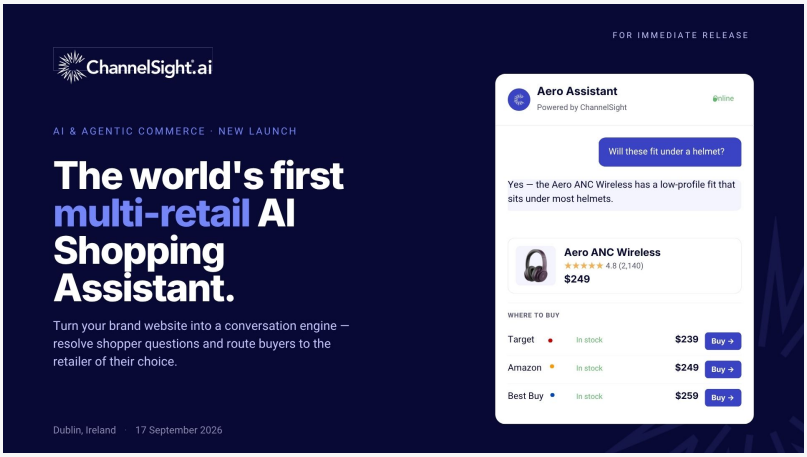
ChannelSight Launches World’s First Multi-Retailer AI Shopping Assistant for Brands

ChannelSight's new AI shopping assistant turns product discovery into a conversation, guiding shoppers from question to purchase across the retail network.



ChannelSight launches the first multi-retail AI Shopping Assistant, turning brand websites into conversation engines that route shoppers to the retailer of their choice

DUBLIN, D, IRELAND, September 22, 2026 /EINPresswire.com/ -- ChannelSight, the eCommerce platform that helps the world's biggest brands convert consumer interest into purchases, today launched AI Shopping Assistant, a conversational commerce solution that combines product guidance, multi-retailer availability and sales measurement in a single interface.

Shoppers can interact with a brand's products, receive tailored guidance and buy through their preferred retailer, all within a single conversational experience.

> ChannelSight's AI Shopping Assistant brings the intelligence of conversational shopping to the brand's own website, while preserving the retailer choice consumers expect”
>
> *John Beckett, CEO of ChannelSight*

The launch comes as AI rapidly reshapes product discovery and shopping. At the same time, general-purpose AI platforms are beginning to introduce sponsored commercial experiences, creating a new question for brands: who owns the shopper relationship, and how does a recommendation translate into a measurable sale?

ChannelSight has spent more than a decade connecting brand demand with the retailers where consumers ultimately buy. Its Where to Buy technology gives brands a direct path from their own digital channels to retailers carrying their products globally. AI Shopping Assistant brings conversational product discovery into that same journey.

Shoppers visiting a brand website can ask questions such as, “Which of these is best for sensitive skin?”, “What's the difference between these two models?” or “Where can I get this today?” Answers are drawn from the brand's own product data, before shoppers are routed to buy from their retailer of choice.

“People don't shop from brands in a single way or through a single retailer,” said John Beckett, CEO of ChannelSight. “AI Shopping Assistant brings the intelligence of conversational shopping to the brand's own website, while preserving the retailer choice consumers expect.”

“Where to Buy has connected demand to the digital shelf for more than a decade. This is what that journey looks like in an AI-driven world.”

Part of ChannelSight's AI & Agentic Commerce suite

AI Shopping Assistant joins Agent Ready and ChannelSight's MCP Server solutions as the latest addition to the company's AI & Agentic Commerce suite, a set of products designed to make brands discoverable, answerable and buyable across the emerging landscape of AI assistants and agents, as well as on their own channels.

AI Shopping Assistant is available now.

To see it in action, request a demo at:
https://www.channelsight.com/our-solutions/ai-shopping-assistant

About ChannelSight

ChannelSight connects shopper demand to the digital shelf. For more than 10 years, its platform has helped the world's biggest consumer brands turn consumer interest into sales, capturing demand across owned and paid channels, routing shoppers to the retailer of their choice, and measuring what happens next across more than 100 markets.

ChannelSight works with many of the world's leading consumer brands, including Coca-Cola, Diageo, P&G, Haleon, Heineken, Colgate-Palmolive, Philips, BSH, Sennheiser, Husqvarna and Schneider Electric.

Through its Where to Buy, Shoppable Media, Digital Shelf Analytics and AI & Agentic Commerce products, ChannelSight gives brands a single view of the journey from awareness to purchase.

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