

Revuze Launches First AI Platform to Connect TikTok Shop Performance with 360° Customer Intelligence

New Revuze platform capability enables brands to link TikTok Shop sales, trends & performance with real customer feedback, turning social momentum. into growth.



Revuze Logo

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4, 2026 /EINPresswire.com/ -- [Revuze](#) announces the launch of a new AI-powered capability within its platform designed to give brands end-to-end visibility into TikTok Shop performance, connecting real-time sales data with creator impact, content trends, and customer feedback at scale.

“

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Guy Yair, CEO of Revuze

Following TikTok Shop's breakout 2025 holiday season, brands are no longer asking whether TikTok drives commerce but how to understand what's working, why it's working, and how to act fast before trends peak. The Revuze platform is purpose-built for this new reality, enabling brands to move beyond surface-level metrics and into actionable market intelligence.

Revuze is the first to unify TikTok Shop sales activity and creator performance with a full spectrum of voice-of-customer signals, including ratings and reviews, social

listening, surveys, and customer care, delivering a true 360-degree view of what drives demand and conversion.

“TikTok Shop has fundamentally changed how products are found and bought,” said Guy Yair, CEO of Revuze. “During the holiday season, we saw how quickly products could break out and how quickly brands could lose momentum without visibility. Our platform gives brands clarity into what's trending, who's driving demand, and why products convert, so they can respond with confidence and speed.”

With TikTok Shop now a core growth channel for consumer brands, Revuze enables teams to turn velocity into market intelligence with the following key benefits:

- Identify fast-rising categories and subcategories early, aligning assortments to real demand signals.
- Monitor performance across millions of products using engagement, revenue, units sold, and growth indicators at scale.
- Connect trends to feedback and deeply understand what accelerates conversion and what creates friction by linking TikTok Shop performance with reviews, social conversation, and care data.
- Compare performance across shops, uncover breakout products, and identify creator strategies competitors are winning with.
- Analyze TikTok content at scale to see which hooks, themes, formats, and messages consistently drive conversion.
- Move beyond vanity metrics to discover creators who consistently influence purchasing behavior.
- Unify all customer and competitor signals in one platform by bringing sales data, social listening, reviews, and customer care together to support faster, more confident decisions.

To support this initiative, Revuze has partnered with [Charm.io](#), whose technology enables deep visibility into TikTok Shop sales activity and creator performance.

“We’re excited to bring TikTok Shop intelligence into Revuze’s broader market intelligence platform,” said Alex Nisenzon, CEO of Charm.io. “Combining Charm’s TikTok Shop measurement with Revuze’s ability to connect sales, content, creators, and customer feedback gives brands a clearer understanding of what’s actually driving growth, and how to sustain it.”

What sets Revuze apart is its ability to connect product performance directly to the content, creators, and customer signals driving demand. Rather than simply showing what’s trending, Revuze explains why it’s trending and recommends the next best actions for growth. Brands can surface breakout products early using multi-dimensional filters, analyze TikTok videos at scale, and validate performance alongside review analytics and social listening, within a single platform. The result is a complete, real-time understanding of category dynamics and customer behavior.

About Revuze

Revuze provides brands with actionable market intelligence by applying advanced AI to

consumer data from multiple sources. By connecting product performance with content, creators, and customer feedback, Revuze empowers brands to make faster, smarter decisions and stay ahead in rapidly evolving markets. <https://www.revuze.it/>

About Charm.io

Charm helps retailers, investors, and brands understand what's trending and who's winning in ecommerce. Its AI platform tracks millions of DTC brands worldwide, including daily sales and content performance across TikTok Shop, revealing the products, creators, and categories driving growth. <https://info.charm.io/>

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