

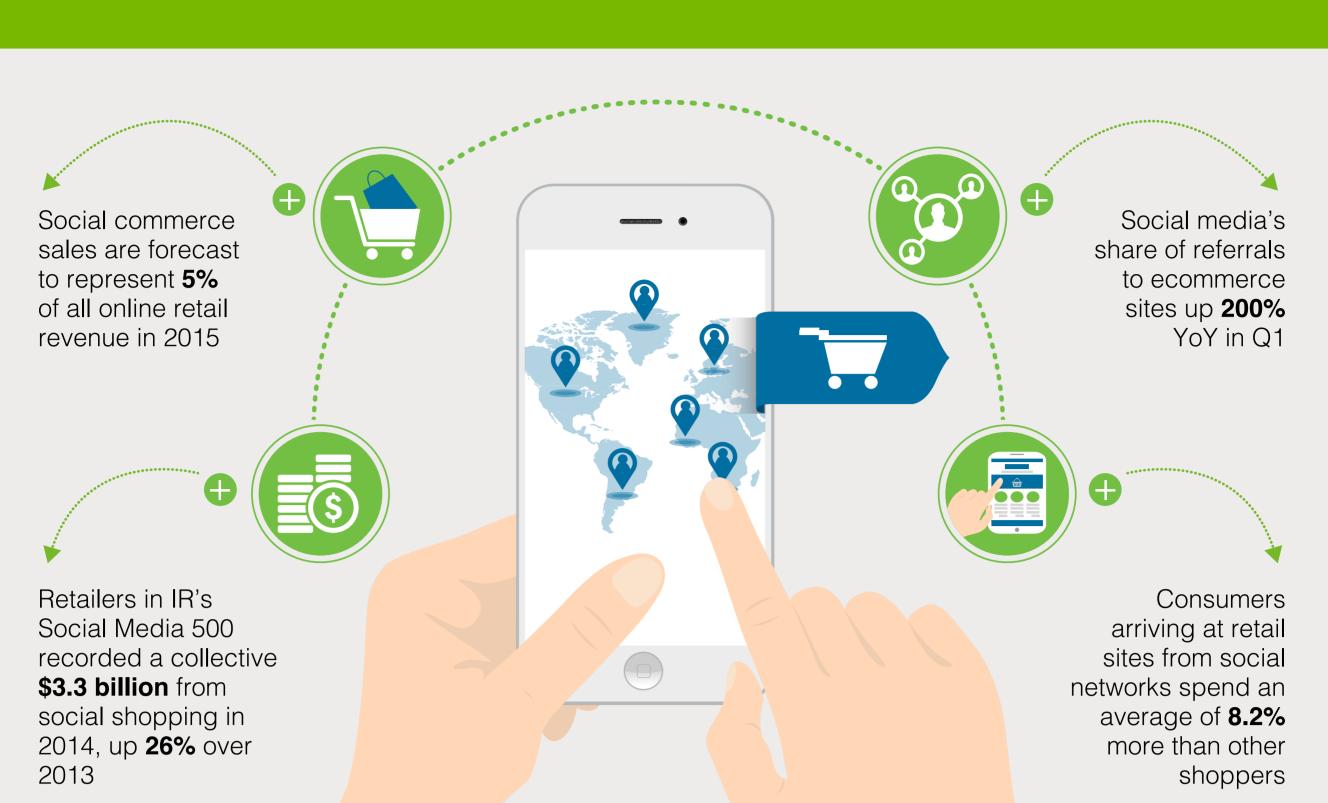
'Buy It' Buttons

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



Source: Pinterest



one of the first digital platforms to add a 'buy button'

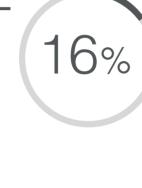
Pinterest is



YouTube

Have either added or plan to add shopping capabilities so has Google

DRIVES



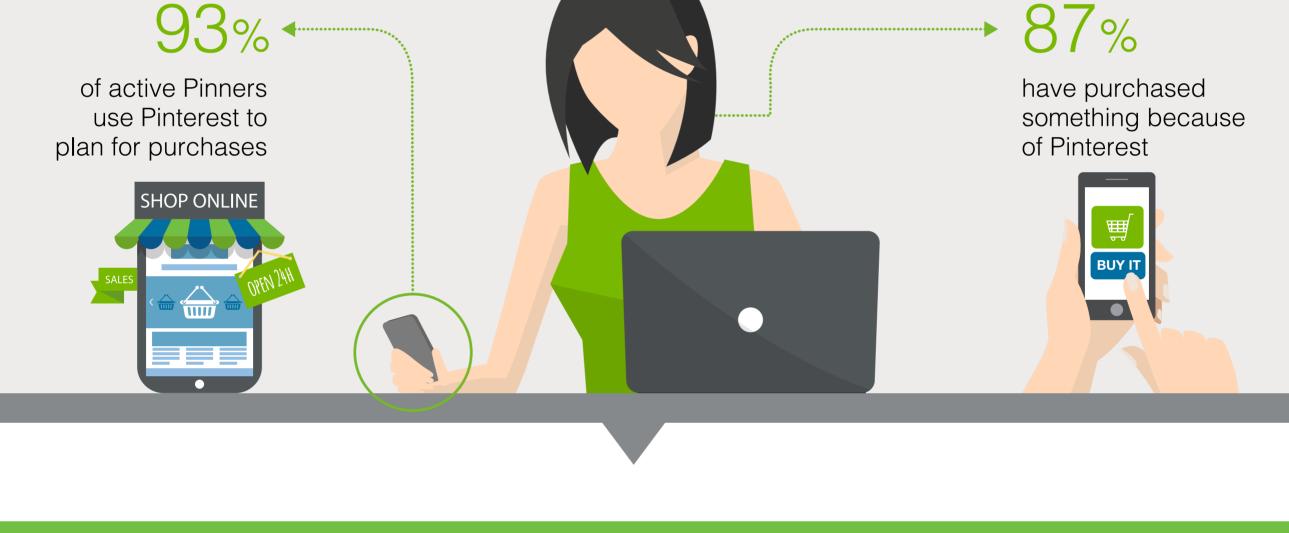
from social channels, even though its audience is smaller than other community-oriented sites

of all retail revenue originating

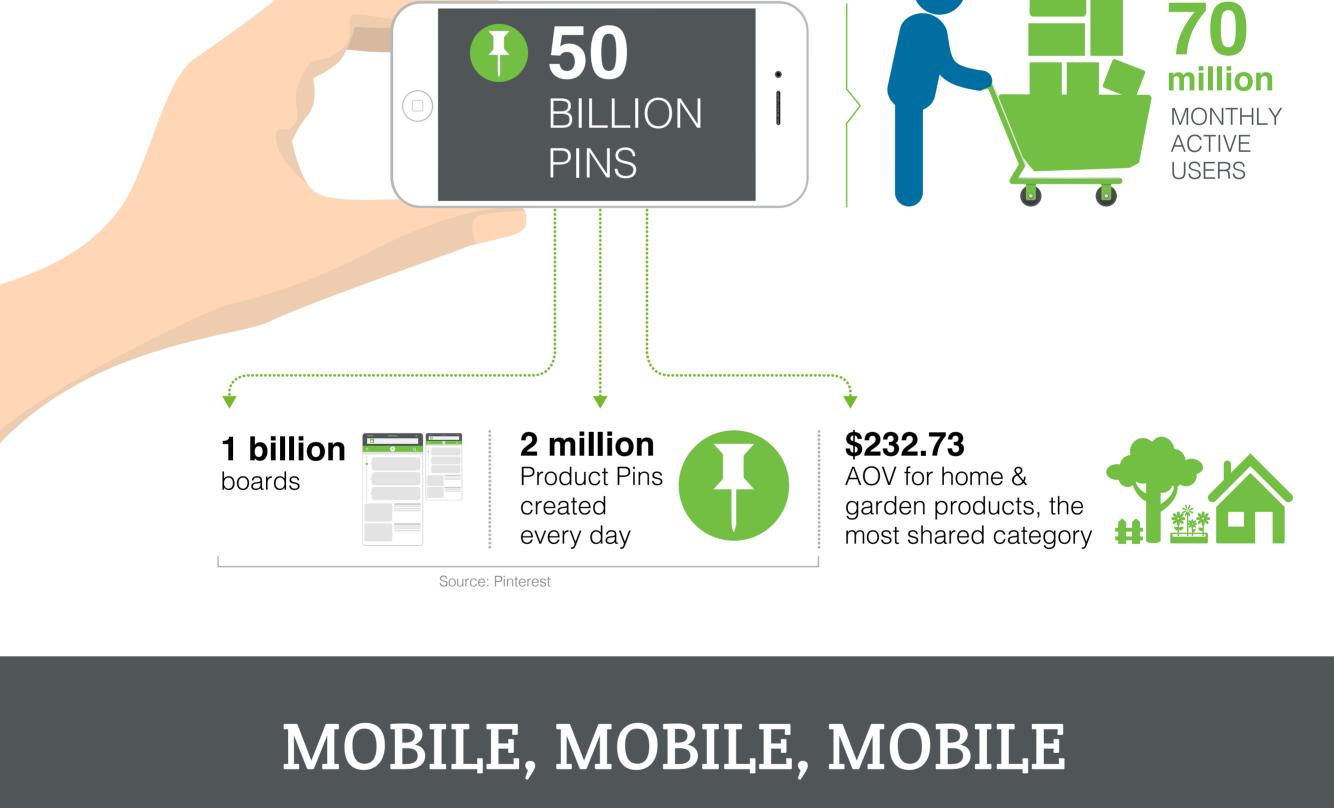


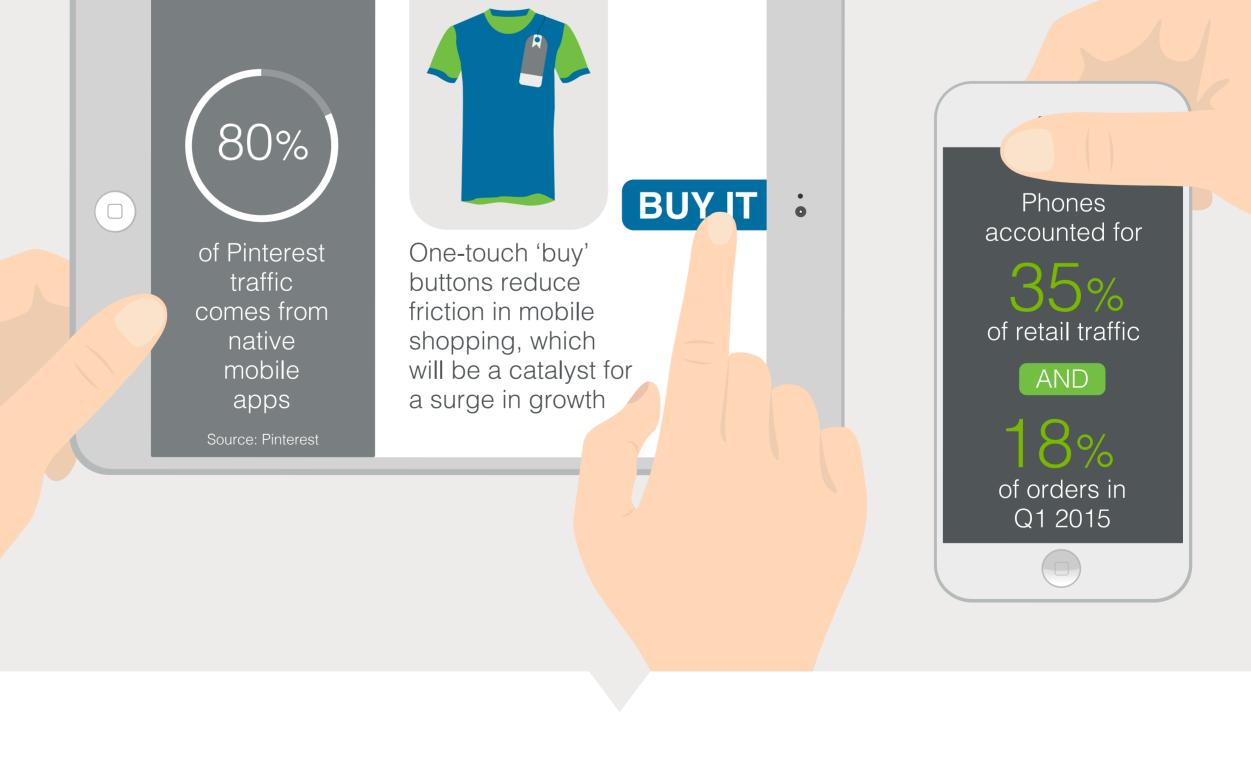
USERS HAVE INTENT TO PURCHASE

PINTEREST



PINTEREST BY THE NUMBERS





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

SOCIAL COMMERCE WILL CONTINUE TO BE A CRITICAL COMPONENT

TO ANY OMNI-CHANNEL RETAIL STRATEGY

Udemandware move faster, grow faster

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