

Business Reporter: Scaling AI data enrichment across the whole catalogue

How a brand can make its products visible for AI agents

LONDON, UNITED KINGDOM, August 26, 2026 /EINPresswire.com/ -- In an article published on Business Reporter, feed management platform Feedonomics talks about the central role enriched attributes play in making products visible for AI agents. Traditional feed management and SEO practices were built for a search environment driven by keywords, fixed product attributes and manually optimised listings. As customers increasingly turn to AI agents to discover products, those methods are no longer enough. Data enrichment offers a way forward by expanding basic labelled attributes into detailed descriptions that reflect how customers naturally search. As Sharon Gee, SVP, Product and AI at Commerce explains, "AI reads your data and it decides. If your catalogue isn't in the mind of the agent, you're invisible." To improve their chances of appearing in AI-generated search results, brands should ensure that their product data includes structured Schema.org information, their content is both human- and machine-readable and product information remains accurate and consistent across the entire catalogue.

Modern feed management platforms can automate this process by ingesting data from multiple sources, standardising and enriching it, and synchronising updates across commerce channels. Feedonomics combines these capabilities with AI Data Enrichment, helping brands scale product optimisation while maintaining data quality and accuracy. Euro Car Parts' experience demonstrates the value of taking a measured approach to AI-driven data enrichment. By starting with a small number of products before scaling, the business's phased rollout ultimately expanded AI data enrichment across nearly 25,000 products.

To learn more about modern feed optimisation, [read the article](#).

About Business Reporter

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About Feedonomics

Feedonomics, powered [by Commerce](#) (Nasdaq: CMRC), efficiently transforms data into a competitive advantage with AI-enriched product feed management, optimisation, and intelligent order orchestration. Feedonomics ensures every product is structured, optimised, and ready to be found across hundreds of marketplaces, search engines, social commerce channels, and AI-driven discovery engines. Built to minimise complexity and maximise performance, Feedonomics transforms the way businesses approach unified multi-channel commerce. Brands like Cole Haan, Melissa & Doug, Patagonia, Perry Ellis, and Puma 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 like Amazon, Google, Meta, Microsoft, TikTok, and more, Feedonomics supports a wide range of data management use cases, empowering its customers to compete and win across channels. To learn more, visit feedonomics.com or follow us on X and LinkedIn.

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