



Press release

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Gothenburg, Sweden

Touchtech and Nosto partner to bring personalized, connected shopping experiences across online and physical retail

Touchtech, the company behind the InStore platform that powers full-assortment discovery, self-service, and assisted selling in physical retail, and Nosto, the leading agentic Commerce Experience Platform known for powering intelligent online personalization, have established a partnership to deliver more connected and relevant unified commerce experiences.

Touchtech announces a strategic collaboration with Nosto to explore how online behavioral and transactional data can enhance in-store touchscreen experiences. The goal is simple: bring the intelligence retailers already use online into physical stores, creating more relevant digital discovery in-store while maintaining consistency across channels.

Bringing online commerce intelligence to the in-store experience

Tech-forward brands are continuing to invest in physical retail spaces, not to replicate what exists online, but to create richer, more immersive environments that bring their brand to life. In-store touchscreens are increasingly central to that ambition, enabling shoppers to explore full collections, find inspiration, and allowing shoppers to view and purchase items not physically in stock, all within the store itself.

“At Touchtech, we believe physical retail should be shaped by intelligent environments where digital and human interactions work harmoniously together,” said Deniz Chaban, CEO at Touchtech. “Partnering with Nosto allows us to explore how online customer intelligence can complement the intuitive product discovery and guidance delivered through our InStore™ application for touchscreens, helping store teams better support customers while creating smoother, more engaging experiences for shoppers.”

Nosto’s platform processes billions of behavioral and transactional signals in real time, understanding purchase patterns and individual shopper preferences to power personalized online experiences at scale.

The partnership with Touchtech aims to help retailers use that same intelligence to enhance what in store touchscreens surface and recommend, from search and category navigation tailored to shopper preferences such as size, style, and brand affinities, to product recommendations and “shop the look” bundles informed by browsing behavior or past purchases, relevant alternatives surfaced when items are out-of-stock, and discovery experiences that dynamically adapt in real time based on in-session behavior, even when no prior history exists.

“For years, the intelligence retailers have built online has stopped at the browser. This collaboration is about bridging that gap. By combining Touchtech’s feature-rich InStore solution with Nosto’s online commerce intelligence, we believe retailers can finally unlock more personalized, relevant, and contextual discovery experiences in-store and across all sales channels that drive real impact on conversion, average order value, and customer lifetime value,” said Jim Löfgren, CEO at Nosto.

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The path to more unified commerce experiences

Enterprise retailers are navigating growing complexity in their omnichannel operations and increasingly moving toward unified commerce models that consolidate online and physical retail within a single system, as platforms such as Shopify POS make this approach more accessible.

The collaboration between Nosto and Touchtech sits within this context, connecting customer interactions across channels to build richer, unified customer profiles and enable more consistent and relevant shopping experiences wherever shoppers engage with a brand.

Bringing together digital in-store innovation, powerful POS capabilities, and commerce intelligence makes shopping more seamless, from ensuring customers are not shown online products they have already purchased in-store, to providing salespeople with individual customer profiles to support more informed service, or delivering personalized offers printed directly on the receipt.

“Our vision for the future is one of hyper-personalization, creating a truly seamless and frictionless experience where recommendations are based on size, past purchases, and favorite styles,” said Helena Pinderup Schelle, Digital Retail Manager at Jack & Jones, a Touchtech customer. “By using AI-driven tools in-store, we can already complete full outfits and create an open dialog with the shopper. This blend of digital and physical retail ensures we never say no to our customers while increasing the overall basket size.”

About Nosto

Nosto (www.nosto.com) is the agentic Commerce Experience Platform (CXP) that gives brands intuitively designed tools and AI agents to increase their online revenue through end-to-end commerce experience management.

With *experience.AI™*, Nosto’s intelligence engine, brands can enrich and connect customer, product, and content data in real-time and make it actionable to personalize every step of the customer journey.

With Huginn, the always-on AI commerce agent orchestrating a network of purpose-built agents, brands unlock new levels of productivity and relevancy, accelerating the path from ideation to execution and enhancing every customer interaction.

Nosto supports intelligent commerce experiences for more than 1,500 brands in over 100 countries, including Kylie Cosmetics, O’Neill, New Era, Marc Jacobs, Belstaff, FIGS, and Todd Snyder, Douglas, Muji, Diane Von Furstenberg, Diptyque, and Tuckernuck.

About Touchtech

Touchtech is a SaaS platform with tools that assist salespeople to connect, present and do business with their customers. The platform is used globally, by thousands of consumers and salespeople in hundreds of retail stores and wholesale showrooms. Jack & Jones, Axel Arigato and Vero Moda are some of the brands using Touchtech to make selling easy and bridge the gap between their physical and digital commerce.

Touchtech, a Swedish Fashion-Tech company, was founded in 2008 by Deniz Chaban and Sebastian Hartman. Since 2017, Touchtech has been publicly traded on the Spotlight Stock Market. Learn more about Touchtech at touchtech.com.

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