

Prisjakt launches AI features on its platform

Prisjakt AB (publ) is launching new AI features integrated into its platform. The new features are designed to improve the user experience and make it easier to identify relevant products based on needs, budget and preferences, supported by Prisjakt's extensive product and price data as well as real-time information from connected retailers.

The launch is a first step in the broader development of the platform, where AI is gradually becoming a more integrated part of how users search for, compare and choose products.

The new features are designed to improve relevance and precision early in the decision-making process. By weighing multiple factors at the same time, users receive more relevant guidance and are better equipped to identify the right product for their specific situation. This improves the overall experience and makes the support provided by the service more precise.

For consumers, this means a more relevant and guided purchase process. For retailers, it creates better opportunities to reach users with stronger purchase intent. As recommendations become more precise, the quality of the traffic referred from the platform also improves.

Prisjakt will gradually expand its AI capabilities, deepen personalisation and introduce additional features that support users through more of the purchase process.

Peter Greberg, CEO of Prisjakt, comments:

"With the new AI features, we are strengthening Prisjakt's role in helping users make better purchase decisions. Our ambition is to provide more precise guidance and make it easier for users to choose the right product.

We are building on what has long been one of Prisjakt's core strengths, extensive product and price data, close relationships with retailers, and a clear focus on helping consumers make better purchasing decisions. As we integrate AI more deeply into the platform, we are doing so to improve the quality of the experience, strengthen the value we create for retailers, and continue developing the service in line with changing consumer behaviour."

The new features are available in the Prisjakt app. Read more about the [new AI features](#).

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Prisjakt is the Nordic region's leading independent product and price comparison service. Since its founding in 2002, the mission has remained the same – to help consumers make better purchasing decisions. Prisjakt does this by collecting and presenting transparent and reliable information about retailers, products and prices. Every month, millions of consumers use Prisjakt's service, which is available in Sweden, Norway, Denmark, Finland, France, Ireland, New Zealand and the United Kingdom.