

THE SHOPPING JOURNEY IS MOVING INTO YOUR FEED

How social platforms are turning scrolls into sales.



SWIPE TO LEARN MORE



THE SHOPPING JOURNEY

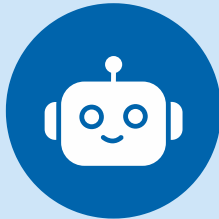
Social media has traditionally been a place for product discovery.



DISCOVER



RESEARCH



COMPARE



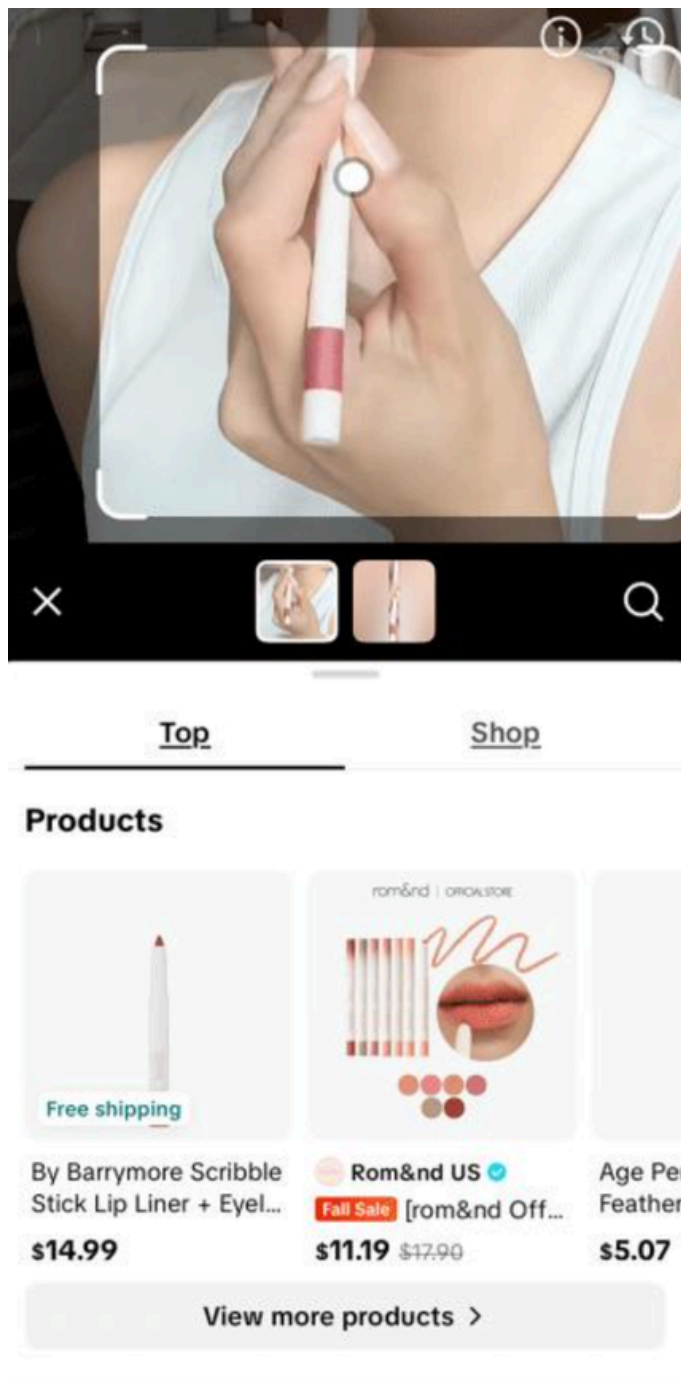
PURCHASE

Now, social media platforms are bringing the entire shopping journey into one app.



TIKTOK'S NEXT MOVE

TikTok's latest developments aim to make shopping easier without leaving the app.



BUY DIRECT

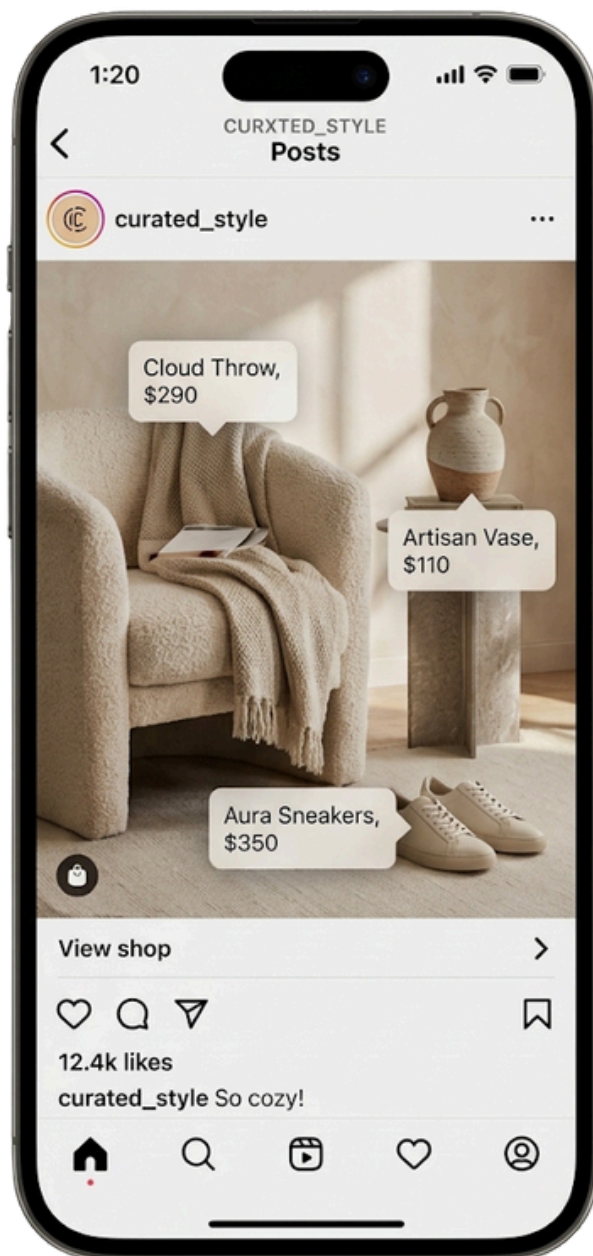
Designed to let consumers buy directly from brands without leaving TikTok.

SHOPPING ASSISTANT

AI-powered guidance for questions about product details, shipping, sizing, etc.

INSTAGRAM'S NEXT MOVE

Instagram is bringing product research closer to discovery.



CONVENIENT DISCOVERY

Shoppable posts and product tags already connect inspiration with product listings.

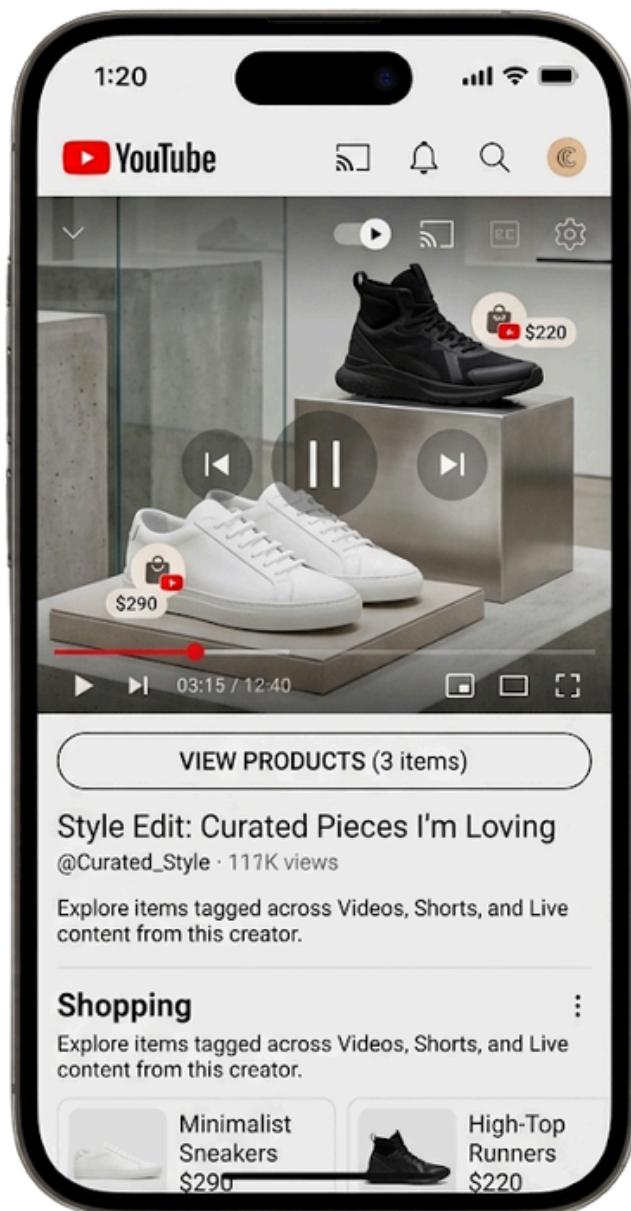
META EVOLUTIONS

Meta is testing AI-generated review summaries and product information, alongside new streamlined purchasing flows.



YOUTUBE'S NEXT MOVE

YouTube is turning product reviews into storefronts.



CREATOR LED ADS

Creators can tag products in videos, Shorts, and livestreams so viewers can explore items while watching.

AI INTEGRATION

YouTube is expanding AI-powered automatic product tagging, with in-app checkout available for eligible merchants.

THREE PLATFORMS. ONE SHOPPING OPPORTUNITY.

To be successful brands must:

Think beyond clicks
and impressions

Accurate product
information

Ensure creator
credibility

Track performance
measurement

Each platform approaches social commerce differently,
but all are making it easier to shop directly from content.



WANT TO LEARN MORE?

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