



Pattern Launches Pattern Intelligence (Pi) to Accelerate AI-Powered Ecommerce Growth for Global Brands

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Pi combines active sensors, automated action loops, and 77T+ proprietary data points to identify new opportunities and accelerate brand growth

LEHI, Utah--(BUSINESS WIRE)--May 21, 2026-- Pattern Group Inc. (NASDAQ: PTRN), a leader in accelerating brands on global ecommerce marketplaces, today announced the launch of Pattern Intelligence (Pi) at Accelerate, Pattern's annual gathering of the world's top ecommerce executives and brand leaders. Pi is Pattern's AI-powered autonomous ecommerce execution engine that identifies opportunities and acts on them in real time, helping brand partners grow revenue, win market share, and build a stronger presence on the world's top marketplaces.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260521129799/en/>

 Learn more at <https://www.pattern.com/>

Pi runs active sensors across featured offers, advertising, content, pricing, and inventory. When a sensor fires, automated action loops act immediately, capturing opportunities and protecting performance. In the event a decision needs brand judgment, Pi surfaces curated action items for approval rather than acting on its own. Every action is timestamped and becomes a searchable record of all work done on a brand's behalf.

Learn more at <https://www.pattern.com/pi>

"Pi is our central execution engine. It doesn't just surface insights, it acts on them," said Dave Wright, Co-Founder and CEO of Pattern. "Pi

is built on over 13 years of data collection, logic execution, and Pattern's broader technology portfolio, with 41 patents issued or pending, purpose-built to accelerate growth for our brand partners."

Since deployment across Pattern's brand portfolio, Pi has taken millions of automated actions, including featured offer recoveries, pricing adjustments, and content fixes, running 24/7.

Capabilities available to brand partners today:

- **Daily Brief and Podcast:** a written and audio summary of a brand's rolling 7-day performance, always on and available anytime
- **Chat-to-Data:** on-demand answers to built-in ecommerce questions, backed by Pattern's proprietary data
- **Pi Skills:** pre-built automations for ecommerce workflows, each one informed by your brand's knowledge base so every action stays on-brand
- **Knowledge Management System (KMS):** a brand-controlled library where partners load their own guidelines, tone, and preferences directly into Pi, giving them control over how Pi acts on their behalf
- **GEO and Alexa for Shopping Scorecards:** visibility into how AI shopping agents including Amazon's Alexa for Shopping agent, Walmart Sparky, ChatGPT, and Google AI Mode rank a brand's products
- **Pi Chrome Extension:** Pi's intelligence meets teams where they already work, surfaced directly on Amazon product pages during live review sessions
- **AI Chat Apps:** Pi is available in the ChatGPT app directory today, bringing Pattern's proprietary ecommerce intelligence into the AI tools brand teams already use, with additional platforms coming soon

Pi is built on over 13 years of Pattern's operational experience selling on behalf of global brands. Its 77T+ proprietary data points capture every pricing decision, featured offer recovery, content update, and advertising adjustment Pattern has made across its full brand portfolio, growing by more than 800 billion new points every week. Every data point represents a chance to act faster, price smarter, and grow more efficiently than a brand could on its own.

Pi is available to Pattern brand partners today at pi.pattern.com. Prospective partners can learn more at pattern.com/pi.

About Pattern

Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 77 trillion data points, sophisticated machine learning and AI models, Pattern optimizes and automates all levers of ecommerce growth for global brands, including advertising, content management, logistics and fulfillment, pricing, forecasting and customer service. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across more than 70 global marketplaces — including Amazon, TikTok Shop, Walmart.com, [Target.com](https://www.target.com), eBay, Tmall, JD, and Mercado Libre.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements include all statements other than statements of historical fact, including but not limited to expectations regarding Pi, revenue growth, impact to market share, strategies, performance, capabilities, and timing of any of the foregoing. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in our Form 10-K filed with the Securities and Exchange Commission ("SEC") on March 6, 2026, in our Form 10-Q filed with the SEC on May 7, 2026, and in our subsequent filings with the SEC.

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