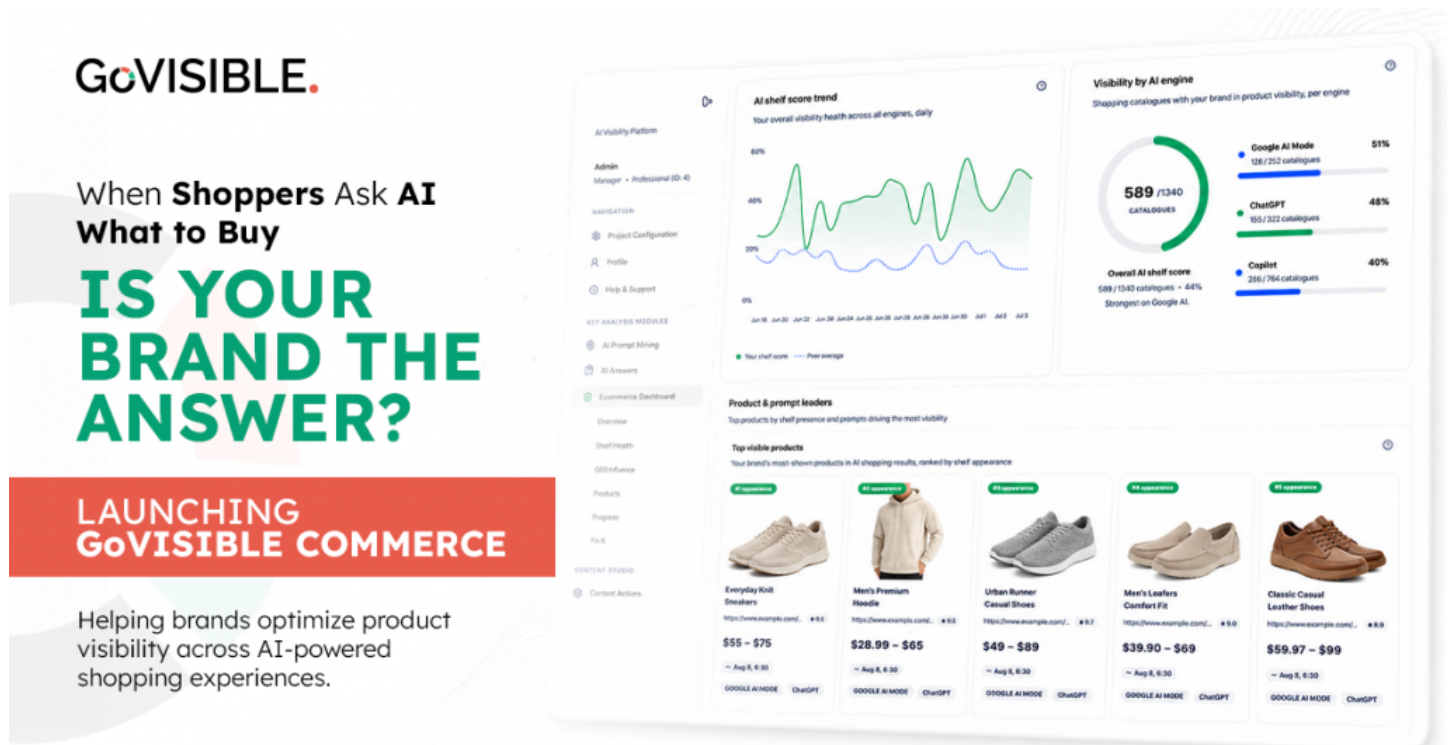


Launch of GoVISIBLE Commerce: AI Visibility Intelligence Platform for eCommerce Brands

Brands can now track, measure, and optimize how their products appear in AI-generated responses across ChatGPT, Gemini, Copilot, and Perplexity at retailer level, SKU level, and against every competitor in their category.



Pune, Maharashtra Jul 17, 2026 (Issuewire.com) - GoVISIBLE, an AI visibility intelligence platform built for generative engine optimization, today announced the launch of [GoVISIBLE Commerce](#) - a platform designed to give consumer brands and eCommerce teams real-time intelligence on how they appear on the AI shopping results.

As conversational AI engines replace traditional search results with single, synthesized recommendations, brands face a new reality: purchase decisions are being shaped before a buyer ever visits a retailer's website. Insights from more than 2,300 AI visibility audits on GoVISIBLE across brands of different sizes have confirmed the growing urgency for platforms that connect AI search intelligence with measurable business outcomes and structured execution.

GoVISIBLE Commerce addresses this directly, moving brands from passive monitoring into active, data-driven optimization of their presence across shopping feeds of AI engines.

What GoVISIBLE Commerce Measures

The platform tracks three foundational metrics that define a brand's position on the AI shelf:

AI Shelf Score: Measures how often a brand's product catalogue appears within broad discovery-driven shopping queries across AI engines using a weighted average method based on the market

share of AI engines in respective countries.

Share of Shelf: Tracks catalogue presence against direct competitors over a rolling trend line, revealing which brands are winning the AI-generated shortlist during product comparison queries.

DTC Share: Reveals whether AI engine recommendations route high-intent buyers to a brand's own storefront or redirect them to third-party marketplaces, a metric that has direct implications for margin and customer ownership.

From Intelligence to Action

GoVISIBLE Commerce is built to close the gap between visibility data and execution. Two modules turn insights into direct commercial action:

Shelf Health & Retailer Intelligence: Channel-level and SKU-level breakdowns that show exactly where competitors are outperforming a brand inside AI responses, broken down by product line, retailer, and query type.

Action Center: Converts visibility gaps into clear, prioritized actions for growth and eCommerce teams, including AI Feed Optimizer recommendations that translate directly into optimized product feeds for Google Shopping and Meta Catalogue, Citation Recommendations, and Content recommendations.

"Inside an AI engine, there is no page two. The model synthesizes a singular recommended choice for an active buyer. If you aren't that recommendation, you are effectively erased from the consumer's universe."

— Gajanan Sapate, Co-Founder, GoVISIBLE

Competitive Intelligence Built Into the Core

One of the most distinctive capabilities of **GoVISIBLE Commerce** is the depth of competitive visibility intelligence it surfaces. Brands can see not just their own AI shelf position — but precisely which competing products are being recommended alongside theirs, at what price points AI engines are citing competitors, and the specific content signals driving those preferences.

This goes beyond share-of-voice tracking. GoVISIBLE Commerce identifies why a competitor is gaining AI shelf space, whether it's catalogue completeness, attribute coverage, retailer citation strength, or content structure, and gives teams a direct path to close that gap.

"The question brands keep asking us isn't just 'are we visible?' — it's 'who is being recommended instead of us, and why?' GoVISIBLE Commerce answers that. You can see which competitor products are surfaced alongside yours, what prices AI engines are attributing to them, and the specific signals that are giving them the ranking edge. That intelligence changes how teams think about catalogue strategy entirely."

— Pritesh Javheri, Co-Founder, GoVISIBLE

Early Access Programme

To mark the launch, GoVISIBLE has introduced an early-access cohort for brands onboarding this

quarter. Cohort participants receive launch pricing and priority account configuration, designed to help brands establish their AI shelf baseline and execute catalogue optimizations ahead of the seasonal peak.

Requests for early access can be submitted at www.govisible.ai

About GoVISIBLE

GoVISIBLE is an AI Visibility Intelligence and Generative Engine Optimization (GEO) platform for marketers, agencies, and enterprise brands. The platform helps organizations benchmark AI search presence, analyze competitor recommendations, monitor citation strength, identify visibility gaps, and improve discoverability across AI-generated search experiences through its Action Center, Content Studio, and GEO reporting suite. AI engines tracked include ChatGPT, Gemini, Copilot, Google AI Mode, and Perplexity.

Media Contact

GoVISIBLE

*****@govisible.ai

<https://govisible.ai/>

Source : GoVISIBLE

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