

NIQ and Similarweb Advance Agentic Commerce Measurement for the AI Shopping Era

New solution will connect AI-driven discovery to consumer intent, product content, AI-driven traffic and sales conversion

TEL AVIV, Israel & CHICAGO--(BUSINESS WIRE)-- Similarweb (NYSE: SMWB) and NIQ (NYSE: NIQ) today announced a collaboration to enhance NIQ's Agentic Commerce Measurement strategy. As leaders in digital and consumer intelligence, the companies are collaborating on a new solution to help brands, retailers and technology platforms understand how products are purchased in an increasingly agentic economy.

The work adds a measurement component to NIQ's Commerce Intelligence strategy, focused on deploying NIQ's world-class, AI-ready content directly into agentic commerce workflows and equipping brands and retailers with the signals they need to react effectively.

AI agents are moving beyond product discovery to become part of the purchase itself. New infrastructure, including Google's Universal Commerce Protocol and OpenAI's Agentic Commerce Protocol, is enabling consumers to complete the entire buying journey, from item discovery to evaluation and recommendation to purchase, inside of a single AI experience.

This creates a new measurement and growth challenge. Brands and retailers need to know whether their products are appearing in AI-driven discovery, whether they are being represented accurately and whether that visibility is ultimately leading to traffic and sales. They also need to know what to do next.

NIQ is bringing together its product intelligence, consumer behavior data and retail sales measurement to deliver a comprehensive view of consumer behavior across both traditional and emerging AI-driven discovery environments. Similarweb will provide the foundational digital data, adding visibility into AI-driven consumer behavior inside generative AI platforms and along the agentic path to purchase. Together, these capabilities will connect AI-driven discovery to measured sales outcomes, allowing brands to improve product visibility, strengthen content, increase conversion and drive growth. An initial version of the solution will be available in Q4 2026, beginning with a focused set of categories and markets and expanding over time.

*"AI's influence does not stop when a consumer leaves an AI platform," **said Susan Dunn, Chief Revenue Officer, Similarweb.** "Similarweb provides the foundational digital signals that reveal what happens across the entire AI-driven consumer journey. Combined with NIQ's product and sales intelligence, those signals can give brands and retailers a clearer view of how AI-driven discovery translates into commercial outcomes."*

The solution will focus initially on five areas:

- **Consumer Intent:** What consumers are asking AI assistants, and which needs, questions, or prompts are shaping their agentic commerce decisions
- **Agentic Shelf Visibility:** Where products appear when AI assistants recommend options to shoppers, and how a brand's presence compares with competitors
- **Product Content Readiness:** Whether product content is complete, structured and optimized so AI assistants can find, understand and accurately recommend it
- **AI-Driven Traffic:** How much of the traffic reaching brand and retailer product pages is driven by AI platforms, including both direct clicks and subsequent visits influenced by agentic discovery.
- **AI-Driven Conversion:** How AI-influenced engagement connects to verified omnichannel purchasing behaviour.

*"AI is becoming a new commerce channel, and NIQ intends to make it measurable," said **Troy Treangen, Chief AI and Product Officer at NIQ.** "Our clients want to know where AI is already influencing their business, how quickly that influence is growing and what they should do about it. NIQ has the AI-ready data foundation and the product, consumer and sales intelligence needed to answer those questions. With Similarweb, we can extend that intelligence across the AI-influenced purchase journey: from discovery to traffic, conversion and sales."*

Agentic Commerce Measurement adds a new critical capability to NIQ's growing AI portfolio: helping clients see and act on AI's commercial influence in the marketplace.

More information, including initial categories, markets and availability, will be announced as development progresses.

NIQ and Similarweb Agentic Commerce Measurement FAQ

1. What are NIQ and Similarweb announcing?

NIQ and Similarweb are collaborating on a new Agentic Commerce Measurement solution. The planned solution is designed to help brands, retailers and technology platforms understand and improve how AI influences product discovery, consumer intent, product traffic, conversion and verified online sales.

2. Is Agentic Commerce Measurement available today?

No. NIQ is currently building the solution. An initial version of the solution will be available in Q4 2026, beginning with a focused set of categories and markets and expanding over time. More information about its capabilities, availability and market rollout will be shared as it progresses toward launch.

3. What problem will the solution address?

As consumers increasingly use AI to discover, research and evaluate products, organizations need a clearer way to understand how those interactions affect commercial outcomes. Existing measurement approaches provide visibility into areas such as retail, ecommerce, search and media, but do not provide a comprehensive view of the AI-mediated purchase journey.

The planned solution is intended to connect AI-driven discovery and engagement with downstream traffic, conversion and verified online sales.

4. What will the solution measure?

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5. Which AI platforms and markets will be covered?

The new solution will provide measurement coverage across leading AI discovery platforms, including ChatGPT, Gemini, Google AI Mode, Perplexity and Claude. The solution is expected to begin with a focused set of categories and markets and expand over time. Specific launch timing and market availability are not being announced at this stage.

6. Why are NIQ and Similarweb working together?

NIQ brings product intelligence, consumer behavior data and retail sales measurement. Similarweb will provide the foundational digital data and expertise, adding visibility into AI-driven consumer behavior - both inside generative AI platforms and along the agentic path to purchase. Together, these capabilities are intended to connect AI-driven discovery to commercial outcomes and help clients identify actions that can improve performance.

7. How does Agentic Commerce Measurement relate to NIQ Optiq and ConnectAI?

NIQ Optiq, ConnectAI and Agentic Commerce Measurement address different but connected parts of NIQ's AI strategy. NIQ Optiq and Optiq Bridge help bring NIQ intelligence into AI-powered applications and enterprise environments. ConnectAI brings NIQ technology, engineering and data science teams together with clients to build AI-enabled workflows. Agentic Commerce Measurement extends that strategy into Commerce Intelligence by helping organizations understand how AI is influencing consumer discovery, traffic, conversion and sales.

Together, they connect AI-ready data to decision, action and measurement.

About Similarweb

Similarweb (NYSE: SMWB) powers businesses to win their markets with Digital Data. By providing essential web and app data, analytics, and insights, we empower our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization. Similarweb products are integrated into users' workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

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About NIQ

NielsenIQ (NYSE: NIQ) is a leading consumer intelligence company, delivering the most complete and trusted understanding of consumer buying behavior and revealing new pathways to growth. By combining an unmatched global data footprint and granular consumer and retail measurement with decades of AI modeling expertise, NIQ builds decision systems that help companies turn complex data into confident action.

With operations in more than 90 countries, NIQ covers approximately 82% of the world's population and more than \$7.4 trillion in global consumer spend. Through cloud-based platforms, advanced analytics and AI-driven insights, NIQ delivers The Full View™—helping brands and retailers understand what consumers buy, why they buy it, and what to do next.

For more information, please visit www.niq.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, including statements regarding the anticipated capabilities and benefits of ConnectAI Charter Program Clients, the expected benefits of AI-enabled enterprise workflows, and the future adoption of AI-native operating models. Forward-looking statements can be identified by words such as "anticipate," "expect," "intend," "plan," "believe," "designed to," "explore," "future," "accelerate," "will," "should," "may," and similar references to future events or performance. These statements are not guarantees of future results and are subject to risks, uncertainties and assumptions that are difficult to predict and many of which are outside our control, including changes in consumer preferences, economic conditions, technological developments, competitive dynamics, and our ability to develop, deliver and monetize new products and solutions. Actual results may differ materially from those expressed or implied. Additional information on these and other risks is contained in the "Risk Factors" section of our most recent Annual Report on Form 10-K and our subsequent filings with the U.S. Securities and Exchange Commission, available at www.sec.gov. Forward-looking statements speak only as of the date of this release, and we undertake no obligation to update them except as required by law.

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