CommerceIQ Brings AI-Powered Retail Media Management to Chewy Ads

CommerceIQ's latest agentic AI capabilities help pet brands optimize bids and budgets and improve campaign performance.

PALO ALTO, CA, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- CommerceIQ, AI-native retail growth partner today announced the expansion of Retail Media Management, powered by AllyAI, to Chewy Ads. The expansion gives pet brands access to CommerceIQ's latest agentic AI capabilities to optimize bids and budgets, improve campaign performance, and make faster media decisions on Chewy, a trusted destination for pet parents and partners, everywhere.

The announcement comes as ecommerce continues to be an important growth channel for pet brands. According to CommerceIQ's Q2 ecommerce data, pet product revenue increased 20% year-over-year, while revenue lost to out-of-stocks fell 63%. During Prime Day 2026, Pet Products also saw the largest increase in promotional depth of any category, rising 126% compared with the pre-event baseline. Together, the trends underscore a highly competitive pet ecommerce environment where brands need to coordinate media investment with pricing, promotions, availability and other factors influencing purchase decisions.

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>
> *Rahul Shah, CEO of CommerceIQ*

CommerceIQ's Retail Media Management platform helps brands address that complexity through Ally, CommerceIQ's AI system for retail, which combines advertising performance data with real-time digital shelf intelligence. Powered by CommerceIQ's 50+ signal neural network, Ally continuously evaluates sales performance, competitive dynamics, content quality, product availability, and advertising metrics to identify opportunities and autonomously optimize campaigns around business objectives like incremental sales and share of search, not just ROAS.

That visibility is particularly valuable for pet brands managing large product portfolios and competing for discoverability across high-frequency and replenishment-driven categories. A

campaign may appear inefficient when the underlying issue is an out-of-stock product, weak content or a competitor gaining share of search. By connecting media decisions to digital shelf conditions, AllyAI for Media helps brands avoid wasted spend and make faster decisions about where to increase, reduce or redirect investment.

“Pet brands are competing in an increasingly dynamic ecommerce environment where winning discoverability requires more than optimizing media in isolation,” said Rahul Shah, CEO of CommerceIQ. “Brands need to understand how advertising, availability, content and competitive conditions are working together. We’re giving pet brands the unified intelligence and AI-powered execution they need to make smarter media decisions that improve discoverability, conversion and incremental sales.”

The expansion reflects CommerceIQ’s continued investment in helping brands win discoverability and conversion by connecting retail media with the broader signals that influence how products are surfaced and chosen

About CommerceIQ
CommerceIQ is the AI-native retail growth partner that helps enterprise brands win discoverability and conversion across paid and organic, driving incremental sales in the AI-search era. As shoppers shift from typing keywords to asking AI what to buy, CommerceIQ makes sure brands’ products get surfaced and chosen. Its AI system for retail, Ally, runs paid and organic together, optimizes every SKU across every retailer, and is operated by retail experts and forward-deployed engineers who own the outcome. The agency alternative for the AI era, CommerceIQ works with 2,200+ brands generating more than $40B in sales.

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