

TNG Shopper Launches First Autonomous Generative Engine Optimization solution for Local Product Discovery in AI Search

The new solution, powered by a multi-agent AI workforce, moves beyond monitoring into action to automate the creation of LLM-ready content, ensuring retailers are the chosen answer for AI-powered discovery.

London, United Kingdom Nov 6, 2025 ([IssueWire.com](https://www.issuewire.com)) - TNG Shopper announced the launch of its autonomous Generative Engine Optimization (GEO) solution, a groundbreaking platform powered by a proprietary **multi-agent AI pipeline**. Designed to act as a dedicated **AI workforce**, it helps multi-location retailers and their agency partners win in the new era of AI-powered local product discovery. TNG Shopper's platform is engineered to make retailers unlock their potential to top and win product queries across leading AI engines, including ChatGPT, Gemini, Perplexity, Microsoft Copilot, and Claude.

The launch addresses a critical disconnect in retail: while over 90% of searches happen online, more than 80% of retail revenue still comes from physical stores. The opportunity is magnified by a seismic shift in consumer behavior, with a 900% increase in "near me" searches in recent years. Compounding this, a new Capgemini study shows 58% of consumers now trust AI to give them product and brand recommendations. Despite this, a staggering 58% of companies still fail to optimize for local search, leaving a massive revenue opportunity on the table.

"The data is clear: the most valuable customer is local. Yet, most businesses are unprepared for this shift," said Daniel Manzela, CEO of TNG Shopper. "Marketing teams are overwhelmed with complex toolsets. Adding another tool to their tech stack is not an option. We designed our platform to be the "switch-on" for local discovery without any effort or even installation. Saving 730 hours every month, with an autonomous AI workforce they can deploy to get results"

TNG Shopper's platform is built to translate digital visibility opportunities into tangible results, especially critical when Google data shows 88% of mobile local searches lead to a store visit within 24 hours. By automating the creation of unique content for every product in every location, the platform turns retailer's physical products into hundreds of thousands of digital discovery opportunities.

Designed to run continuously in the background without manual input, the platform equips marketers and retailers with both the intelligence and the ready-to-use outputs needed to succeed.

Acting as a dedicated AI workforce, TNG Shopper's GEO solution simplifies the marketing stack. It replaces complex, multi-tool workflows with a single, autonomous platform that provides brands with the following capabilities:

- **Local Demand Intelligence:** Utilizes a proprietary Search BI to analyze real search behaviour and map local demand patterns, identifying the highest-value opportunities for every product in every store.
- **Automated GEO Infrastructure:** Autonomously builds and publishes thousands of unique, LLM-ready product and location pages, creating a comprehensive digital presence.
- **Optimized Content Generation:** Automatically generates and optimizes content for each product, infusing it with high-intent local insights to make it uniquely search-ready for generative engines.
- **Ongoing Automation & Benchmarking:** Continuously understands and adapts to local trends,

applying these insights to the GEO infrastructure and providing benchmarks for market share.

TNG Shopper is built for all multi-location retailers and is actively partnering with the SEO and marketing agencies that serve them. The platform empowers agencies to offer a powerful, scalable, and effortless solution to the most pressing challenge their retail clients face.

TNG Shopper provides the first AI workforce dedicated to Generative Engine Optimization (GEO). Its autonomous platform, built on a multi-agent AI pipeline, moves beyond simple analytics to actively generate and optimize a retailer's digital presence for AI-powered search, connecting online intent to in-store sales and driving growth.

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