FOR IMMEDIATE RELEASE

Enterprise Merchandising, Now Native on Shopify
Fredhopper Launches App to Bring AI-Powered Product Discovery to Shopify Enterprise Merchants

London, UK — [Date] — Crownpeak today announced the launch of the Fredhopper Product Discovery Shopify App, delivering enterprise-grade AI search, personalized recommendations, and visual merchandising to Shopify merchants—natively and without middleware.

Fredhopper has long powered personalization for some of the most complex ecommerce environments in the world. Now, that same capability is available directly inside Shopify, enabling digital leaders to unlock enterprise-class product discovery, localization, and merchandising—at Shopify speed.

"This launch is a significant step in bringing intelligent, enterprise-grade digital experience capabilities to the platforms our customers rely on," said Nnenna Ilomechina, CEO of Crownpeak. "Fredhopper is built to help global brands drive conversion and GMV with speed and simplicity. As Shopify becomes a more strategic choice for larger brands, Fredhopper ensures they can deliver the same sophisticated merchandising, personalization, and localization capabilities natively and without compromise. We're excited to continue investing in innovation to meet the complex needs of enterprise teams today and in the future."

"Enterprise merchandising finally meets Shopify ease," said Paul Taylor, VP of Solutions at Crownpeak. "Merchants no longer have to choose between agility and control. We're giving them both."

Built for Scale, Designed for Speed

The Fredhopper Product Discovery Shopify App is purpose-built for large catalogs, international storefronts, and merchandising teams who need more than standard Shopify search and sort tools. With a native integration and support for Shopify's latest APIs, brands can launch fully personalized, localized experiences in weeks—not months.

Key Capabilities:

- **Intelligent Visual Merchandising** – Blend AI automation with business logic to control product ranking, campaigns, and promotions
- **AI-Powered Search** – Understand intent, not just keywords, to deliver fast, hyper-relevant results that convert
- **Global Reach, Local Experience** – Full support for Shopify Markets, languages and region-specific catalogs
- **Native Data Integration** – Uses Shopify's GraphQL Bulk and Streaming APIs for fast, reliable sync at scale
- **Theme App Blocks & JavaScript SDK** – Fast setup, full extensibility, and developer flexibility

Built in Partnership with Underwaterpistol

The Fredhopper Shopify App was developed in collaboration with Underwaterpistol, an award-winning Shopify Plus agency known for helping ambitious brands scale through design, development, and strategic growth services. Their deep technical and creative expertise ensured the app delivers both enterprise-grade capabilities and native Shopify ease.

Enterprise Power Without the Overhead

Fredhopper's Shopify App is ideal for ecommerce teams managing multi-region catalogs, scaling quickly, or looking to eliminate custom workarounds. Merchants benefit from:

- Shorter time-to-value
- More efficient operations
- Greater control over front-end and backend experiences
- A proven personalization engine trusted by global brands

Availability & Ecosystem Support

The Fredhopper Shopify App is available now via the Shopify App Store and through private deployment for enterprise implementations. Integration partners such as Underwaterpistol support storefront setup, onboarding, and optimization.

"This app brings enterprise personalization to Shopify without the baggage," said Sophie Seaton, Managing Director of Underwaterpistol. "It's a huge unlock for fast-scaling ecommerce teams and we're excited to collaborate with some great brands, seeing them take advantage of what Shopify and Fredhopper can deliver together."

See how it works or request a demo at: https://www.crownpeak.com/fredhopper/shopify/