



PRESS RELEASE — IA SHOP CONNECTOR™

PRESS RELEASE · SEPTEMBER 7, 2026

Spanish technology company launches IA Shop Connector™ to prepare WooCommerce for the arrival of AI Commerce

The solution developed by Medser International Marketing, S.L. structures and keeps WooCommerce catalogs up to date for emerging AI-powered product discovery scenarios.

Barcelona, September 7, 2026. — Medser International Marketing, S.L., a Spanish technology company and the company behind the IA SEO Generator® ecosystem, today announces the worldwide launch of IA Shop Connector™, a new solution developed to prepare WooCommerce store catalogs for the evolution of ecommerce toward scenarios in which artificial intelligence systems increasingly participate in product discovery, comparison and selection.

This shift introduces an issue that, until now, has rarely been part of traditional ecommerce architecture: publishing a product online does not necessarily mean that an artificial intelligence system can correctly interpret what is being sold, how much it costs, whether it is available, which variants exist or whether an active offer is available.

IA Shop Connector™ addresses precisely this layer. It uses WooCommerce as the source of commercial information and generates and maintains up-to-date structures designed to facilitate catalog interpretation by emerging systems, protocols and platforms associated with AI Commerce.

WORLDWIDE LAUNCH
SEPTEMBER 7, 2026

IA SHOP CONNECTOR™

AI COMMERCE IS ALREADY BEGINNING.
TODAY WE PRESENT OUR ANSWER.

Automatically prepare WooCommerce catalogs for artificial intelligence commerce systems.

- OpenAI Product Feed
- UCP Catalog (within the implemented scope)
- Automatic updates
- Products
 - Prices · Stock
 - Offers · Variants
 - Availability

MORE THAN A FEED. A NEW COMMERCIAL LAYER FOR THE AI ERA.

RECOMMENDATION IS THE RESULT. INTERPRETATION HAPPENS BEFORE.

WooCommerce
YOUR CATALOG. READY FOR AI.

- ✓ Greater visibility
- ✓ Structured information
- ✓ Continuous synchronization
- ✓ Prepared for the future

PREPARE YOUR CATALOG TODAY FOR AI COMMERCE

IA SEO GENERATOR | IA SEO MONITOR | IA SHOP CONNECTOR | MEDITERRANEA SERVICES | TECHNOLOGY FOR A MORE VISIBLE FUTURE

Official image of the worldwide launch of IA Shop Connector™ · September 2026.

WooCommerce as the single source for the catalog

IA Shop Connector™ works directly with the information already available in WooCommerce. The objective is to prevent merchants from having to manually maintain different versions of their catalog for each new technological environment.

The solution structures and synchronizes information including:

products · descriptions · prices · stock · variants · offers · availability · images · commercial identifiers

Among the capabilities included in the launch version are the automatic generation and updating of OpenAI Product Feed, as well as the implementation of UCP Catalog within the scope currently developed by IA Shop Connector™.

The architecture has been designed to evolve as new protocols, capabilities and integration mechanisms related to AI-powered commerce emerge.

Developed and tested before entering the market

IA Shop Connector™ enters the market following a development and testing process carried out on real WooCommerce installations.

KEY DATA

Products used in real-world WooCommerce testing environments	Internal technical diagnostic checks	Internal UCP Catalog checks within the implemented scope	Sales commissions
2.000+	12/12	13/13	0 %

In one of the environments used during testing, IA Shop Connector™ generated and synchronized commercial information for **2,141 products**, keeping the data sourced from WooCommerce up to date.

The system also incorporates its own diagnostic and validation tools to verify the technical status of the generated structures.

IMPORTANT — Technical information: The 12/12 and 13/13 checks refer to internal IA Shop Connector™ systems and validators. They do not constitute third-party certification and do not imply acceptance, participation, indexing, recommendation or eligibility granted by OpenAI, Google, UCP or any other external platform.

Ecommerce is beginning to change

The emergence of AI-powered product search, comparison and discovery experiences is introducing a new layer between online stores and consumers.

For years, ecommerce businesses have primarily prepared their websites so that their pages could be found by search engines and used correctly by customers.

Now another requirement is emerging: artificial intelligence systems need to be able to **interpret structured, up-to-date and consistent commercial information**.

IA Shop Connector™ does not claim or guarantee that a product will be displayed, selected or recommended by an artificial intelligence system. Those decisions depend on each platform and on multiple external factors.

Its role comes earlier:

to technically prepare the catalog and keep the information describing what a company sells up to date.

From interpreting the company to interpreting what it sells

IA Shop Connector™ expands a research and development initiative started by Medser International Marketing, S.L. more than a year before the public launch of its technology ecosystem on **September 22, 2025**.

Since then, the company has worked around one central idea: before an artificial intelligence system can retrieve, contextualize or recommend a company, it needs to be able to interpret it.

This approach led to technologies including **IA SEO Generator®**, **IA SEO Monitor®**, **AI Snapshot™**, **AI Visibility Score™** and **The Interpretation Layer™**.

IA Shop Connector™ now applies the same logic to ecommerce:

BUSINESS → CATALOG → INTERPRETATION → MEASUREMENT

Statements

“AI cannot properly use what it cannot properly interpret. We have spent more than a year working on the interpretation layer of companies, and the logical next step was to address what those companies sell as well.”

Héctor Martínez Rodríguez

CEO · Medser International Marketing, S.L.

“Recommendation is the result.

Interpretation happens first.”

Worldwide launch

IA Shop Connector™ launches on **September 7, 2026**, initially for stores built with WooCommerce.

The solution is offered under an annual license model, with **no commissions charged on merchant sales**.

IA Shop Connector™ Premium

1 WooCommerce store

€129 / year

IA Shop Connector™ Agency

Up to 5 WooCommerce stores

€399 / year

0% sales commission

More information:

<https://iaseogenerator.com/ia-shop-connector/>

About Medser International Marketing, S.L.

Medser International Marketing, S.L., through **Mediterranea Services®**, develops technology and services designed to prepare companies for emerging search and artificial intelligence systems.

The company began this line of research more than a year before publicly presenting its technology on September 22, 2025. Since then, it has developed an ecosystem addressing different parts of the process through which companies are interpreted and gain visibility within AI systems.

Its technologies include **IA SEO Generator®**, **IA SEO Monitor®**, **AI Snapshot™**, **AI Visibility Score™**, **The Interpretation Layer™** and **IA Shop Connector™**.

The company is headquartered in **Sabadell, Barcelona, Spain**.

Media resources

Press Kit:

<https://iaseogenerator.com/kit-de-prensa/>

IA Shop Connector™:

<https://iaseogenerator.com/ia-shop-connector/>

Official launch article:

<https://iaseogenerator.com/lanzamiento-mundial-de-ia-shop-connector-woocommerce-entra-en-la-era-del-ai-commerce/>

The Press Kit contains the official logo, launch image, real software screenshots and additional media assets.

Press contact

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