

Amazon adds new social shopping features

What is it?

Amazon is partnering with Meta, to allow shoppers to buy items direct from Facebook and Instagram, and with Snap to allow shopping on Snapchat. It also introduced a Consult-a-Friend feature to the Amazon app.

Why does it matter?

By linking their social media and Amazon accounts, customers will be able to purchase items directly from Amazon ads without having to leave Facebook, Instagram or Snapchat. On Amazon's own app, customers will be able to share items and react, comment or show emojis.

Strategic implications:

The new features enable a frictionless experience for shoppers, with better targeting, optimisation and conversion rates. Meta, Amazon and advertisers stand to gain additional revenue.

STEPIC drivers/winning strategies:

Leveraging data for new revenue streams
Personalised experiences

