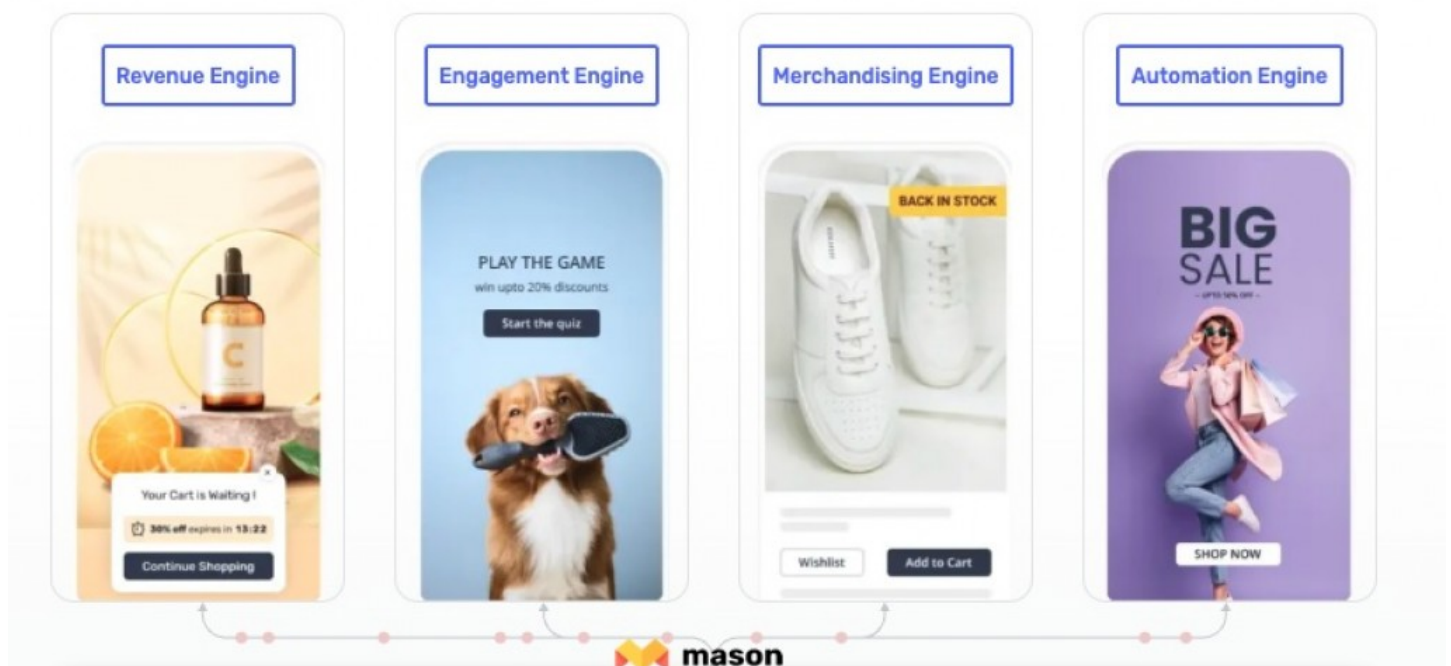


Mason Brings it's AI Powered Shopping Platform to BigCommerce Merchants

Mason, the pioneering AI for Commerce company serving 300+ global retailers & brands such as Walmart Group's Myntra, Reliance Group and Dabur Group, has launched a strategic integration with BigCommerce to bring AI to global BigCommerce merchants.

AI-Shopping Engine for your online store

Boost conversions, enhance merchandising, and engage customers with precision, all in one seamless solution



Bengaluru, Karnataka Feb 13, 2024 (IssueWire.com) - **mason**, an innovator in AI-Powered Commerce Solutions serving 300+ global retailers & brands such as Walmart Group's Myntra, Reliance Group and Dabur Group, has formed a strategic partnership with BigCommerce, a leading SaaS ecommerce platform that serves notable brands such as Ted Baker, BMW Group, and Ben & Jerry's. This collaboration aims to improve the digital shopping experience by **integrating Mason's AI technology with BigCommerce's ecommerce capabilities**, offering more personalized and efficient online shopping for consumers.

The partnership was officially announced by the Head of Product Partnerships at mason, Kausambi Manjita (also one of the cofounders of the company) who shared her excitement about joining forces with BigCommerce. "We are thrilled to announce our partnership with BigCommerce, a true powerhouse in the ecommerce space," she stated. "At mason, we've always believed in the transformative power of AI to redefine the way we shop online. By combining our AI Shopping Engine with BigCommerce's robust platform, we are set to offer something truly special to merchants and consumers alike."

mason's technology focuses on making online shopping more responsive and tailored to individual needs by predicting shopping preferences and behaviors. This partnership with BigCommerce is

expected to introduce innovations that will make online shopping more enjoyable for consumers while leading to direct impact on sell-through, basket size and online sales for the merchant.

Anshuman Jain, Country Head at BigCommerce, expressed his support for the partnership, noting the potential for their collaboration to set new standards in the ecommerce sector. "Congratulations team mason on joining BigCommerce with your All-in-one AI Commerce solution. Let's build a legacy of collaboration, where our partnership paves the way for the future"

About The Partnership:

The new partnership will explore ways to use AI to improve various aspects of ecommerce, from personalized product recommendations to more intelligent & assisted buying, aiming to simplify and enhance the consumer's shopping journey.

While specific details about the forthcoming features and services are yet to be unveiled, Mr. Manjita shared insights into the focus areas of this collaboration. "We are developing unique solutions that integrate mason's AI expertise with the extensive ecommerce functionality of BigCommerce. This initiative is about more than just technology; it's about making shopping online a better experience for everyone."

"We are thankful for the enthusiasm and support from our community and partners like Anshuman Jain and his team at BigCommerce," Ms. Manjita concluded. "This partnership is about creating value for BigCommerce merchants and merchants by utilising AI to drive hyper-personalization of the shopping experience."

Impact on Retail:

This collaboration represents a significant step for both mason and BigCommerce towards improving the online retail landscape. It promises to provide online merchants with advanced tools to offer personalized, engaging shopping experiences that foster customer satisfaction and loyalty.

About mason:

mason specializes in applying AI to Commerce, offering innovative solutions designed to improve the online shopping. Its AI Shopping Engine positions mason as a leader in delivering personalized shopping solutions to global brands & retailers.

About BigCommerce:

BigCommerce is a premier SaaS ecommerce platform, enabling merchants of various sizes to develop and expand their online businesses. It provides a robust suite of tools and features for brands like Ted Baker, BMW Group, and Ben & Jerry's, facilitating compelling and smooth online shopping experiences.

For additional information - about Mason and its partnership with BigCommerce, please visit Mason's website <https://getmason.io> or find the Mason solution on BigCommerce <https://www.bigcommerce.com/apps/modemagic>

For media inquiries, please contact - Ruchika Shaw, media@getmason.io



x



Media Contact

Ruchika Shaw

media@getmason.io

Source : Mason

[See on IssueWire](#)