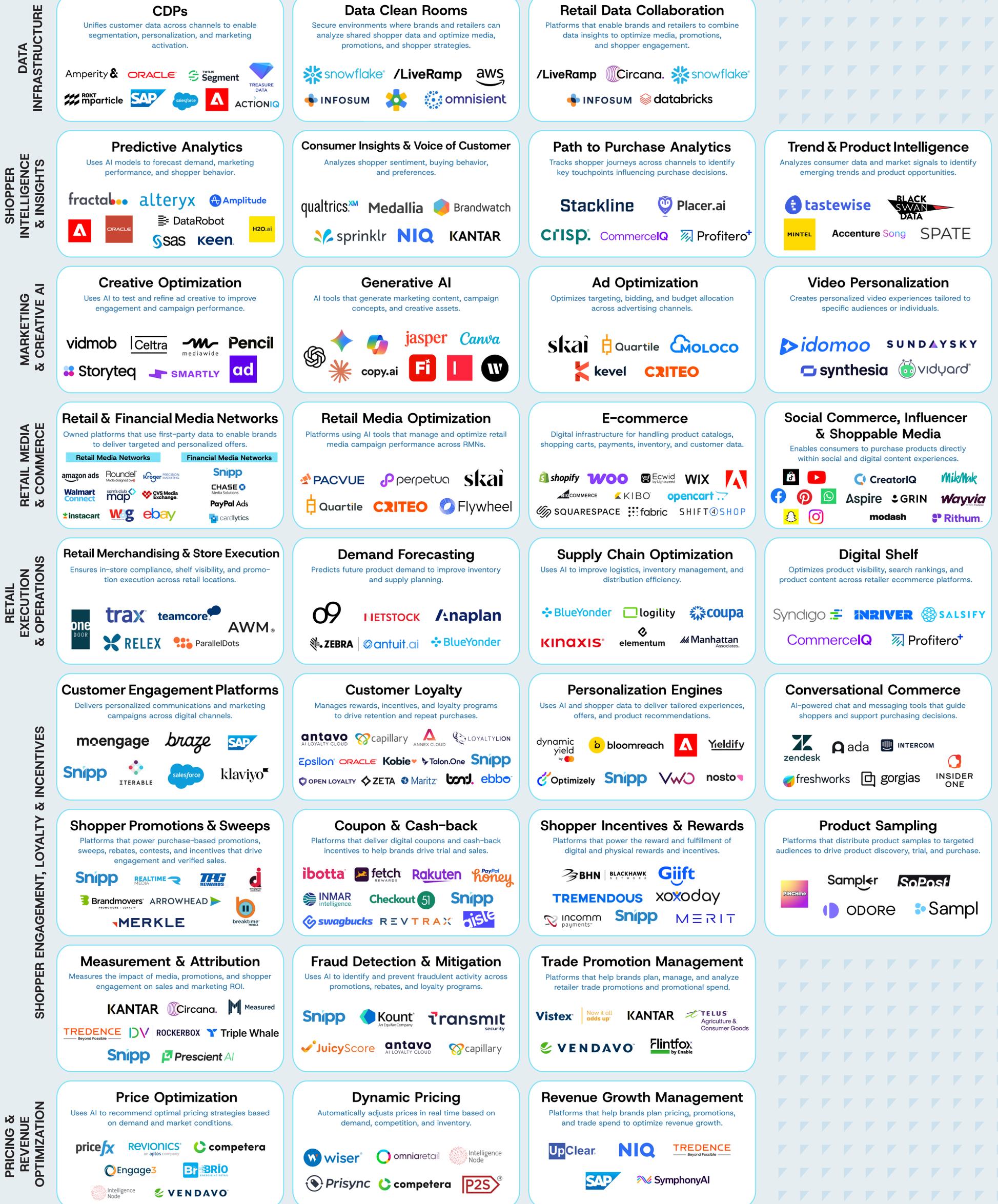# AI SHOPPER MARKETING TECHNOLOGY LANDSCAPE 2026

How artificial intelligence, retail media, and purchase-based incentives are reshaping shopper marketing.

Our overview of the shopper marketing technology landscape highlights how artificial intelligence is reshaping the ecosystem. Brands are increasingly using AI to understand shopper behavior, optimize marketing investments, personalize engagement, and connect marketing exposure directly to verified sales. From predictive analytics and generative creative tools to retail media platforms, digital shelf optimization, and purchase-based promotions, AI now supports shopper marketing across the entire path to purchase.

DATA INFRASTRUCTURE

CDPs
Unifies customer data across channels to enable segmentation, personalization, and marketing activation.

Amperity, ORACLE, Twilio Segment, Treasure Data, ROKT mparticle, SAP, salesforce, ACTIONIQ

Data Clean Rooms
Secure environments where brands and retailers can analyze shared shopper data and optimize media, promotions, and shopper strategies.

snowflake, LiveRamp, aws, INFOSUM, omnisient

Retail Data Collaboration
Platforms that enable brands and retailers to combine data insights to optimize media, promotions, and shopper engagement.

LiveRamp, Circana, snowflake, INFOSUM, databricks

SHOPPER INTELLIGENCE & INSIGHTS

Predictive Analytics
Uses AI models to forecast demand, marketing performance, and shopper behavior.

fractal, alteryx, Amplitude, ORACLE, DataRobot, H2O.ai, SAS, keen

Consumer Insights & Voice of Customer
Analyzes shopper sentiment, buying behavior, and preferences.

qualtrics XM, Medallia, Brandwatch, sprinklr, NIQ, KANTAR

Path to Purchase Analytics
Tracks shopper journeys across channels to identify key touchpoints influencing purchase decisions.

Stackline, Placer.ai, crisp, CommerceIQ, Profitero

Trend & Product Intelligence
Analyzes consumer data and market signals to identify emerging trends and product opportunities.

tastewise, BLACK SWAN DATA, MINTEL, Accenture Song, SPATE

MARKETING & CREATIVE AI

Creative Optimization
Uses AI to test and refine ad creative to improve engagement and campaign performance.

vidmob, Celtra, mediawide, Pencil, Storyteq, SMARTLY, ad

Generative AI
AI tools that generate marketing content, campaign concepts, and creative assets.

jasper, Canva, copy.ai, Fl, I, W

Ad Optimization
Optimizes targeting, bidding, and budget allocation across advertising channels.

skai, Quartile, MOLOCO, kevel, CRITEO

Video Personalization
Creates personalized video experiences tailored to specific audiences or individuals.

idomoo, SUNDAYSKY, synthesia, vidyard

RETAIL MEDIA & COMMERCE

Retail & Financial Media Networks
Owned platforms that use first-party data to enable brands to deliver targeted and personalized offers.

Retail Media Networks: amazon ads, Roundel, Kroger Precision Marketing, Walmart Connect, sam's club map, CVS Media Exchange, instacart, wg, ebay

Financial Media Networks: Snipp, CHASE, PayPal Ads, cardlytics

Retail Media Optimization
Platforms using AI tools that manage and optimize retail media campaign performance across RMNs.

PACVUE, perpetua, skai, Quartile, CRITEO, Flywheel

E-commerce
Digital infrastructure for handling product catalogs, shopping carts, payments, inventory, and customer data.

shopify, WOO, Ecwid by Lightspeed, WIX, BIGCOMMERCE, KIBO, opencart, SQUARESPACE, fabric, SHIFT4SHOP

Social Commerce, Influencer & Shoppable Media
Enables consumers to purchase products directly within social and digital content experiences.

CreatorIQ, MikMak, Aspire, GRIN, Wayvia, modash, Rithum

RETAIL EXECUTION & OPERATIONS

Retail Merchandising & Store Execution
Ensures in-store compliance, shelf visibility, and promotion execution across retail locations.

oneDOOR, trax, teamcore, AWM, RELEX, ParallelDots

Demand Forecasting
Predicts future product demand to improve inventory and supply planning.

o9, NETSTOCK, Anaplan, ZEBRA, antuit.ai, BlueYonder

Supply Chain Optimization
Uses AI to improve logistics, inventory management, and distribution efficiency.

BlueYonder, logility, coupa, KINAXIS, elementum, Manhattan Associates

Digital Shelf
Optimizes product visibility, search rankings, and product content across retailer ecommerce platforms.

Syndigo, INRIVER, SALSIFY, CommerceIQ, Profitero

SHOPPER ENGAGEMENT, LOYALTY & INCENTIVES

Customer Engagement Platforms
Delivers personalized communications and marketing campaigns across digital channels.

moengage, braze, SAP, Snipp, ITERABLE, salesforce, klaviyo

Customer Loyalty
Manages rewards, incentives, and loyalty programs to drive retention and repeat purchases.

antavo AI LOYALTY CLOUD, Capillary, ANNEX CLOUD, LOYALTYLION, Epsilon, ORACLE, Kobie, Talon.One, Snipp, OPEN LOYALTY, ZETA, Maritz, bond, ebbo

Personalization Engines
Uses AI and shopper data to deliver tailored experiences, offers, and product recommendations.

dynamic yield by mastercard, bloomreach, Yieldify, Optimizely, Snipp, VWO, nosto

Conversational Commerce
AI-powered chat and messaging tools that guide shoppers and support purchasing decisions.

zendesk, ada, INTERCOM, freshworks, gorgias, INSIDER ONE

Shopper Promotions & Sweeps
Platforms that power purchase-based promotions, sweeps, rebates, contests, and incentives that drive engagement and verified sales.

Snipp, REALTIME MEDIA, TPG REWARDS, d, Brandmovers, ARROWHEAD, breaktime MEDIA, MERKLE

Coupon & Cash-back
Platforms that deliver digital coupons and cash-back incentives to help brands drive trial and sales.

ibotta, fetch, Rakuten, honey, INMAR intelligence, Checkout 51, Snipp, swagbucks, REVTRAX, aisle

Shopper Incentives & Rewards
Platforms that power the reward and fulfillment of digital and physical rewards and incentives.

BHN, BLACKHAWK NETWORK, Giift, TREMENDOUS, xoxoday, incomm payments, Snipp, MERIT

Product Sampling
Platforms that distribute product samples to targeted audiences to drive product discovery, trial, and purchase.

Sampler, SoPost, PINCHme, ODORE, Sampl

Measurement & Attribution
Measures the impact of media, promotions, and shopper engagement on sales and marketing ROI.

KANTAR, Circana, Measured, TREDENCE, IV, ROCKERBOX, Triple Whale, Snipp, Prescient AI

Fraud Detection & Mitigation
Uses AI to identify and prevent fraudulent activity across promotions, rebates, and loyalty programs.

Snipp, Kount An Equifax Company, Transmit security, JuicyScore, antavo AI LOYALTY CLOUD, capillary

Trade Promotion Management
Platforms that help brands plan, manage, and analyze retailer trade promotions and promotional spend.

Vistex, Now it all adds up, KANTAR, TELUS Agriculture & Consumer Goods, VENDAVO, Flintfox by Enable

PRICING & REVENUE OPTIMIZATION

Price Optimization
Uses AI to recommend optimal pricing strategies based on demand and market conditions.

pricefx, REVIONICS an Aptos company, competera, Engage3, Br BRIO, Intelligence Node, VENDAVO

Dynamic Pricing
Automatically adjusts prices in real time based on demand, competition, and inventory.

wiser, omniaretail, Intelligence Node, Prisync, competera, P2S

Revenue Growth Management
Platforms that help brands plan pricing, promotions, and trade spend to optimize revenue growth.

UpClear, NIQ, TREDENCE, SAP, SymphonyAI

Snipp is how brands drive actions, prove performance, and unlock insights across consumer and channel marketing strategies. Using AI-powered technology and advanced fraud protection, we design, execute, and validate compliant promotions, rebates, sweepstakes, rewards, and loyalty programs at scale, transforming engagement into proven outcomes and owned first-party intelligence that powers meaningful, measurable growth.

Snipp

www.snipp.com | lets.talk@snipp.com

This landscape highlights representative companies and is not exhaustive.

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