

FREE GUIDE · 2026 EDITION

50 AI Tools That Save Your Webshop Time

Picked by an e-commerce operator with 20 years and 8-figure online sales.

Product photos

Video ads

Product copy

Email & abandoned cart

Customer service

Translation

Pricing

Personalization

Automation

SEO

Ads

Analytics

By **Max**

E-commerce operator & editor, Shoptools AI

shoptoolsai.com

The AI-tools directory for webshop owners

Too many AI tools. Not enough hours in the day.

Every week another “game-changing” AI tool shows up in your feed. Most webshop owners don’t have time to try them all, and they shouldn’t have to. You have orders to ship, ads to fix, emails to answer and a catalog that never seems finished.

So this guide skips the hype. It’s a short, practical list of AI tools grouped by the job you actually need done: product photos, video ads, product copy, email and abandoned-cart flows, customer service, translation, pricing, personalization, automation, SEO, ads and analytics. For each tool you get one line on what it does for a webshop, who it’s best for, its pricing model and the official link.

I picked these tools with two decades of running and growing online stores behind me. Don’t try to use all 50. Pick the one task that eats most of your week, open that chapter and try one or two tools. That’s where the time savings start.

— Max, Shoptools AI

How to read the pricing labels. Pricing models were checked on each tool’s official website on October 14, 2026. Plans change often, so always confirm on the vendor’s pricing page before you buy. We deliberately left out exact prices.

Free no paid plan needed **Freemium** free plan + paid upgrades **Paid · free trial** paid, with a free trial
Paid · try free paid, with a free start **Custom pricing** quote / sales demo

WHAT’S INSIDE

01 Product photos & backgrounds	5 tools	07 Translation & going international	3 tools
02 Video & UGC ads	5 tools	08 Pricing & competitor tracking	2 tools
03 Ads: creatives & management	4 tools	09 Quizzes & personalization	3 tools
04 Product descriptions & copy	5 tools	10 Automation	4 tools
05 Email, SMS & abandoned cart	5 tools	11 SEO & AI search	4 tools
06 Customer service & AI chat	6 tools	12 Analytics & attribution	4 tools

01 Product photos & backgrounds

Stop paying per shoot for every new SKU.

01 Photoroom

Paid · try free

Removes backgrounds and creates AI product visuals and marketplace-ready listings at scale, in the app or via API.

Best for: Sellers who need clean, consistent product shots across many SKUs and channels

photoroom.com →

02 Claid.ai

Paid · free trial

Turns simple product shots into lifestyle scenes, on-model photos and clean cutouts with AI.

Best for: Fashion and lifestyle brands that want photoshoot-style images without a shoot

claid.ai →

03 Pixelcut

Freemium

AI photo editor for background removal, upscaling, generative fill and AI backgrounds, with batch export.

Best for: Small shops editing product photos quickly on web or mobile

pixelcut.ai →

04 Pebblely

Paid

Generates AI product photos with new backgrounds and scenes, including bulk generation.

Best for: Turning one product photo into listing, social, email and ad images

pebblely.com →

05 Flair.ai

Freemium

Stages product photoshoots digitally and puts clothing and jewelry on AI-generated models.

Best for: Brands that want on-model fashion imagery and reusable photo templates

flair.ai →

02 Video & UGC ads

Get ad videos without hiring a creator for every variation.

06 Higgsfield

Paid

AI video and image generation platform with an Ads Studio that recreates ads with your products.

Best for: Creative-heavy brands experimenting with cinematic or trend-style video ads

higgsfield.ai →

07 Creatify

Freemium

Creates AI image and video ads (including AI actors) from a product link, with ad templates and a competitor ad tracker.

Best for: Shops that need many video-ad variations for Meta and TikTok

creatify.ai →

08 Arcads

Paid · free trial

Builds video ads with a library of 1,000+ AI actors, plus tools to edit, translate and subtitle them.

Best for: DTC brands testing UGC-style talking-head ads at volume

arcads.ai →

09 HeyGen

Freemium

Creates AI videos with avatars and voice, so you can make product videos without filming every one.

Best for: Explainer, product and founder-style videos in multiple languages

heygen.com →

10 Runway

Freemium

AI image and video generation tools for creating and editing video content.

Best for: Producing short creative video clips and visuals for ads and social

runway.com →

03 Ads: creatives & management

More ad variations, less design time, tighter campaign control.

11 AdCreative.ai

Paid · free trial

Generates ad creatives, images, videos and ad copy with AI, plus competitor insights.

Best for: Performance marketers who need lots of on-brand ad variations fast

adcreative.ai →

12 Canva

Freemium

Online design suite with AI features for social posts, ads, banners and videos.

Best for: Everyday marketing graphics without hiring a designer

canva.com →

13 Madgicx

Paid · free trial

AI platform for managing and optimizing Meta (Facebook and Instagram) ads.

Best for: Shops spending most of their ad budget on Meta

madgicx.com →

14 Optmyzr

Paid · free trial

PPC management software with AI and automation for paid search campaigns.

Best for: Stores running Google Ads and Microsoft Ads

optmyzr.com →

04 Product descriptions & copy

Turn supplier specs into product copy that actually sells.

15 Hypotenuse AI

Custom pricing · free trial

AI product-content platform that writes product descriptions and enriches catalog data and images.

Best for: Stores with large catalogs that need on-brand descriptions at scale

hypotenuse.ai →

16 Jasper

Paid · free trial

AI marketing platform with agents for on-brand content, SEO and ecommerce copy.

Best for: Marketing teams that need brand voice control across lots of content

jasper.ai →

17 ChatGPT

Freemium

General-purpose AI assistant for drafting product copy, emails, FAQs and research.

Best for: A flexible baseline tool for almost any writing task

chatgpt.com →

18 Claude

Freemium

General-purpose AI assistant for writing, editing and analyzing documents and data.

Best for: Long-form copy, rewriting supplier text and working through large files

claude.com →

19 Shopify Sidekick

Free (for Shopify stores)

Shopify's built-in AI assistant that helps write product descriptions, analyze pricing and run your store.

Best for: Shopify merchants who want AI help inside their admin

shopify.com/sidekick →

05 Email, SMS & abandoned cart

Flows that follow up with shoppers while you sleep.

20 Klaviyo

Freemium

Email and SMS marketing platform with AI features (K:AI Agents) and built-in reporting.

Best for: Growing brands that want data-driven email and SMS flows

klaviyo.com →

21 Omnisend

Freemium

Email and SMS marketing for ecommerce with ready-made workflows for welcome, abandoned cart and post-purchase.

Best for: Shopify and WooCommerce stores that want simple, automated flows

omnisend.com →

22 Postscript

Paid · free trial

AI retention marketing platform for SMS, RCS and email, built for ecommerce.

Best for: Shopify brands building a serious SMS program

postscrip.io →

23 Attentive

Custom pricing

AI-powered SMS and email marketing platform for personalized customer messaging.

Best for: Mid-size and larger brands with high message volume

attentive.com →

24 Mailchimp

Freemium

Email and SMS marketing platform that uses behavior data and AI to help automate campaigns.

Best for: Small shops that want an easy, widely supported email tool

mailchimp.com →

06 Customer service & AI chat

Answer "where is my order?" without living in the inbox.

25 Gorgias

Paid · free trial

Ecommerce helpdesk with an AI Agent that automates support and helps drive sales.

Best for: Shopify brands handling lots of order and shipping questions

gorgias.com →

26 Tidio (Lyro)

Freemium

Live chat plus the Lyro AI agent, which answers customer questions instantly.

Best for: Smaller shops that want an AI chatbot without a big setup

tidio.com →

27 Rep AI

Paid · free trial

AI for ecommerce that handles customer service, product discovery and helpdesk work.

Best for: Stores that want an AI shopping assistant that also sells

hellorep.ai →

28 Manychat

Freemium

Automates replies to Instagram comments and DMs, plus WhatsApp, Messenger, TikTok, SMS and email.

Best for: Social-first brands that sell through Instagram and DMs

manychat.com →

29 Fin (by Intercom)

Paid · free trial

AI customer agent that resolves support conversations, paired with the Intercom helpdesk.

Best for: Brands that want an AI agent to resolve a big share of tickets

fin.ai →

30 Zendesk

Paid · free trial

Customer service platform with AI agents that resolve issues end-to-end.

Best for: Larger support teams that need a full CX suite

zendesk.com →

07 Translation & going international

Launch in a new language without hiring a translator first.

31 Weglot

Paid · free trial

Translates your website with AI, with multilingual SEO and no code needed.

Best for: Launching your store in new languages quickly

weglot.com →

32 DeepL

Paid · free trial

AI translation for text, documents and more, plus an API.

Best for: Translating product copy, emails and support replies accurately

deepl.com →

33 Shopify Translate & Adapt

Free (Shopify app)

Shopify's own app to translate and adapt store content for each market.

Best for: Shopify stores starting with one or two extra languages

apps.shopify.com/translate-and-adapt →

08 Pricing & competitor tracking

Know when competitors change prices, before your margins do.

34 Prisync

Paid · free trial

Tracks competitor prices and stock 24/7 and reprices automatically with rules you set.

Best for: Shops in price-sensitive niches that need to react fast

prisync.com →

35 Price2Spy

Paid · try free

Competitor price monitoring and repricing with AI-enhanced monitoring and product matching.

Best for: Retailers and brands monitoring many competitors or resellers

price2spy.com →

09

Quizzes & personalization

Help shoppers find the right product faster.

36 Octane AI

Paid · free trial

AI quiz maker for Shopify that builds on-brand product quizzes and collects shopper insights.

Best for: Stores where customers need help choosing the right product

octaneai.com →

37 Rebuy

Paid · free trial

Personalization for Shopify: AI product recommendations, upsells, cart and post-purchase offers.

Best for: Shopify stores that want to raise average order value

rebuyengine.com →

38 Nosto

Custom pricing

AI-powered ecommerce personalization, merchandising and on-site search.

Best for: Larger catalogs that need smarter search and recommendations

nosto.com →

10

Automation

Kill the copy-paste admin between your apps.

39 Zapier

Freemium

Connects 9,000+ apps with automated AI workflows and agents.

Best for: Connecting your store to the rest of your tools without code

zapier.com →

40 Make

Freemium

Visual automation platform for building multi-step workflows between apps.

Best for: Complex, multi-step automations on a budget

make.com →

41 n8n

Paid · free trial

Workflow automation platform that combines AI capabilities with business process automation.

Best for: Technical teams that want flexible, code-friendly automations

n8n.io →

42 Shopify Flow

Free (Shopify app)

No-code automation inside Shopify to automate tasks like refunds and inventory management.

Best for: Shopify stores automating everyday back-office tasks

shopify.com/flow →

11

SEO & AI search

Get found on Google and in AI answers.

43 Semrush

Paid · try free

Platform to grow and measure visibility across Google, AI search, PPC and social.

Best for: All-round SEO and competitor research

semrush.com →

44 Surfer

Paid · try free

Content optimization and AI-visibility tracking for Google and AI search engines.

Best for: Writing and optimizing blog and category content that ranks

surferseo.com →

45 Ahrefs

Paid

Marketing platform for SEO, AI search visibility and content, built on large search databases.

Best for: Keyword, backlink and competitor research

ahrefs.com →

46 Writesonic

Paid · try free

Tracks and improves your brand's visibility in AI answers (ChatGPT, Perplexity, Google AI) with AI agents.

Best for: Brands that want to show up in AI shopping and search answers

writesonic.com →

12

Analytics & attribution

See what actually makes money, and where shoppers get stuck.

47 Triple Whale

Freemium

Ecommerce analytics and attribution with an AI assistant (Moby) that explains what changed.

Best for: Shopify brands that want one dashboard for ads, store and profit

triplewhale.com →

48 Polar Analytics

Custom pricing

Centralizes Shopify, ads, email and marketplace data with AI analysis, attribution and alerts.

Best for: Brands that want all channel data in one place

polaranalytics.com →

49 Northbeam

Custom pricing

Multi-touch attribution and media mix modeling powered by machine learning.

Best for: Larger brands spending heavily across multiple ad channels

northbeam.io →

50 Microsoft Clarity

Free

Heatmaps and session recordings with AI summaries and AI chat about user behavior.

Best for: Finding where shoppers get stuck on product and checkout pages

clarity.microsoft.com →

KEEP THE EDGE

Get one new AI tool or workflow for your store every week.

AI tools change fast. The Shoptools AI newsletter keeps you current without the noise: one practical pick each week, explained for webshop owners.

- New and noteworthy AI tools for e-commerce
- Step-by-step workflows you can copy
- Short, skimmable, free

Subscribe free at shoptoolsai.com/newsletter →

Tool descriptions and pricing models were checked on each tool's official website on October 14, 2026, and can change at any time. Always check the vendor's site before you buy. Tools were picked, not individually tested for this guide, and inclusion is not an endorsement or guarantee of results. All product names, logos and brands belong to their respective owners. © 2026 Shoptools AI · shoptoolsai.com