Retail Innovation Shout Out: Like2Buy Makes Instagram Shop-able

by Hala Hassoun

Nordstrom and Target are partnering with Curalate, a visual marketing and analytics firm, to allow Instagram users to make purchases directly from their image feeds. The retailers are hoping to leverage the platform Like2Buy to boost sales. Using Like2Buy, Instagram users click on an image and will be taken directly to the retailer’s website to view product details and reviews. Users can also save products to “My Likes” for future purchase. More than 450 retailers have signed on with Like2Buy in the hopes that the platform will help solve the disconnect between social media and shopper conversion.

According to a study by Forrester Research, Instagram delivered 58 times more engagement for brands than Facebook, and 120 times more engagement per follower than Twitter. Despite this increased engagement, retailers have struggled to link it to sales. For example, Nordstrom connects with 500,000 consumers on Instagram but hasn’t been able to provide an easy way for followers to purchase the items they see. Until now, With Like2Buy, retailers are hoping to convert Instagram followers into mobile shoppers through this platform.

Could Like2Buy solve retail’s social media conundrum? It remains to be seen whether this will help drive significant sales via social media, but it’s an innovative approach.

Source: http://www.cnbc.com/id/101948093

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Originally published on October 16th, 2014

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