

INDUSTRY BRIEF · ECOMMERCE AND CONSUMER BRANDS

What your support history is worth

AI labs are licensing real company records to train models that handle real work. For an established brand, the most useful records are often ones you already keep: years of customer conversations, orders, returns and supplier threads. This brief covers what buyers look for, where it lives, and what a deal involves.

What buyers look for

- ◆ **Customer support history with outcomes.** The customer's question, the back-and-forth, and how your team resolved it. Real problems with real resolutions are among the most requested kinds of records.
- ◆ **Orders, returns and refunds,** including the exceptions and the reasons behind each decision.
- ◆ **Supplier and manufacturer threads:** sourcing, quality problems, lead times and the fixes.
- ◆ **Internal communication** in email or chat where the team made merchandising, pricing and operations calls.
- ◆ **Operating documents:** SOPs, support macros, escalation rules and playbooks.

Where it usually lives

Records	Typical systems
Support tickets and chat	Helpdesks such as Gorgias, Zendesk, Gladly or Re:amaze
Orders, returns, customers	Store platforms such as Shopify or BigCommerce, marketplace seller accounts, returns tools
Email, files and chat	Google Workspace or Microsoft 365, Slack or Teams
Suppliers and operations	ERP or inventory systems, purchase orders, shared drives

Check each tool's terms before anything is exported. Admin access to a system doesn't by itself settle whether you may license what's in it.

What makes a brand's records valuable

History

Years on the same helpdesk or store platform, so a buyer sees how problems and answers changed over time.

Visible decisions

Refunds approved or declined, escalations, replacements, policy exceptions: the steps behind each outcome, not just the outcome.

Volume and consistency

Enough usable records in well-kept systems. Tags, statuses and resolution fields help.

The mix

Buyers price on which systems you've kept and for how long, not on revenue. Support plus email plus order history is worth more than any one alone.

Clean rights

Your own records are the easy part. Marketplace, platform and agency terms can limit some data, so those get checked first.

Exclusivity

Some buyers pay more to be the only one using your records for agreed purposes. That restriction should be priced.

What's removed before delivery

Consumer data is personal by nature, so this comes first. Customer names, email addresses, phone numbers, shipping addresses, account and order numbers tied to a person, and payment details are removed or replaced with consistent placeholders before anything leaves your business. A separate firm checks the result, and you review a sample before you sign. Records you'd rather keep back can be left out.

What deals look like so far

No licensing deal with an ecommerce brand has been published yet, so treat any number with care. The closest published deals involve similar records:

INDUSTRIAL DISTRIBUTION

\$1.2M

Communications, product knowledge, order history, supplier records and operating documents.

Reported by a licensing firm · Oct 2026

THIRD-PARTY LOGISTICS

\$500K

Dispatch, customer messages, SOPs, logistics workflows and operating conversations.

Reported by a licensing firm · Oct 2026

SOFTWARE COMPANY, WINDING DOWN

Six figures

Thirteen years of Slack, Jira, email and file records, for "hundreds of thousands of dollars."

Reported by Forbes · Apr 2026

These are the publishers' own statements, not independently verified. Results vary, and smaller firms often receive less.

How a deal works with Pewter

i. Get a range Headcount, years in business and where your records live. Nothing uploaded.	ii. Confidential call 30 minutes. We confirm what you have and give you a realistic range.	iii. Written offer Price, scope, permitted use and payment milestones in one agreement.	iv. Deliver, get paid We coordinate the agreed export and the de-identified copy. You keep your originals.
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Questions owners ask

- ◆ **What does it cost?** Nothing out of pocket. Pewter is paid from the deal when it closes. No deal, no fee.
- ◆ **How much of my time?** About an hour of yours. If an export is needed, we coordinate it with whoever runs the systems.
- ◆ **Do I lose my data?** No. It's a license of an agreed, de-identified copy. Your originals and your ownership don't change.
- ◆ **Who uses it?** Authorized AI developers, for training and evaluating models, as defined in the agreement you approve.

Before you call, have these to hand

- ◆ Which helpdesk, and roughly how many years of tickets are in it
- ◆ Roughly how many orders a year, and how many years of order history
- ◆ Whether investors or a holding company also need to sign

Next step: get a first number

Put your headcount and years in business into the calculator at pewterdata.com for a first range in about a minute, or [book a confidential offer review](#).

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