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Commerce Introduces Shopping Agent to Enable Conversational Shopping for BigCommerce Merchants

New customizable AI storefront assistant brings personalized product discovery and shopping guidance to turn conversations in conversions

AUSTIN, Texas, Nov. 16, 2026 (GLOBE NEWSWIRE) -- Commerce.com (Nasdaq: CMRC), the open commerce ecosystem built to help merchants win as AI reshapes how customers discover and buy, today introduced Shopping Agent for BigCommerce, now rolling out to eligible merchants ahead of the holiday selling season.

Shopping Agent enables merchants to build and customize an AI-powered storefront assistant that reflects their brand and guides visitors as they browse and buy. The launch advances Commerce's broader agentic commerce strategy by helping merchants turn more moments of shopper intent into confident buying decisions while keeping their brand and customer relationships at the center of the journey.

"Great shopping experiences help people feel understood and confident in what they choose," said Sharon Gee, senior vice president of product for AI at Commerce. "Shopping Agent gives BigCommerce merchants a way to bring that guidance into their storefront through an assistant they can make their own, helping customers find what they are looking for, answer their questions, and give them confidence in their purchase while also delivering rich first-party signal to the merchants from agentic conversations on how to serve their customers better."

Helpful guidance from discovery to decision

The storefront remains the center of gravity for ecommerce businesses, despite agentic discovery and even checkout becoming more common across new and emerging third-party channels and destinations.

"Customers may come to Toner Buzz with a printer model, a cartridge number or just a question about what to buy," Max Dirnfeld, CEO at Toner Buzz. "AI shopping has the potential to make each of those starting points lead to a straightforward purchase with fewer searches and less guesswork."

Whether someone is choosing a gift for a new hiker or finding a jacket for a rainy commute, Shopping Agent offers a new ways to meet shoppers throughout their journey across BigCommerce storefronts:

- **Personalize discovery** around shoppers' needs, preferences and intended uses
- **Support purchase decisions** with relevant product details and comparisons
- **Keep conversations moving** by carrying context through follow-up questions
- **Express their brand** through dedicated design and customization tools
- **Drive conversions** with conversational add-to-cart and checkout guidance

Behind the scenes, new conversational storefront search, now available to all paid plans on the BigCommerce platform, combines keyword relevance with semantic understanding to connect everyday language with relevant products, helping Shopping Agent retrieve relevant options as it reasons through shoppers' questions and preferences.

Specialized around B2C retail, Shopping Agent gives merchants a way to make their storefronts more responsive to how consumers want to shop, combining conversational assistance with direct access to their products and a clear path to purchase.

Bringing AI-assisted purchasing to any storefront, including B2B

Commerce is also developing agentic experiences for business buyers, including support for complex catalogs, negotiated pricing and account requirements. B2B Agent, now in early access, is already helping leading retailers like AS Colour streamline and automate purchase order workflows for their buyers.

"B2C merchants put tremendous care into their products and customer experience," Gee said. "The same goes for B2B retailers, but the difference comes down to who is doing the buying. We're paving the way for what true agentic selling looks like across any type of commerce business. Our launch of Shopping Agent is a key step in turning that future into a reality."

Shopping Agent is available to eligible BigCommerce merchants today and will be expanding to more regions and verticals over time. To learn more, visit https://www.bigcommerce.com/product/shopping-agent/

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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