



## Pattern Unveils Suite of AI-Powered Ecommerce Innovations at Accelerate 2025

June 6, 2025



**SALT LAKE CITY, UTAH — June 6, 2025**— Pattern, the global leader in ecommerce acceleration, announced a comprehensive suite of new AI-powered innovations designed to transform how brands win in digital marketplaces. The announcements came during Pattern's annual Accelerate Summit, the premier gathering for ecommerce professionals worldwide.

“At Pattern, we believe the future of ecommerce isn’t guesswork, it’s precision powered by AI, rich data, and advanced data science working in perfect harmony,” said Pattern Co-Founder and CEO Dave Wright. “With innovations like Chessboard, GEO Scorecard, TrendVision, and the Portal, we’re giving brands unprecedented visibility into why consumers buy, not just what they buy. This new suite of products and tools doesn’t just optimize performance, it fundamentally rewrites the rules of digital retail by making every creative asset, every product detail, and every decision, smarter.”

### **GEO Scorecard: Revealing Critical Insights as Shoppers Turn to AI Assistants**

Consumers are no longer starting their buying journey just on Google or Amazon, they’re increasingly asking ChatGPT, Gemini, and other AI assistants what to buy. This is a seismic shift in how consumers shop, and it demands a new approach to brand visibility. Pattern's new [Generative Engine Optimization \(GEO\) Scorecard](#) shows brands how they appear on AI platforms, providing data-driven insights to optimize content strategy and maintain a competitive advantage.

“Consumers aren’t just using AI tools like ChatGPT or Gemini to search, they’re trusting them to decide,” said Wright. “This new level of confidence in AI-generated recommendations is reshaping how purchase decisions are made. Brands must urgently understand how they appear in these responses and adapt their content and messaging strategies to stay competitive in this new era of AI-led commerce.”

### **Chessboard: Enabling Content Optimization with Accuracy and Efficiency**

Pattern introduced **Chessboard**, a breakthrough analytics engine that leverages data science to reveal why shoppers convert, not just how often. Unlike traditional metrics that treat every view equally, Chessboard uses visibility modeling and attribute-level analysis to identify the specific product features that actually drive purchases. By isolating the attributes that matter most to consumers, it empowers brands to optimize content, design, and spend with surgical precision.

“Chessboard finally gives brands increased clarity on what influences a purchase,” said Wright. “It separates signal from noise so your product listing is focused on the features that actually convert. That level of insight is the key to unlocking real efficiency and growth.”

### **TrendVision: Empowering Brands to Win Amid Rise in Social Shopping**

Pattern launched **TrendVision**, an AI-powered solution that helps brands win on TikTok and Instagram. TrendVision analyzes trending topics, deconstructs high-performing social content, and identifies the hooks, emotional triggers, and creative patterns that drive engagement and conversion. It then turns these insights into ready-to-execute video scripts and assets, enabling brands to scale impactful social content using their existing media.

## **The Portal: Addressing Challenges in AI-Generated Product Imagery**

Pattern unveiled **The Portal**, a breakthrough in AI-assisted product photography that combines high-fidelity image capture with data-driven creative generation. As Pattern's first hardware-enabled solution, The Portal produces hyper-realistic lifestyle images – where the product retains its true detail even in bespoke AI-generated scenes – and the right images – those optimized to drive conversions based on Pattern's proprietary data models. The Portal dramatically accelerates content production with programmable backgrounds, dynamic lighting, and adjustable camera configurations..

## **Pattern Delivers Competitive Advantage as AI Redefines Ecommerce**

"We're entering a new era where AI doesn't just accelerate commerce, it redefines how it works," said Wright. "By combining Pattern's data, creativity, and technology, we're helping brands not only keep up with the pace of change, but lead it. The breakthroughs we launched at Accelerate 25 aren't just tools, they're competitive advantages built for the future of buying and selling."

For more information, visit [pattern.com/innovation-hub](https://pattern.com/innovation-hub).

## **About Pattern**

Pattern is the category leader for global ecommerce and marketplace acceleration. Since its founding in 2013, Pattern has profitably grown to more than 1,800 team members operating from 22 global locations. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across hundreds of global marketplaces—including Amazon, Walmart.com, Target.com, eBay, Tmall, JD, and Mercado Libre.

## **About Accelerate**

Accelerate: The Global Ecommerce Acceleration Summit is the premier event for ecommerce professionals, designed to equip executives with the tools and knowledge needed to thrive in the multi-trillion-dollar global ecommerce market. By bringing together industry leaders and innovators, Accelerate aims to foster collaboration and drive immediate impact in ecommerce businesses worldwide. To learn more, visit [accelerationsummit.com](https://accelerationsummit.com).