million+ data governance rules monthly — across 400+ channels, marketplaces, and AI surfaces.

"If your product data isn't structured and enriched for the schemas AI agents are reading, **you're invisible**. It's that simple."

— Travis Hess,
CEO, Commerce

What Is Product Feed Management?

In the simplest terms, product feed management refers to how businesses control and connect their product data across systems. However, it is important to break this concept down further to explain the distinction between product data and product feeds.

Product data includes details like titles, categories, descriptions, images, prices, stock quantities, and more. It is essentially the information that online platforms need to display your products, and that customers need to make purchasing decisions.

A product feed is a digital stream that passes product data files from one system to another. At a higher level, product feed management encompasses key ecommerce processes that enable businesses to make sweeping updates or granular changes across ad channels and marketplaces, quickly integrate product data with new platforms, and boost revenue growth by squeezing more value from every listing.

Today, the scope of product feed management extends beyond traditional advertising channels and marketplaces. Products now need to be structured, optimized, and ready to be found across search engines, social commerce channels, and AI-driven discovery engines. The destinations have multiplied — and so have the requirements.

From “Dumb Pipe” to Intelligent Data Infrastructure

Many businesses still make the mistake of sending the same product data to every destination. That approach — sometimes called a “dumb pipe” — treats every channel as identical. A product title that resonates on your own website may underperform on Google Shopping, fail on TikTok, and be invisible to an AI search agent.

A modern product feed management platform does something fundamentally different: it transforms a single source of product data into multiple channel-specific, AI-enriched catalogs, each one optimized for the algorithms, audiences, and formats of its destination. This is the foundation of Feedonomics: AI-enriched product feed management, optimization, and intelligent order orchestration.

It takes a powerful, integrated platform to make this happen. But before we get into the technology, let us take a closer look at the processes businesses need to master to achieve these outcomes.

Product Listing

One seemingly simple way to increase revenue is to sell more products in more places. By expanding to additional sales channels, a business can acquire new customers, increase its brand visibility, and reach shoppers on a channel where they are already comfortable.

On social networks, a brand can connect with the hundreds of millions of global shoppers who already make purchases through social commerce — a figure that continues to rise sharply among younger generations. According to [eMarketer](#), U.S. social commerce sales surpassed \$100 billion for the first time in 2026, growing 18% year-over-year — and the buyer base has grown to over 117 million Americans. Expand to marketplaces, where a substantial share of all global shopping occurs, and you have a channel mix that positions you for the future.

And now there is a third frontier: AI surfaces. Platforms like Google AI Mode, Perplexity, ChatGPT, and Amazon Rufus are becoming primary discovery environments for a growing segment of shoppers. Being listed and findable in these environments is no longer optional for brands focused on growth.

“The brands that succeed in the future aren’t necessarily going to be the ones with the best-looking pages, but they are going to be the ones who figure out how to show up well within those generative AI experiences they don’t have full control over.” — Lori Cantwell, Lead CRO Strategist, [Codal](#)

Expanding into these new channels is one of the highest-leverage moves a brand can make. But doing it well requires significant operational lift. That’s where having the right partner to support you is critical.

The Listing Challenge at Scale

One major hurdle is creating a product feed for each new channel or surface. Your raw product data — whether housed on your website, an ecommerce platform, or another system — will rarely meet a channel’s specific requirements for product listing. All parts of a product listing, from the product images to the color names to the description, must follow precise data requirements. If you don’t categorize products correctly, don’t fill in the right product attributes for those categories, or don’t format data in a way the channel accepts, you simply cannot list your products.

This challenge multiplies as you add channels. Even a small company needs a sustainable and repeatable process for listing products on new channels. For enterprise brands with large, complex, or multi-brand catalogs, the scale of this challenge is enormous.

How a Feed Management Platform Facilitates Product Listing

The companies thriving in ecommerce today share a common approach: they move quickly, adapt their product data to meet each channel's requirements, and build processes that scale as they grow. They are able to accomplish these feats with a feed management platform. This enables them to eliminate the manual effort of catalog creation and streamline every process downstream, from optimization and synchronization to order management and data governance.

For example, you can streamline how you fill attributes for your product listings. Imagine the process of listing a wooden table on a marketplace manually. You first have to categorize the table according to the channel's taxonomy, then specify the product's dimensions and material type. The dimensions might be found in your warehouse data, but the material type might be found in the product description on your website. Alternatively, with a feed management platform you can import, combine, and parse product data from both sources and then map them to corresponding marketplace fields. The result? Listing the product is much easier and much faster. Now, picture applying this data transformation to every product in your inventory, then running bulk data checks to ensure your values are formatted correctly. At scale, the impact is significant.

As an added benefit, the best feed management solutions have service teams who are familiar with the data requirements of every channel, so you don't have to become a channel expert or hire one for every project.

Platform-Native Listing Solutions

Feedonomics offers platform-native solutions that make listing setup faster than ever.

[Feedonomics Surface](#), available as a free app for BigCommerce merchants, provides streamlined channel connections and feed optimization features including categorization tools, error handling, and data overrides. The best part? It's installable in minutes directly from the BigCommerce control panel.

"Prior to implementing Feedonomics, daily manual updates were not only time-consuming, but also prone to inaccuracies. Now, the platform seamlessly integrates product data, inventory levels, and store information from various sources into a single feed. Due to the improved data accuracy and efficiency, this consolidated feed enables us to create and execute optimal marketing campaigns." — Mansukh Godaria, Senior Digital Marketing Executive at [LKQ Euro Car Parts](#)

In November 2025, Commerce also launched two new Feedonomics apps in the Shopify App Store — Feedonomics for Advertising and Feedonomics for Listings and Orders. These enable Shopify merchants to connect their product catalogs to hundreds of global channels, manage order fulfillment and orchestration at scale, and maintain data governance compliance from a single platform.

Did you know?

Feedonomics has strategic partnerships with Amazon, Google, Meta, Microsoft, TikTok, and Perplexity, with integrations to 400+ channels, marketplaces, and AI surfaces worldwide.

Catalog Optimization

If growing your business were as simple as listing products on sales channels, more brands would achieve instant success. In addition to basic listing requirements, each channel has best practices for how product attributes like titles, descriptions, and images should be formatted. What drives conversions on Google may not necessarily work on Amazon, TikTok, or Perplexity. Each one has unique algorithms, display methods, and audiences. All of these factor into the equation.

To reach as many of the right customers as possible, your listings need to be refined and optimized. By providing more than just the required product data, your listings become more search-relevant and more likely to convert. That is why the world's leading brands aspire to have complete control over the catalog optimization process as it allows them to drive incremental growth from each listing and channel.

How a Feed Management Platform Facilitates Catalog Optimization

Manual catalog optimization is possible for brands with limited SKUs, but brands with large catalogs or multiple sales channels need an automated solution to remain competitive. Feed management technology has proven to be the solution.

Companies can use a feed management platform to transform product data in bulk and apply optimizations across their catalogs for any or all channels. For example, an apparel brand looking to increase the search relevancy of its Google Shopping ads needs to include valuable keywords in its product titles. A platform like Feedonomics allows you to define transformation rules that parse values from each product attribute and generate uniform, search-optimized titles across every product in the catalog.

"With the team on board at Feedonomics, we could start to play around with the titles. We were able to clean up and standardize how our product titles look, so from an aesthetic perspective, [they look] better in the eyes of the consumer." — Vanessa Tsang, Digital Marketing Manager [APG & Co.](#)

For optimized product categorization, feed management platforms ensure products are assigned to the most specific, granular categories available on a shopping channel. This granularity enables the product listing to appear for more specific searches, filtered results, and "related products" recommendations. It also unlocks structured, unique fields for showcasing product details specific to a category, further improving listing quality and discoverability.

Feed management platforms also give you the tools to group products and test changes. Adding custom labels such as "best sellers," "spring collection," or "low margin" gives you the ability to

bid strategically in campaigns. A/B testing becomes easier with a feed management platform, allowing you to examine the effects of different title formats, attribute names, or image styles across segments of your catalog.

+19%

ROAS

+16%

CTR

+15%

Channel Revenue

+14%

CVR

Average Feedonomics customer results across search, social, affiliate, and remarketing channels

Optimizing for AI Discovery

Traditional catalog optimization focused on keywords, titles, and structured attributes for channel algorithms. AI discovery adds a new and critical layer: semantic relevance.

AI shopping systems such as Google AI Mode (powered by Gemini), ChatGPT Shopping, Perplexity, and marketplace tools like Amazon Rufus use semantic retrieval rather than exact keyword matching. Instead of having to put exact keywords like “green handbag” into a search bar, a shopper can ask an AI engine to find a ‘a cute travel bag for Portland in May.’ Instead of looking for products with those exact words it interprets the query contextually, inferring weather, occasion, and style to surface the most relevant results. What this means is that your product data needs to reflect how real people describe what they want, not just how your brand names or describes its products.

Consider a handbag listed as “Olive Arcadia 2025.” On your own website, where a shopper is already browsing handbags, that stylized name works well. However, on Google AI Mode or a ChatGPT shopping query, where it’s possible a shopper might simply ask for a “green handbag,” that handbag may not surface at all.

To be discoverable in AI-driven environments, product listings need to be enriched with:

- ✓ Complete, high-quality attributes: color, material, use case, compatibility, dimensions, and more
- ✓ Contextual language that reflects how shoppers describe their needs, not just product specifications
- ✓ Synonym coverage so a “lightweight trail running shoe” also surfaces for queries about “trail sneakers” or “hiking footwear”
- ✓ High-resolution images formatted for visual search and AI try-on features
- ✓ Real-time pricing and availability that AI agents can rely on for recommendations and checkout

A feed management platform like Feedonomics enables AI-enriched optimization at scale: normalizing and enriching product data to align your brand-preferred language to the universal terms shoppers actually use, automating dynamic descriptions, generating SEO-optimized bullet points, and managing alt text for visual search indexing — all without manual effort. The platform acts as the connective tissue between your raw product data and the AI engines powering modern commerce.

Google's Shopping Graph now includes over 50 billion product listings refreshed more than 2 billion times per hour. Meeting the freshness and completeness requirements of systems operating at that scale requires automation — not spreadsheets.

Did you know?

Feedonomics enables merchants to syndicate AI-optimized feeds — enriched with attributes like use case, audience, material, compatibility, and customer reviews — to AI-native environments including Google Shopping, Merchant Center, and emerging AI discovery platforms.

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Intelligent Order Orchestration

While not traditionally considered part of product feed management, order orchestration is a crucial ecommerce process — and you might be surprised to learn that a feed management platform can make it easier for your business to deliver on customer expectations.

Fast, accurate fulfillment has become a baseline consumer expectation. When shipping delays occur, studies show that a majority of customers leave negative reviews or share their experience with others, and a significant portion are less likely to buy from the same seller again. While effective order orchestration can be a significant operational challenge, it's a ripe opportunity to differentiate on customer experience.

Businesses face several common challenges:

Collecting order data from multiple marketplaces with different formats

Processing orders with unique data structures or shipping requirements

Updating fulfillment information on each marketplace portal

Syncing inventory reductions across systems and channels in real time

Managing bundled SKUs, multipacks, or kits

Routing orders to the ideal distribution hub based on inventory location

This necessitates a solution that can translate and synchronize order data across platforms or a fulfillment team that manages everything manually (a resource-intensive approach that does not scale).

How Feedonomics Facilitates Intelligent Order Orchestration

Recognizing these challenges, Feedonomics includes intelligent order orchestration technology designed to streamline the process and give businesses greater control over fulfillment. Brands can automatically import order data from marketplaces and format it to ensure compatibility with their existing systems, preserving existing workflows while eliminating manual data entry.

The solution allows merchants to build automations around specific data fields. For example, a marketplace shipping method called “two-day shipping” can be automatically translated to “express” if that’s what it’s called in your order management system. Payment method identifiers, address formats, and shipping carrier codes can also be normalized automatically, reducing friction and error throughout the fulfillment chain.

Rather than logging into each seller portal to retrieve marketplace orders, Feedonomics can retrieve and route all orders automatically to your OMS. This gives you better visibility across all marketplaces, reduces manual handling errors, and includes safeguards like alerts for missing inventory.

Agentic Checkout: The Next Frontier

As AI agents begin completing checkout on behalf of consumers — researching, comparing, and transacting autonomously — the requirements for order orchestration are evolving rapidly. This isn’t a distant scenario. Commerce has [already unlocked](#) agentic checkout for pilot customers through its integration with PayPal, enabling shoppers to search, browse, and transact through major AI platforms without ever leaving the chat experience.

Here’s how it works: Feedonomics enriches and structures product data into PayPal’s commerce schema, making it compatible with AI discovery platforms and agentic protocols. Once a shopper selects a product inside an AI surface — whether Perplexity, Microsoft Copilot, Meta, or Google — PayPal surfaces the full shopping promise: pricing, tax, and inventory in real time. Once the shopper completes a one-click checkout without leaving the AI experience the order routes directly back into BigCommerce. Post-purchase processes including fulfillment, shipping, and returns are handled entirely within the merchant’s existing environment, ultimately ensuring the merchant remains the merchant of record throughout.

[Pickleball Central](#), a beta participant, is already capitalizing on this capability. As Traver West, their VP of Platforms and Technology, put it: “We know the way our customers discover products is changing rapidly, and that means we have to act now. Partnering with Commerce allows us to keep our product data connected and accurate, ensuring our brand is visible and ready to reach untapped markets as AI-driven discovery expands.”

The implications for order orchestration are significant. Unlike a human shopper who might overlook a pricing discrepancy or check back when an item is restocked, an AI agent acts immediately on the data in front of it. Stale pricing or inaccurate inventory counts mean the agent moves on — to a competitor whose data it can trust.”

“Discovery and checkout should be one continuous experience. Commerce’s integration with PayPal’s agentic commerce services removes friction so shoppers can complete their purchase the moment they’re inspired without leaving the channel.” — Sharon Gee, SVP of Product for AI & Feedonomics, Commerce

The brands that invest in this infrastructure now will be positioned to capture the commerce opportunities AI agents will drive in the years ahead.

Did you know?

Feedonomics for Listings and Orders, launched in the Shopify App Store in November 2025, enables Shopify merchants to manage order fulfillment and orchestration at scale from a single, unified platform alongside their feed and listing management.

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Data Synchronization

Speed is a big part of what makes online shopping so appealing. Shoppers can browse the digital aisles of virtually any store in the world from any location with internet access. As a merchant, this means your listings need to be consistent and up-to-date across every channel where shoppers — and their AI agents — might encounter your products.

Consumers have strong expectations around immediacy. “Near me” searches have surged in recent years, reflecting a desire to locate and purchase products without delay. Remarketing campaigns, promotional launches, and new product lines all require the ability to push updates that appear immediately, wherever people are shopping. If a customer tries to buy a product that is out of stock, or sees a price that has already changed, trust erodes. Research shows that [66% of consumers](#) switch brands or retailers when their desired product is unavailable.

Without an automated solution, updating product data from your source system to every channel requires ongoing manual effort or months of development investment to build custom integrations between each platform.

How a Feed Management Platform Facilitates Data Synchronization

A feed management platform serves as the central hub for data transformation and distribution. For example, rather than building a direct connection between your product data source and each individual channel, you can build one connection to Feedonomics. From there, you gain immediate access to pre-built integrations with hundreds of marketplaces, ad channels, and AI surfaces.

Integration is straightforward because the platform is built to accept data in multiple formats and provide several options for uploading a catalog: delimited files (CSV, TSV), XML, JSON, NDJSON, and delivery via URL, FTP, SFTP, API, or local upload. Unlike building custom channel integrations, its feed platform is specifically designed for moving, combining, transforming, and synchronizing data between systems.

You can also configure your catalog continuously and create rules for how your inventory is exported to different channels easily. Say you want to create short product titles specifically for Instagram without affecting the titles on your website or Amazon. After testing, you decide you want to apply similar short titles to Pinterest and TikTok. Instead of having to launch a new development project, a change like this only requires only a few configuration clicks, not a new development project.

Event-Based Sync and Regional Availability

Modern feed management goes beyond scheduled batch updates. Feedonomics customers use event-based synchronization to respond to inventory changes in real time: automatically pausing out-of-stock ads, repricing products across Google Shopping, Amazon, and Meta when prices change, and restoring listings the moment inventory is replenished.

"We've built in such a good buffer that our order defect rate from a merchant-fulfilled perspective is actually better than ours that we sell through Amazon. I do think a lot of that comes from how quickly Feedonomics integrates the data, how we pass through orders, and really everything." — Michael Scavuzzo, Director of Merchandising, [The Walking Company](#)

For brands operating across geographies, Regional Availability and Pricing (RAAP) in Google Merchant Center is a powerful synchronization capability that enables localized product pricing and delivery visibility for shoppers in different markets. Feedonomics supports RAAP configuration as part of its broader synchronization capabilities.

This ability to update data without delay is now critical not just for traditional channel performance, but for AI commerce readiness. With real-time sync serving as the infrastructure that enables agentic checkout experiences, AI agents need live, accurate inventory and pricing data to act reliably on behalf of shoppers.

Did you know?

Feedonomics provides scheduled automatic updates and real-time event-based sync across all your channels, giving shoppers and AI discovery engines the most accurate product information available at all times.

Data Protection

When businesses add new products, update their listings, or scale to more channels, the stakes for data protection become significantly higher. Minor errors can snowball quickly, hampering operations and potentially grinding channel revenue to a halt.

It is easy to miss data inconsistencies in large catalogs with hundreds or thousands of SKUs, but they can have a devastating effect. According to a Feedonomics study, over 50% of all Google account suspension and product disapproval warnings are due to price or availability errors. These are preventable problems, but only with the right systems in place.

To ensure small issues do not cause major problems, it's imperative to implement automated platforms, trained staff, or both to identify and correct data inaccuracies. Every company has a unique data setup, so whatever process you put in place must account for the various attributes, export channels, and data types you manage.

How a Feed Management Platform Facilitates Data Protection

The best feed management platforms offer safeguards to protect businesses from the pitfalls of problem data. Feedonomics enforces over 1.6 million data governance rules monthly, providing a proven, scalable layer of protection across client catalogs.

Once a recurring problem has been identified, custom rules can be set to counteract it. For example, if your data source occasionally updates a product price to zero when it goes out of stock, a simple data governance rule can detect this condition, prevent the corrupted feed from being exported and send an alert to your team.

To help prevent overselling on marketplaces — where a customer places an order for a product that has already sold out on another channel before stock counts have updated — you can set inventory buffers. These allow you to report slightly less inventory than you have on hand, giving you a cushion during sudden influxes of orders. Import thresholds are another protection measure: they alert you when an import does not meet your expected SKU count, so you can identify upstream data issues before they affect your sales channels.

On a broader level, you can protect and monitor the health of your data with automatic retries for unexpected timeouts during feed updates, random sampling to check data quality, and continuous monitoring to surface discrepancies.

~50%

reduction in weekly product errors, warnings, and suspensions

Average Feedonomics client result — with errors that do occur resolved approximately 70% faster.

Did you know?

Feedonomics enforces 1.6 million+ data governance rules monthly across client catalogs, preventing bad data from reaching sales channels before it can cause suspensions, disapprovals, or customer-facing errors.

Operational Support and Efficiency

Few people would deny that success in modern commerce depends on your ability to move, optimize, synchronize, and protect your data. The real issue is the investment and scalability of solving these data management challenges: how do you consolidate your tech stack while improving operational efficiency?

Managing the bulk of your ecommerce processes through a single platform has several advantages:

- ✓ Speeding up response time to new opportunities and problems
- ✓ Reducing costs and administrative responsibilities
- ✓ Improving security with fewer access points to data
- ✓ Maintaining better business continuity when market conditions change quickly
- ✓ Enabling faster expansion to new channels and geographies

The Feedonomics Full-Service Model

At Feedonomics, we understand how complex product feed management has become. That is why we provide the most powerful and flexible platform in the industry and combine it with dedicated, 24/7 service from a team of feed experts. With access to ongoing consultation and support, you don't need to worry about hiring new specialists and training them on multiple software solutions for every sales channel. Our team handles everything from data integration to the implementation of feed rules, allowing you to focus on other business priorities.

43%

less time spent on
feed management

Average Feedonomics
client result.

Feedonomics Within the Commerce Ecosystem

Feedonomics operates as part of Commerce (Nasdaq: CMRC) — the parent company of BigCommerce, Feedonomics, and Makeswift. This unified ecosystem is built to power the next era of agentic commerce, where AI navigates choices for consumers and businesses adapt with intelligent, composable tools.

For merchants building on BigCommerce, this means Feedonomics is natively integrated into their commerce stack — ensuring product data, storefront management, and AI-ready optimization are connected under one umbrella. For growing and enterprise brands that manage complex, multi-platform operations, the Commerce ecosystem provides the storefront control, optimized data, and AI-ready tools needed to grow and compete in an increasingly intelligent commerce landscape.

Support for Agencies and Partners

Feedonomics provides a trusted foundation not only for direct merchants but also for agencies managing complex, cross-platform operations on behalf of their clients. Agency partners can accelerate time-to-launch, automate data transformation workflows, and deliver measurable ROI to clients across advertising, marketplace, and AI-surface channels. With strategic partnerships with Amazon, Google, Meta, Microsoft, TikTok, and Perplexity, Feedonomics gives agencies access to the most important surfaces in modern ecommerce from a single platform.

Did you know?

With the right technology and support, any company can solve today's commerce challenges and future-proof its operations. Feedonomics' full-service team handles everything from data integration to channel-specific feed rule implementation, and they're available 24/7 worldwide.

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AI-Powered Discovery and Agentic Commerce

This is the most significant shift in ecommerce since the rise of mobile commerce: AI is no longer a feature within shopping platforms. It is becoming the interface through which shopping happens.

Google AI Mode, powered by Gemini 2.5, delivers personalized, conversational product discovery experiences that respond to nuanced queries like “a minimalist desk for a small home office with cable management.” ChatGPT and Perplexity are processing shopping queries from tens of millions of users, surfacing product recommendations based on context, preferences, and intent. Amazon Rufus and Walmart Sparky, AI shopping assistants built directly into the Amazon and Walmart shopping interfaces, answer questions for shoppers, guiding them naturally from intent to purchase. And agentic checkout — where AI systems complete transactions on behalf of a consumer without the consumer visiting a merchant's website — is fast moving from concept to reality.

The stakes are high. Recent statistics only reinforce the imperative for brands to act quickly. Consider that in 2024 [a study found that 38% of consumers](#) said they've used generative AI for online shopping. By 2025, that figure rose to 51%. Another study presented in Capgemini's annual consumer trends report, found that [71% of consumers globally](#) want generative AI integrated into their purchasing experiences, driven largely by Gen Z and Millennials' preference for hyper-personalization.

Why Product Data Quality Is Now a Discovery Requirement

In traditional search and channel advertising, a well-optimized product title and a healthy ad bid could reliably drive impressions. In AI-driven discovery, the calculus is different. AI systems use semantic retrieval — interpreting the meaning of a query and matching it to the meaning of product data, not just the presence or absence of specific keywords. As Commerce’s Sharon Gee put it, “The traditional funnel had four steps: awareness, consideration, evaluation, purchase. Increasingly, in the emerging agentic commerce world, there are two: intent and transaction.”

This means that products with sparse data, inconsistent attributes, or brand-centric language that does not align with how consumers search will simply not surface in AI-generated shopping results. There is no bidding your way to visibility in an AI recommendation. The product data has to earn it.

“AI doesn’t ask your permission to present your information. It reads your data and it decides. If your catalog isn’t in the mind of the agent, you’re invisible.” — Sharon Gee, VP of AI & Feedonomics, Commerce

To be discoverable in AI-native environments, product listings need:

- ✓ Complete, structured attributes — color, material, use case, category, compatibility, and more
- ✓ Contextual, consumer-facing language that reflects how real shoppers describe their needs
- ✓ Synonym and semantic coverage that bridges brand terminology and common search language
- ✓ High-quality images that meet the formatting standards of visual search and AI try-on tools
- ✓ Real-time pricing and inventory accuracy so AI agents can make reliable recommendations
- ✓ Unstructured content richness: detailed descriptions, expert copy, and use-case narratives that LLMs can interpret

What AI-Powered Discovery Looks Like in Practice

Consider a shopper using Google AI Mode who types “best waterproof jacket for Pacific Northwest hiking under \$200.” AI Mode uses query fan-out technology to break this request into sub-queries — waterproofing ratings, weight, packability, style, price range, regional climate context — and retrieves products that score well across all of them. Products without complete attribute data, or with brand-specific terminology that does not map to consumer language, will not make the shortlist.

Now consider the same shopper using an AI agent to complete the purchase. The agent checks real-time inventory, confirms the price, applies a loyalty discount, and completes checkout

— all without the shopper visiting a product page. For merchants without real-time data synchronization and accurate inventory management, this transaction is simply not possible.

This is the new ecommerce reality. And product feed management is the infrastructure that makes it work.

How Feedonomics Enables AI-Surface Visibility

Feedonomics was built for exactly this kind of complexity.

The platform enables merchants to:

- ✓ Normalize and enrich product data to meet platform-specific requirements for AI discovery environments
- ✓ Automate feed optimization using flexible rule logic and AI-assisted enrichment tools
- ✓ Syndicate AI-optimized feeds to AI-native environments including Google Shopping, Merchant Center, ChatGPT, and Perplexity
- ✓ Create channel-specific product content that aligns with both platform requirements and consumer search behavior
- ✓ Maintain real-time synchronization of inventory, pricing, and availability — the infrastructure requirement for agentic checkout
- ✓ Integrate performance feedback loops that continuously improve listing quality based on channel results

As Commerce's Gee described when presenting at the 2025 CommerceNext Growth Show: "The shift from B2C to A2A — business to AI agent — makes catalog quality more important than ever. In this new era, AI agents act on behalf of shoppers, searching, comparing, and even checking out across multiple channels, often without ever visiting a merchant's website. The brands that make their data visible, accessible, and relevant in every channel where AI agents operate will define the rules of the new internet."

Enterprise Brands Leading the Way

Some of the world's most recognized consumer brands are already leveraging Commerce's product data integrations to improve visibility and performance in AI-driven search environments.

Revelyst, the parent company of Bell, Bushnell, CamelBak, and Giro, is using Feedonomics to protect brand consistency and boost performance across AI-driven discovery surfaces. URBN — the parent company of Urban Outfitters and Anthropologie — is leveraging product data integrations to reach shoppers across the full spectrum of modern commerce channels. Tapestry, parent of Coach and Kate Spade New York, and Dell Technologies are also among the enterprise brands investing in AI-surface readiness through the Commerce ecosystem.

And, brands like Cole Haan, Perry Ellis, and Puma have all achieved measurable performance improvements using Feedonomics, including better return on ad spend, increased reach, and accelerated revenue growth through unified multi-channel commerce.

**Key
Insight**

Feed management platforms like Feedonomics serve as the connective tissue between your online store and the intelligent systems driving the future of ecommerce. By automating optimization at scale, you can ensure your products are not only available but discoverable — whether a customer is searching on Google, conversing with a chatbot, or uploading a photo in a visual search tool.

About Feedonomics



Feedonomics, powered by Commerce (Nasdaq: CMRC), efficiently transforms data into a competitive advantage with AI-enriched product feed management, optimization, and intelligent order orchestration. Feedonomics ensures every product is structured, optimized, and ready to be found across hundreds of marketplaces, search engines, social commerce channels, and AI-driven discovery engines. Built to minimize complexity and maximize performance, Feedonomics transforms the way businesses approach unified multi-channel commerce.

Brands like Cole Haan, Perry Ellis, Puma, and Revelyst have achieved measurable performance improvements using Feedonomics, including better return on ad spend, reach, and revenue growth. With its flexible technology, full-service support team, and strategic partnerships with industry leaders including Amazon, Google, Meta, Microsoft, TikTok, and Perplexity, Feedonomics supports a wide range of data management use cases — empowering its customers to compete and win across every channel where their customers shop.

Feedonomics exports 1 trillion+ rows of data monthly, executes 100 million+ data transformations monthly, and enforces 1.6 million+ data governance rules monthly across 400+ channels, marketplaces, and AI surfaces.

Visit feedonomics.com to learn more.

Commerce (Nasdaq: CMRC) — the parent company of BigCommerce, Feedonomics, and Makeswift — empowers businesses to innovate, grow, and thrive by providing an open, AI-driven commerce ecosystem.