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# The AI Shopping Shift: What Brands Need to Know Right Now

By Megan Harvey // April 27, 2026 //

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AI is changing how consumers discover and choose products, and most brands don't yet have a clear picture of where they stand. This session cuts through the noise to get to practical insights:

1. How do you measure your brand's visibility in AI-powered shopping experiences?
2. What's dragging you down in your category?
3. What options do you have to actually make a difference in your visibility?

Stackline will walk through a real-world framework for understanding your competitive position and fair share, including building a roadmap across PDPs, retail media, and host of more forward leaning activations.

Ideal for CMOs, digital leaders, marketing directors and brand managers at enterprise-grade consumer brands who are navigating AI-driven shopping behavior and looking for a practical way to benchmark and improve their visibility.

[See the Recap & Replay](#)

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