— FOR IMMEDIATE RELEASE

3 JUNE 2026 · SYDNEY, NSW

Agentic AI Comes to Shopify: Importier Revolutionises Bulk Product Imports

Autonomous agents enrich product data, map variants, write descriptions and import from CSV, Excel, PDF invoices and marketplace URLs, eliminating the manual data entry that bottlenecks every Shopify product import.

Available on Shopify App Store

SYDNEY, NSW, 3 JUNE 2026. Importier, a secure, AI-driven product import app for Shopify merchants, today launched on the Shopify App Store.

Built by Sydney-based founder Leigh Diprose, Importier is pioneering the **AI-Operated Company model** on a powerful premise: one founder, backed by the right AI workforce, can now achieve what once required an entire team. Leigh leads the company's strategy, product direction and brand, and works side-by-side with Importier's AI agents every day.

Unlike traditional import apps that require merchants to manually prepare and map every field, Importier's AI agents take heterogeneous, partial and conflicting product data and merge it into a single canonical product. Variant detection spans more than 150 patterns across 30+ industries, and Shopify taxonomy resolution maps category metafields automatically across 22 industry packs covering 3,758 product attributes.

> "We built Importier for the merchant who's tired of preparing CSVs at 10pm, and for the operator who's tired of paying agencies or offshore teams to do it for them. Our AI agents do the work, from variant detection across dozens of industries to multi-source data enrichment to Shopify taxonomy resolution."
>
> LEIGH DIPROSE, FOUNDER, IMPORTIER

One predictable subscription, no per-token AI charges

Every Importier plan gains access to a mix of the latest AI models from various companies including: Anthropic, OpenAI, Google, Amazon, Meta, xAI, Mistral and DeepSeek **at no per-token cost**. Merchants pay one predictable monthly subscription that covers all model usage within their plan limit, with no API keys to manage, no surprise charges, and no usage-based billing on top of the subscription.

The app offers five pricing tiers, from a free plan, through to a Scale plan which caters for 1,000 product imports per month and even an invite-only Enterprise plan offering 5,000+ products per month, spanning four model capability tiers from lightweight everyday tasks to enterprise-grade content generation.

Built for the future of shopping

Importier is built with **Universal Commerce Protocol (UCP)** at its centre, ensuring categories, variants and taxonomy adhere to the official UCP specification guidelines, making every product compatible with agentic commerce from the moment it lands in Shopify.

Importier's category metafield resolution gives merchants structured product data that performs in both classical search engine optimisation (SEO) and the newer generative engine optimisation (GEO) channels.

Clean, attribute-rich product schema feeds Shopify Search & Discovery for faceted filtering on storefronts, surfaces filtered URLs to Google for product-led SEO, and produces the structured, machine-readable product information that AI answer engines like ChatGPT shopping, Perplexity, Google AI Mode, Microsoft Copilot and Amazon Rufus depend on to recommend products in conversational search.

As AI-first product discovery becomes the new battleground for e-commerce traffic, Importier is built to help Shopify merchants compete on both fronts from day one.

Importier is now available on the Shopify App Store at **apps.shopify.com/importier**. For product details, pricing and demo content, visit **www.importier.app**.

ABOUT IMPORTIER

Importier is a Sydney-based software company pioneering the **AI-Operated Company (AIOC) model**, building agentic AI tools for e-commerce. Founded in 2026, Importier's mission is to eliminate the manual product data work that traditionally bottlenecks Shopify merchants and the agencies that support them. Find Importier on the Shopify App Store and at **www.importier.app**.

MEDIA CONTACT

Leigh Diprose
Founder, Importier
hello@importier.app