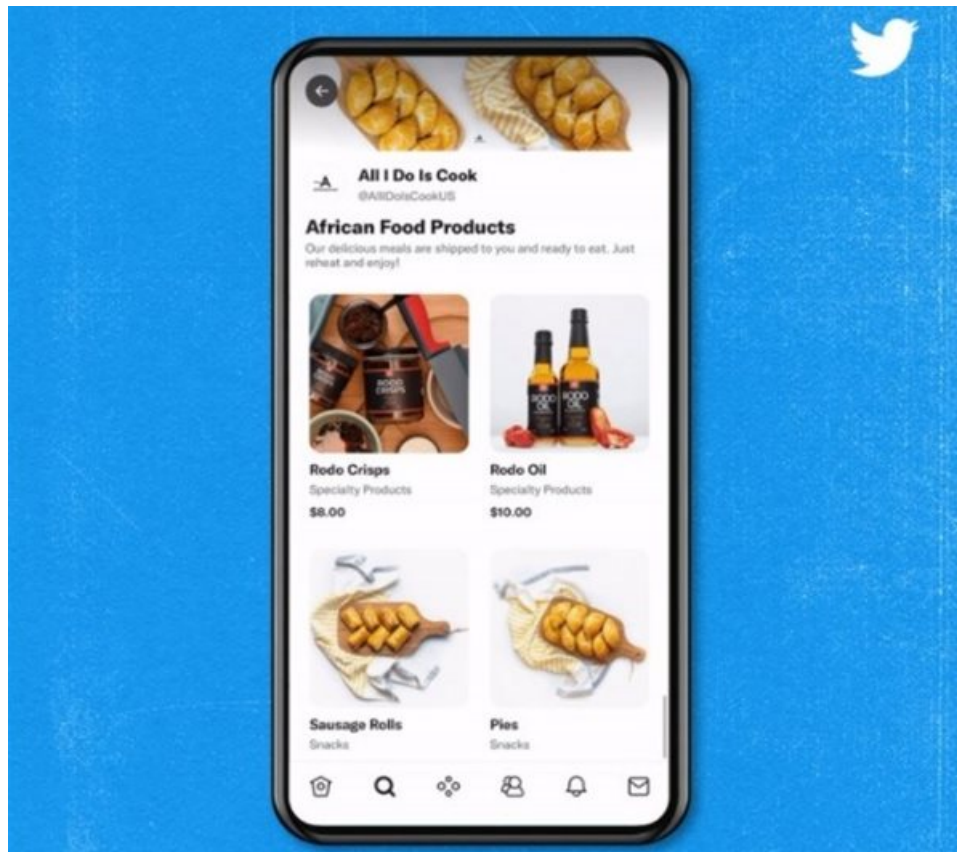


Twitter trials new mobile shopping feature Twitter Shops

Twitter is beta testing a new mobile-first feature called Twitter Shops, which lets online sellers add a virtual storefront to their profiles for customers to browse a large catalogue of products.



Source: Twitter

With Twitter Shops, merchants can handpick a collection of up to 50 products to showcase to shoppers on Twitter. The feature, which is free to use, gives people the chance to view products from the profiles of their favorite brands, so when they talk about and discover products on the timeline, they can now browse them on Twitter, too.

"When you go to the profile of a merchant that has Twitter Shops enabled, you'll see a 'View shop' button just above their Tweets. When you tap the button, it will open up that merchant's shop, where you can scroll through items. When you're ready to purchase, you can click on the product of your choice which will open an in-app browser where you can learn more about the product and checkout on the merchant's website," Twitter said in a blog post.

“ Twitter has launched a beta experiment for Twitter Shops. Merchants can add up to 50 products to showcase to shoppers on Twitter from their profile. You'll see a “Viewshop” button just above their Tweets. [#twittershops](#) [#twitter](#) [#socialmedia](#) pic.twitter.com/05BRvrjF11— AndrewMacarthy (@andrewmacarthy) [March 10, 2022](#) ”

Showcasing expansive catalogue of products

While the platform's Shop Module allows merchants to showcase up to five products directly on their profile, Twitter Shops gives merchants a larger, fully-immersive space to highlight a longer catalogue of products.

"Like all of our Twitter Shopping features – the Shop Module, Live Shopping, and our Shopping Manager – Twitter Shops is part of a larger effort to better support professionals of all kinds – from small businesses and creators to big brands – who come to Twitter to do business," said the company.



Wish rolls out shoppable video feature Wish Clips

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Twitter Shops is currently available to select merchants and managed partners in the US. For now, people in the US who use Twitter in English on iPhones will be able to view and interact with Twitter Shops.

"We want Twitter Shops to be the home for merchants on Twitter where they can intentionally curate a catalogue of products for their Twitter audience and build upon the product discussions already happening on our service by giving shoppers a point of action where a conversation can become a purchase.

"As we continue to test, we'll explore how to make Shops more discoverable; adding new ways for merchants to tell their brand story through their Shops; expanding the number of products merchants can showcase, and bringing Twitter Shops to more merchants and more people," the company added.

For more, visit: <https://www.bizcommunity.com>