

Arena's New Commerce AI is changing the future of conversational transactions

Expanding upon its robust conversational product line, Arena pushes the envelope for e-commerce brands to have conversations with visitors and convert them into paying customers

(San Francisco, CA) December 6, 2023 - Today [Arena](#) - a communication software platform, announces the launch of **Commerce AI**, designed for publishers and e-commerce brands to capitalize on every customer conversation. Whether it's increasing revenue through product recommendations or affiliate links, Arena's new AI chat helps each individual web visitor with their own unique needs.

In an increasingly noisy and competitive digital marketplace, swiftly converting conversations into sales is paramount for brands and online retailers. Arena's **Commerce AI** is the answer to this challenge. It goes beyond mere engagement, but driving them to swiftly make their desired purchase. This serves both consumers and brands by accelerating the buyer's journey for consumers and allowing brands to precisely meet individual consumer needs.

Taking user engagement to the next level, Arena's **Commerce AI** delivers a personalized, concierge-like experience for every website visitor. Arena's solution does this by marrying the power of AI with existing content on websites, files, text and to create hyper-personalized product recommendations that take into account each user's distinct needs and preferences. This seamless transition from chat to cart ensures that users don't just research about products, but they end up buying them.

AI's rise promises consumers with more information, but the deluge of data sometimes results in generic, impersonal experiences. Instead of one-size-fits all, consumers crave insightful recommendations from trusted brand advisors familiar with the latest trends. Arena believes that by combining each brand or publisher's data into their recommendation engine, combined with real-time dialogues, consumers get a straight-line path from research to purchase.

"Today, with the release of Commerce AI, we are not just facilitating dialogues; we are revolutionizing the way brands monetize them, said Paulo Martins, Founder of Arena. "The future of e-commerce isn't just cart additions – it's in the unique conversations leading up to them. Arena is proud to help brands continue the conversation and transition the conversation into transactions."

Arena, since its creation in 2018, has always championed the power of conversations. We have cultivated rich and robust online communities for brands like Reuters, Forbes, NBC with Live Blog and Group Chat solutions.

About Arena

Arena is a leading global provider of group chat and messaging for consumer enterprises. It uses product data gained from conversations and analyzes with AI to better understand customer behavior. Arena powers conversations for over 25,000 applications in 150 countries globally. It can support over three million concurrent users for each application, making it the most scalable chat platform available. Their top global customers include Fox, Rogers, Vimeo, Vans, C&A, UCLA, Globo, and Meta.

Arena's logo:

arena

Paulo Martins, CEO and Founder of Arena

