

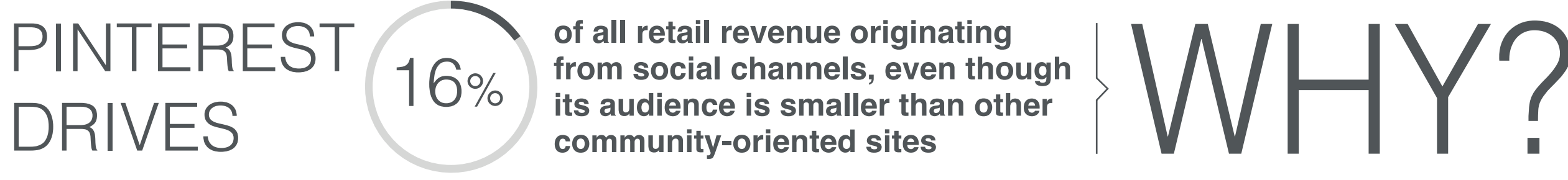
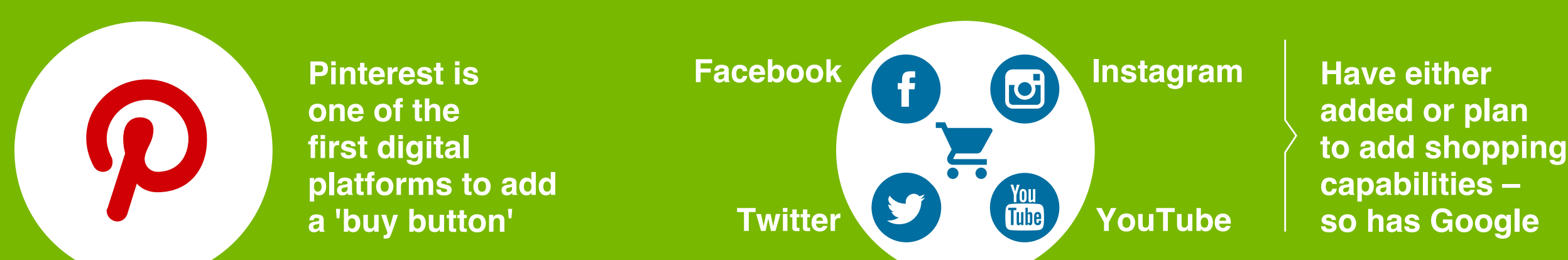
'Buy It' Buttons

A CATALYST FOR MOBILE SHOPPING

Social media sites are emerging as a vital sales channel for retailers, particularly on mobile devices, as retailers expand their omni-channel initiatives to reach consumers wherever and however they discover their products.



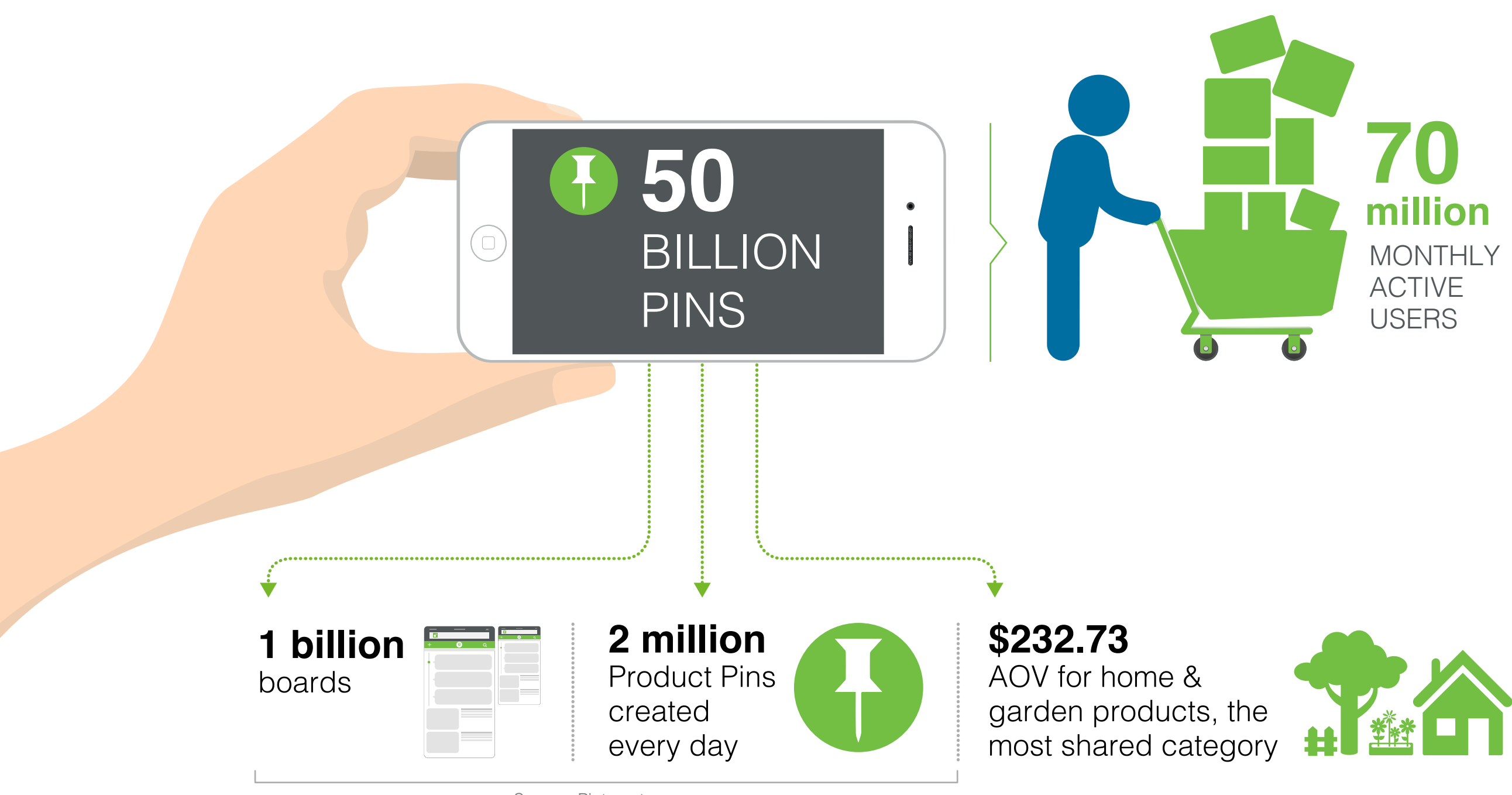
THE SOCIAL COMMERCE OPPORTUNITY



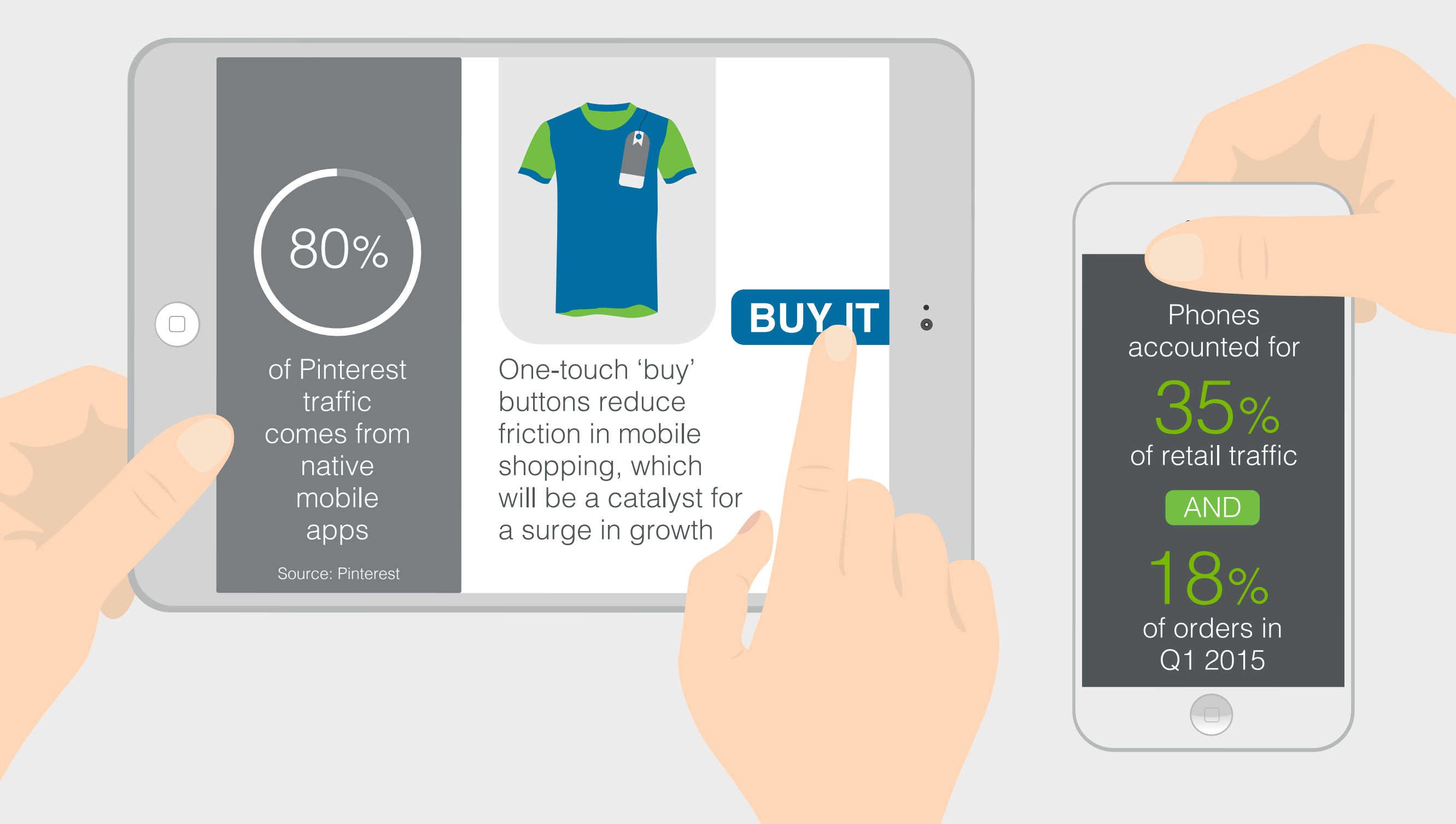
PINTEREST USERS HAVE INTENT TO PURCHASE



PINTEREST BY THE NUMBERS



MOBILE, MOBILE, MOBILE



SOCIAL COMMERCE WILL CONTINUE TO BE A CRITICAL COMPONENT TO ANY OMNI-CHANNEL RETAIL STRATEGY

CLICK HERE TO LEARN MORE ABOUT ENABLING BUYABLE PINS WITH DEMANDWARE.

SOURCES

Google Confirms a Buy Button is Imminent
Demandware Q1 Shopping Index
Business Insider Intelligence
Internet Retailer Social Media 500
New Simple Buy Buttons Aim to Entice Mobile Shoppers
Millward Brown Digital
Deloitte Digital
Big Networks Drive More Traffic, Niche Networks Drive Higher ROI
Comscore