

StableCommerce Mined 28,475 Etsy Seller Messages to Build a 3-Minute AI Store Creator

Three years of Etsy seller-community data revealed 5 patterns holding shops back - now built into an AI agent that launches a real store in minutes.

NEW YORK, NY, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Stable Commerce, an ecommerce platform for independent makers, spent three years studying Etsy seller communities before building its product. The company reviewed 28,475 seller messages from 1,781 sellers and identified five patterns behind why handmade shops struggle to grow. That research shaped Stable Commerce, which has now been used to build more than 1,000 independent stores for sellers moving off Etsy or expanding beyond it.

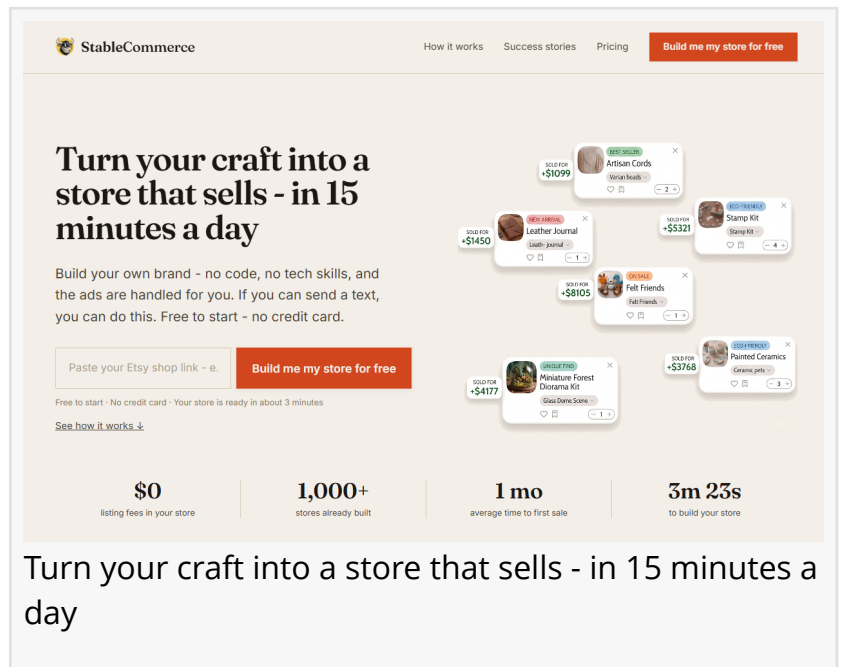
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Most people don't leave Etsy because they don't want their own brand -- they leave because building one alone felt out of reach.”

Anton Goldshtein, CEO of StableCommerce

The platform works by having sellers describe what they make in plain language. An AI agent then builds a store around that description, including layout, product listings, copywriting and payment setup, in about three minutes. "If you can send a text, you can do this," the company says. According to Stable Commerce, its research found that most sellers don't struggle because they lack a good product. They struggle because setting up the technical and marketing side of a store, on top of making the product itself, takes more time than they have.

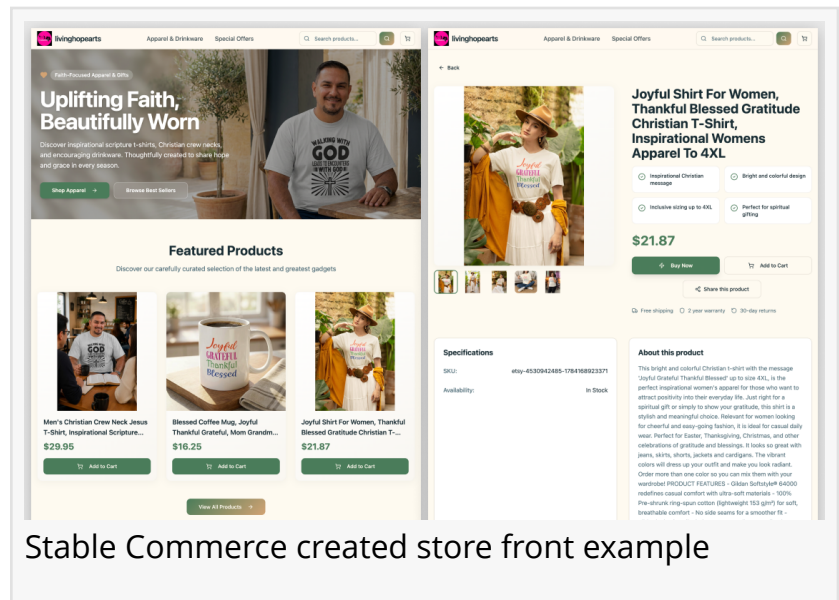
To address that, Stable Commerce charges no listing fees and lets sellers import their existing Etsy catalog directly. Payments and payouts run through Stripe, and sellers don't need a registered business to start selling. The platform also uses AI to edit product photos, cleaning up lighting and clutter in photos sellers take themselves. The company says it does not generate



The screenshot shows the StableCommerce website interface. At the top, there's a navigation bar with links for 'How it works', 'Success stories', 'Pricing', and a prominent orange button that says 'Build me my store for free'. The main heading reads 'Turn your craft into a store that sells - in 15 minutes a day'. Below this, a sub-headline states: 'Build your own brand - no code, no tech skills, and the ads are handled for you. If you can send a text, you can do this. Free to start - no credit card.' A form field prompts the user to 'Paste your Etsy shop link - e.' with an orange button 'Build me my store for free' next to it. Below the form, a small text line says 'Free to start - No credit card - Your store is ready in about 3 minutes' and a link 'See how it works ↓'. To the right of the text, there are several product listings from various sellers, each with a price tag (e.g., \$1099, \$1450, \$5321, \$8105, \$4177, \$3768) and a 'Build me my store for free' button. At the bottom, there are four statistics: '\$0 listing fees in your store', '1,000+ stores already built', '1 mo average time to first sale', and '3m 23s to build your store'.

fake product images, only edits real ones. Sellers who want to advertise can launch Google ad campaigns for as little as \$7 a day, or rely on free channels such as SEO, AI search visibility and email.

Several early stores on the platform have posted strong results, according to the company. A shop selling crochet toys reached \$3,240 in monthly sales after the launch. Across the platform, Stable Commerce says sellers typically make their first sale within about a month of launching.



Stable Commerce created store front example

"Most people don't leave Etsy because they don't want their own brand," said Anton Goldshtein, CEO of Stable Commerce. "They leave because building one on their own felt out of reach. We spent years listening to sellers before we built anything, so the platform could take on the parts of the job most makers dread."

Stable Commerce also publishes two free tools based on its research. The [Etsy Shop Quiz](#) walks sellers through the same five patterns identified in the company's research to help them diagnose what is limiting their shop. The [Etsy Growth Quiz](#) asks sellers seven questions and points them toward one of six growth paths, rather than generic advice to post more or advertise more. Both are available at stablecommerce.ai and do not require an account.

Stable Commerce offers a free plan with no credit card required, a \$49-per-month Premium plan that adds ad campaign management and email marketing templates, competitor tracking, A/B testing, SEO and paid marketing, subject to the seller's approval. Stable Commerce is an official partner of Stripe, Google and Anthropic.

About Stable Commerce

Stable Commerce builds and runs online stores for independent sellers, handling setup, marketing and day-to-day operations so makers can spend more time on their products. The company's free Etsy Shop Quiz and Etsy Growth Quiz are available at stablecommerce.ai.

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