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Feedonomics Now Available in Amazon's Shop Direct Merchant Workspace, Making it Easier for Brands to Get Their Products in Front of Amazon Customers

Eligible U.S. Feedonomics customers can now use the Merchant Workspace to connect their catalogs to Shop Direct and reach shoppers searching for their products

AUSTIN, Texas, Nov. 04, 2026 (GLOBE NEWSWIRE) -- Commerce.com (Nasdaq: CMRC), the parent company of product intelligence platform Feedonomics, today announced that Feedonomics is available as a solution provider in Amazon's new Shop Direct Merchant Workspace, a free self-service portal that makes it easy for eligible merchants to register for Shop Direct, connect their stores to Amazon, and manage their participation in Amazon's agentic shopping program.

Through the Merchant Workspace, eligible U.S. brands and retailers can select Feedonomics as their solution provider to connect their existing product catalogs to Shop Direct — using feeds they've already built for other shopping destinations. The Merchant Workspace also gives merchants visibility into which of their products are active and available to Amazon customers through Shop Direct. For existing Feedonomics customers, this means they can add Shop Direct as another channel without building and maintaining a separate feed integration.

Shop Direct, which added Feedonomics as a feed syndication integration in the spring of 2026, marks a significant shift in the traditional marketplace model, giving merchants an easy, free way to connect their stores to Amazon while bringing Amazon customers back to the merchants' websites and owned checkout. Post-purchase experiences, including shipping, delivery, returns, exchanges, and customer service, continue to be managed directly by the merchant.

"Amazon is a major starting point for product searches," said Sharon Gee, senior vice president of product for AI and Feedonomics, at Commerce. "Shop Direct gives brands another way to reach those high-intent Amazon shoppers while creating a path back to their own sites, where they can build stronger customer relationships, deliver richer brand experiences and retain more control over the customer journey. Feedonomics makes that possible by enabling brands to participate using the catalog they already manage, optimizing and enriching product data to drive discovery and reducing operational complexity through bespoke integration."

Through Feedonomics, merchants can connect their store to Amazon via Shop Direct using the same catalog they already use for their existing performance marketing channels. Additionally, merchants can:

- **Bring Amazon shoppers to their owned storefronts,** where they control the shopping experience, checkout and customer relationship.
- **Keep listings accurate with automatic catalog,** pricing and inventory updates.
- **Support more relevant discovery** with optimized product data that helps Amazon match products to shopper searches.
- **Submit products for "Buy for me,"** Amazon's agentic buying feature, which handles the entire purchase process on the customer's behalf.

Shop Direct through Feedonomics is available to eligible U.S. customers.

Feedonomics customers can join Shop Direct here: https://feedonomics.com/amazon-shop-direct/

Brands can also learn more on the Amazon Shop Direct merchant page: http://shopdirect.amazon.com

About Commerce

Commerce (Nasdaq: CMRC) empowers businesses to innovate, grow, and thrive by providing an open, AI-driven commerce ecosystem. As the parent company of BigCommerce, Feedonomics, and Makeswift, Commerce connects the tools and systems that power growth, enabling businesses to unlock the full potential of their data, deliver seamless and personalized experiences across every channel, and adapt swiftly to an ever-changing market. Trusted by leading businesses like Coldwater Creek, Cole Haan, Dell, Harvey Nichols, King Arthur Baking Co., Mizuno, Pacsun, Perry Ellis, Skechers, SportsShoes and Uplift Desk, Commerce delivers the storefront control, optimized data, and AI-ready tools businesses need to grow, serve diverse buyers, and operate with confidence in an increasingly intelligent, multi-surface world. For more information, visit commerce.com or follow us on X and LinkedIn.

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