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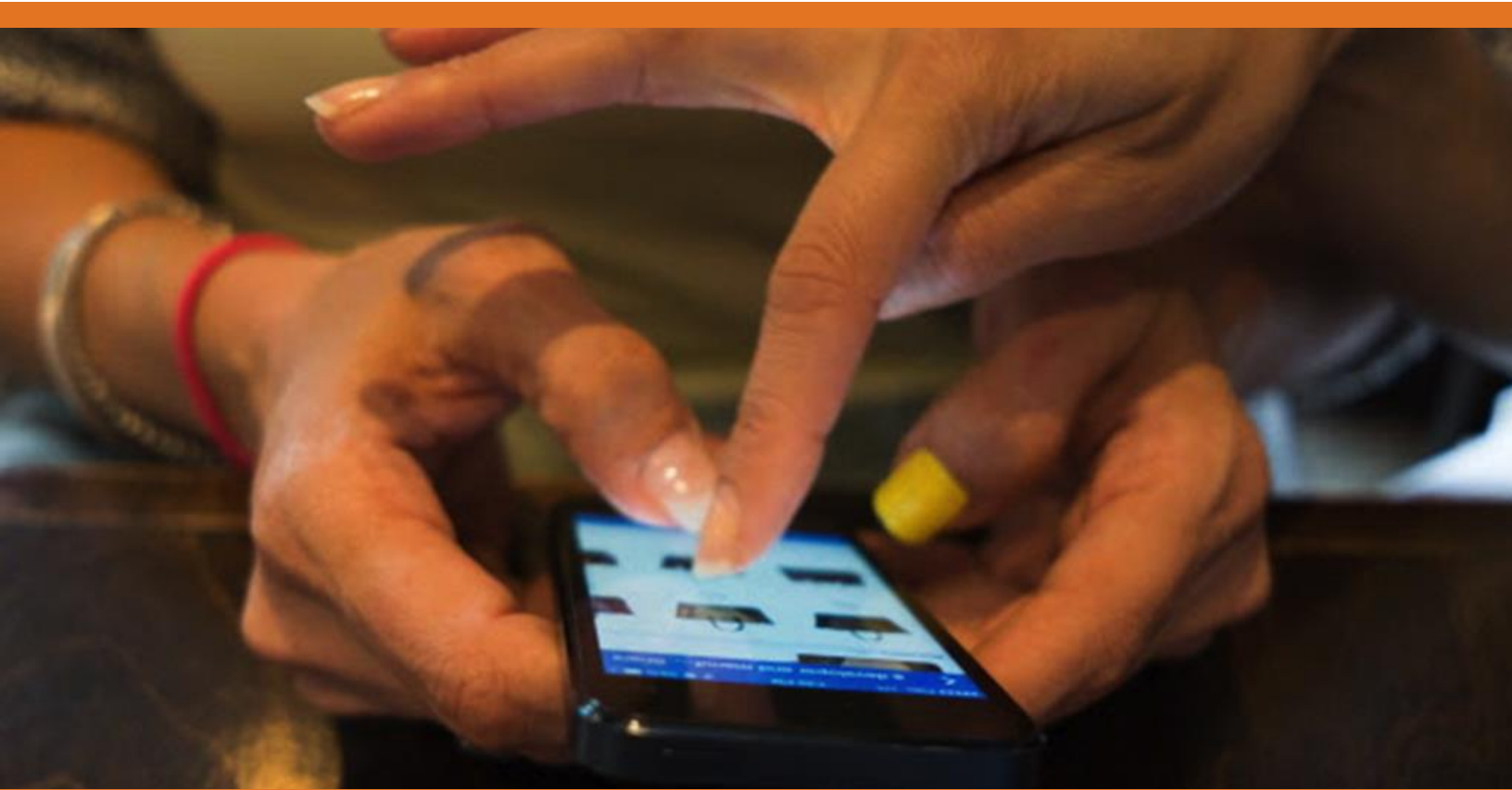
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The Social Commerce Report 2015: How social platforms are driving up retailer sales and boosting direct-response activity

Cooper Smith | June 05, 2015



BUSINESS INSIDER

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Key Points

- **Social still only accounts for a small share of total retail sales, but its impact on people's shopping and buying activity is rising fast.** The top 500 retailers earned \$3.3 billion from social shopping in 2014, up 26% over 2013, while the overall e-commerce market grew by 16%.
- **Social is also driving much bigger increases in retail traffic than any other online channel.** Social media increased its share of e-commerce referrals nearly 200% between the first quarters of 2014 and 2015.
- **For retailers to maintain these social gains, they will need to pay special attention to mobile, where social engagement with retail content is still limited.** Social media users are 35% less likely to share a brand's or retailer's social post on mobile than they are on desktop computers.
- **Facebook continues to grow its lead as the dominant social commerce platform.** Facebook accounts for 50% of total social

referrals and 64% of total social revenue. The site's changing demographics could make older consumers a strong target for retailers leveraging the platform.

- **Pinterest is a major social commerce player despite a relatively small user base.** The pinning platform drives 16% of social revenue despite an audience 6.5 times smaller than Twitter. New buy and action buttons on retailer posts should make Pinterest an even stronger referral and revenue engine for brands.
- **Twitter is losing its influence for mass-market merchants, but it could still have a role to play among sporting and events marketers, especially for location-based promotions.** Recently, NFL and NBA teams have used Twitter to sell game tickets and merchandise.
- **Instagram doesn't drive significant sales activity for retailers but high-end companies have been leveraging the platform for branding purposes.** New Buy buttons on paid posts, as well as increased targeting capabilities, could make the app a more important direct-response driver.
- **YouTube is a relative laggard for social commerce activity, but new shoppable videos could change that.** The site is debuting videos that incorporate pop-up ads allowing people to purchase products they see on their screen. This will also likely help drive up ad prices on YouTube.
- **Other social commerce initiatives include enabling Facebook Messenger as a customer service tool and using influencers on Snapchat to reach teens and millennials with branding-focused images and videos.**

[*Download the charts and data in Excel »*](#)

Sizing social media's role for retailers

Social media may still only drive a small share of total online retail sales, but its impact continues to grow. Social-driven retail sales and referral traffic are rising at a faster pace than all other online channels.

The top 500 retailers earned \$3.3 billion from social shopping in 2014, up 26% from 2013, according to the [Internet Retailer's Social Media 500](#). That is well ahead of the roughly 16% growth rate for the overall e-commerce market in the US.

As more social networks — including Facebook, Twitter, Pinterest, and Instagram — roll out Buy buttons and other direct-response action buttons, we expect social-driven retail sales to continue rising quickly.

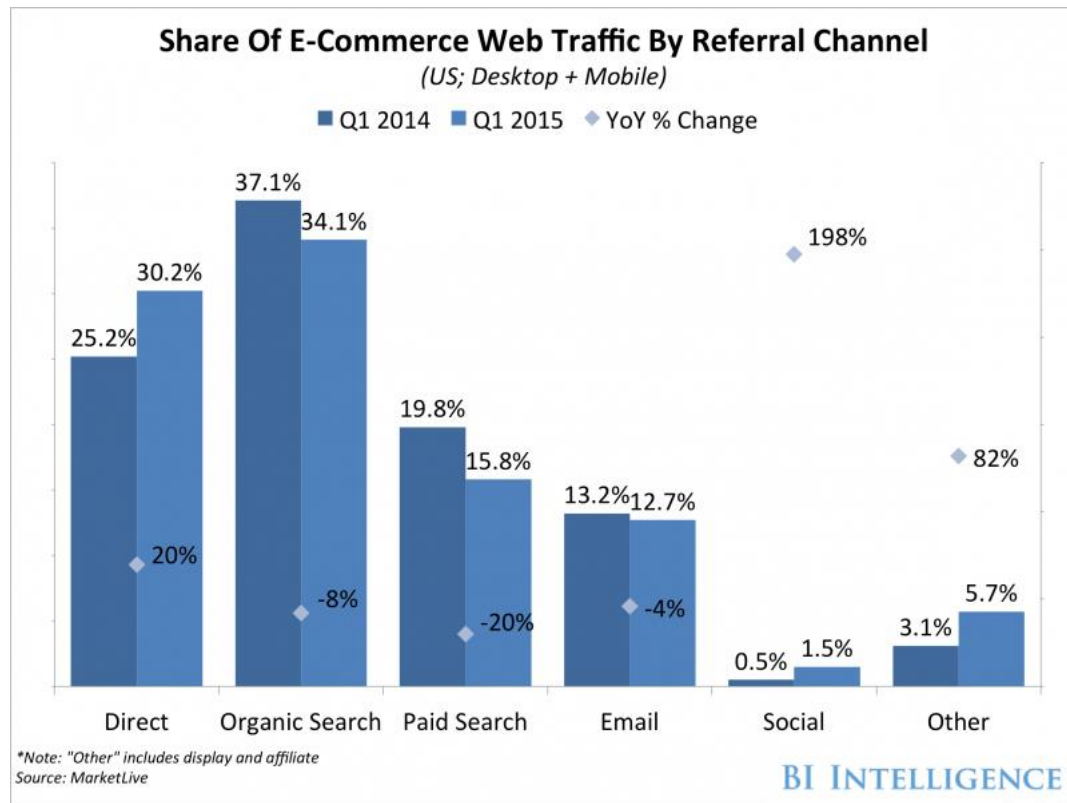
Social-driven referrals to e-commerce sites also rose by nearly 200% during the year, according to MarketLive data, far and away the fastest growth rate of any other digital channel. This is further reflected in growth in consumer engagement with retailers on social media.

In 2014, the [top 500 retailers](#):

- Grew the total number of “Likes” their Facebook posts received by 33% to 916 million.
- Increased the number of people following them on Twitter by 26% to 89 million.
- Grew their following on Pinterest by 16% to 35 million consumers.
- Increased video views on YouTube by 78% to 3.9 billion.

As a point of reference, the growth rates in engagement at Facebook, Twitter, and YouTube each well outpaced growth in each social network's user base, suggesting that retailers are posting higher-impact paid and organic content that draws more interest from users.

Pinterest is the only exception: Its user base grew by 42%, far outstripping the rate at which retailers acquired followers. This may be because Pinterest's early users were particularly oriented around retail and highly receptive to brands on the platform. More recent adopters likely come to Pinterest with a broader range of interests. The data suggests that retailers should refocus attention on how to engage some of Pinterest's newest users.



In absolute terms, social media still isn't a huge driver of e-commerce traffic, but that's quickly changing, especially as search's share of total referrals shrinks, according to data sent to us by [MarketLive](#).

- Social traffic to e-commerce sites is growing far faster than other referral channels.** Social media increased its share of e-commerce referrals nearly 200% between the first quarters of 2014 and 2015. Roughly 2% of all e-commerce traffic in the US now comes from social networks such as Facebook, Pinterest, and Twitter.

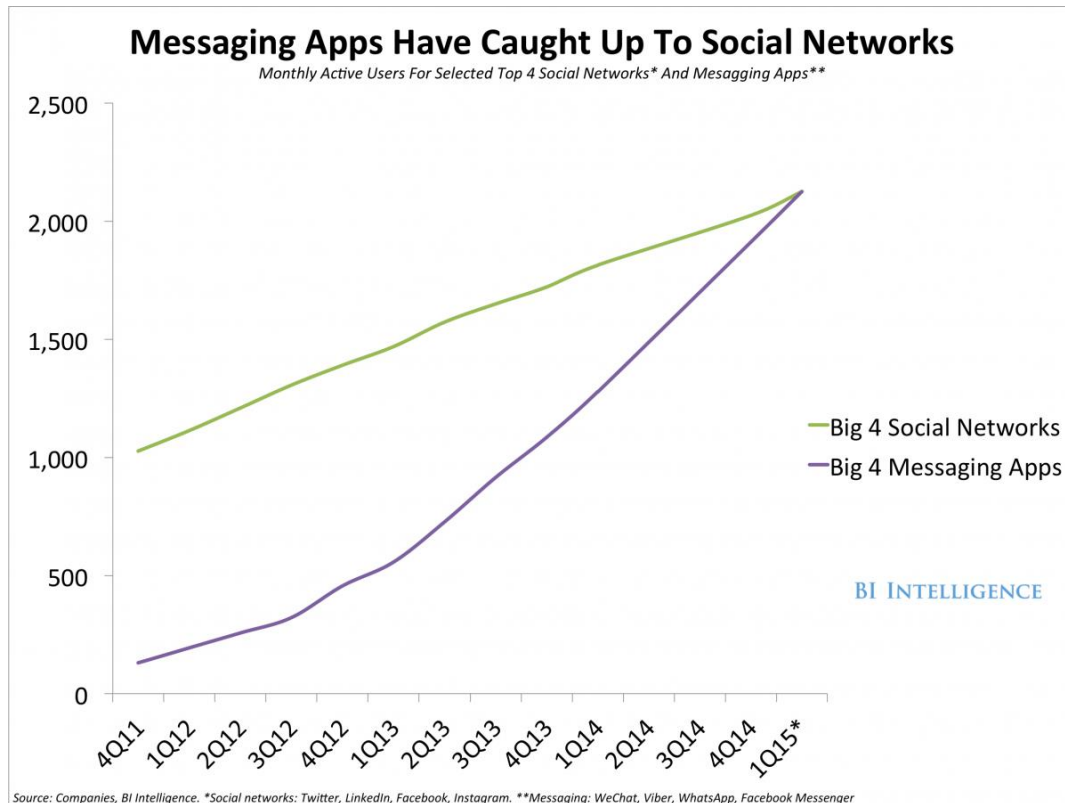
- **Search — particularly paid search — is seeing its share of referrals shrink.** Paid search's share of online shopping traffic declined 20% year-over-year (YoY) and now accounts for just 16% of total e-commerce traffic. Meanwhile, organic search's share of traffic declined 8% YoY and now accounts for 34% of total e-commerce traffic.
- **Referral traffic from email remains fairly consistent.** Email's share of online shopping traffic declined slightly YoY, and still accounts for roughly 13% of all e-commerce traffic on desktop and mobile in the US.

The data suggests that social networks and brands are doing a better job of incorporating retail content into the feed in a way that aligns with how people are using social networks.

Mobile is becoming critical to retailers' social efforts

But brands will quickly lose the gains they've made on social if they don't improve on mobile. Social activity already skews toward mobile, on both older social networks and newer messaging apps that have massive mobile-only audiences.

- About 85% of Facebook's audience now accesses on mobile and nearly half of these users *only* access on mobile.
- The top four messaging apps — WhatsApp, Facebook Messenger, WeChat, and Viber — now have as many users as the top four social networks.

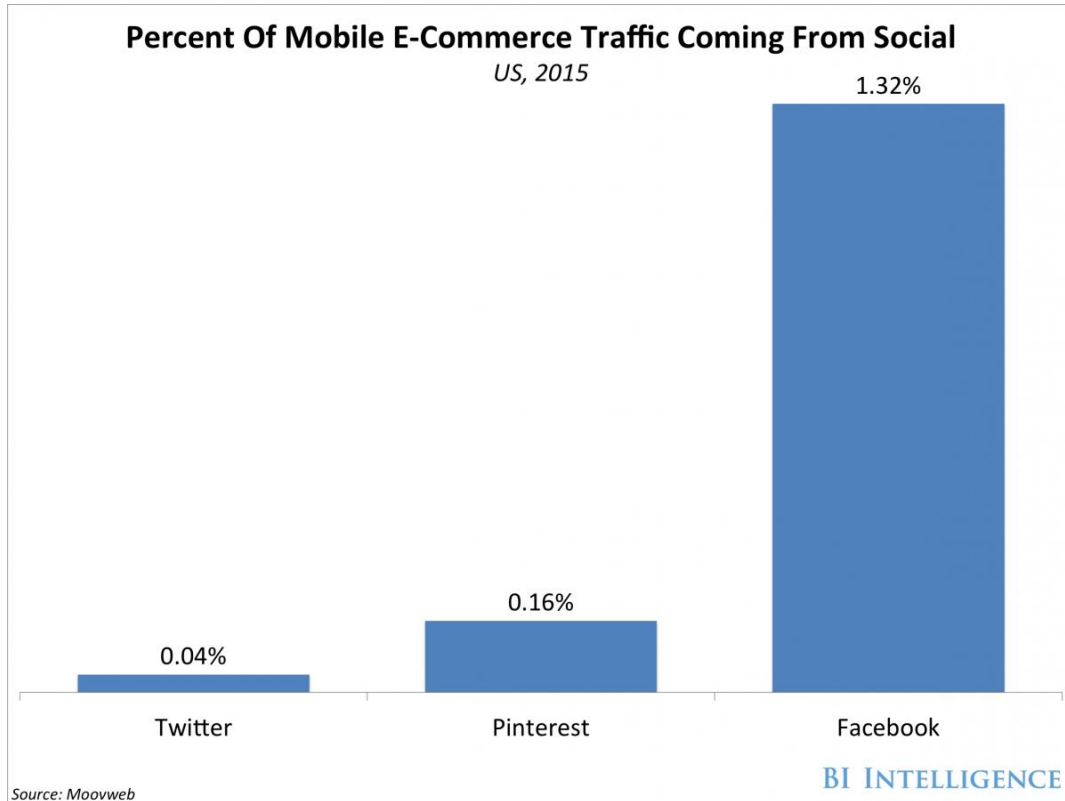


Mobile is a major opportunity for e-commerce companies since half of e-commerce time-spend already occurs on smartphones and tablets. And since social media is one of the most popular consumer activities on mobile, retailers should be leveraging social networks to drive traffic.

The chart below shows how some social networks are performing better than others when it comes to driving mobile traffic to retailers:

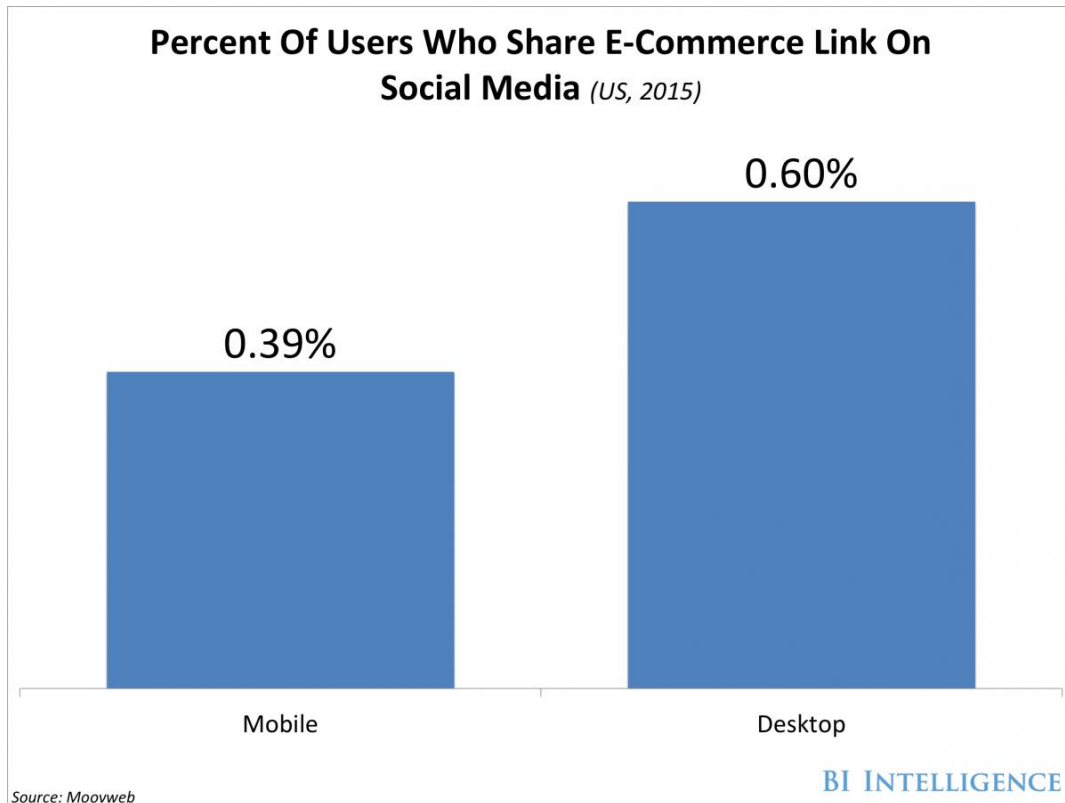
- Facebook is outperforming as a mobile commerce driver.** Facebook currently drives 1.32% of mobile e-commerce traffic, according to Moovweb. For some context, on mobile and desktop, all social networks together drive just 1.5% of social commerce traffic, according to MarketLive.
- Twitter is underperforming on mobile.** Even though Twitter has about one-fifth the mobile user base that Facebook has, it drives just over 3% of the mobile traffic to e-commerce retailers, based on data from Moovweb and company filings.

- **Pinterest is overperforming.** It drives about 12% as much mobile commerce traffic as Facebook does, with an audience 4% of Facebook's size.



Even as some retailers succeed in driving traffic, though, mobile has proven more challenging than desktop when it comes to maintaining user engagement on social platforms.

- Social media users are 35% less likely to share a brand or retailer's social post on mobile than they are on desktop computers, according to [Moovweb](#).
- Only 0.39% of social media users on mobile devices shared an e-commerce link on those platforms in the first quarter of 2015, compared to 0.60% of desktop users.



How the different social networks stack up

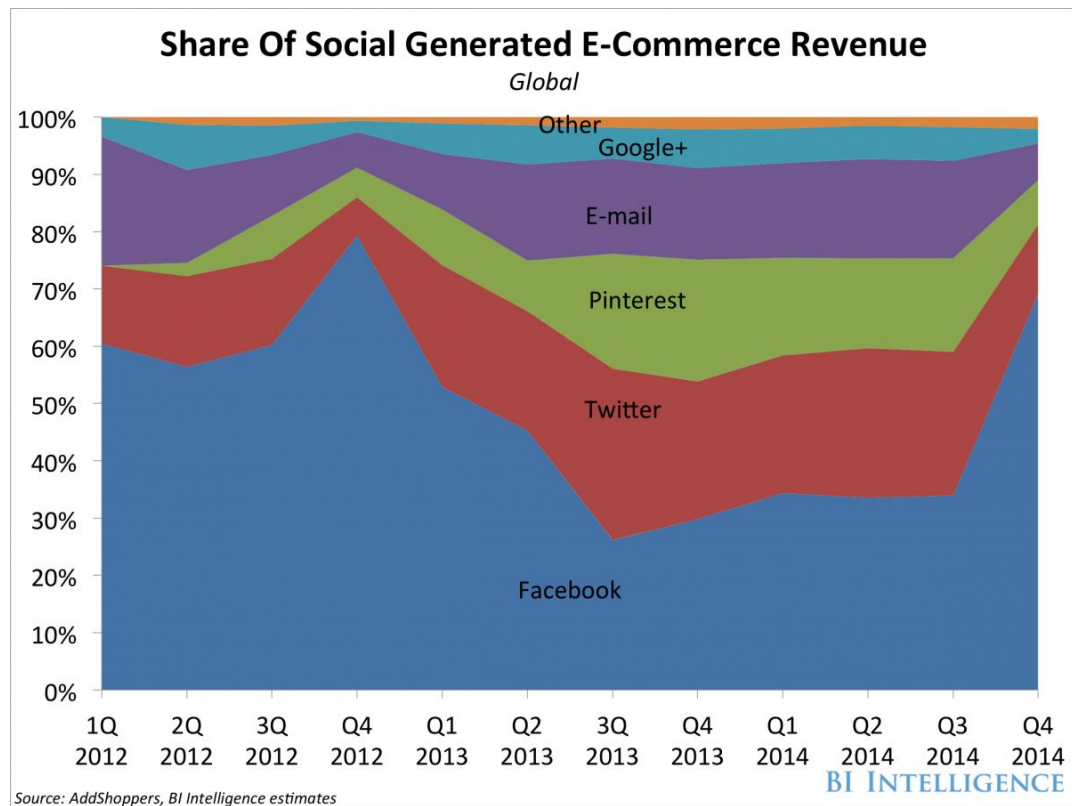
Facebook is the unquestioned social commerce leader and it's only grown its lead over the last couple of years. After Facebook, brands and retailers see varying degrees of success on Twitter, Instagram, Pinterest, and Snapchat, depending on the type of retail category they fall under and whether retailers are using social networks to go after an immediate sale or a branding goal.

Facebook

Facebook leads in terms of both traffic and revenue, at 50% of total social referrals and 64% of total revenue, according to [MarketLive](#) data.

For e-commerce merchants using the [AddShoppers platform](#) (mostly social plug-ins that allow e-commerce site visitors to share products and event

purchases on social media or email), Facebook's lead was even bigger. It drove nearly 70% of social- and email-generated e-commerce revenue in the fourth quarter of 2014. That's a huge increase over the fourth quarter of 2013, when Facebook drove just 28% of social- and email-generated e-commerce revenue.

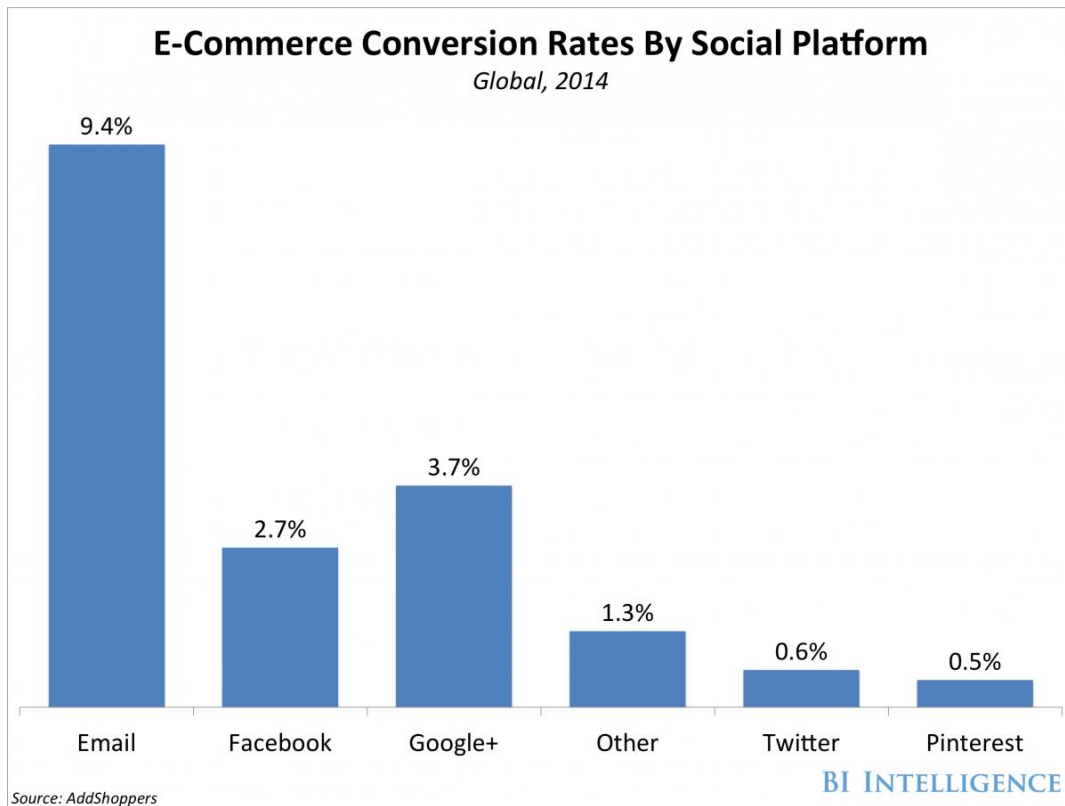


Facebook has been particularly effective as a direct-response driver. This has helped the social network boost its share of social commerce revenues. Retailers use the site for retargeting, mobile app install ads, and paid promotions that advertise sales and discounts and are meant to drive an immediate click.

Despite Facebook's lead in social commerce revenues, it still underperforms for rate of conversions. Facebook's conversion rate isn't nearly as high as the conversion rate on email or even Google+.

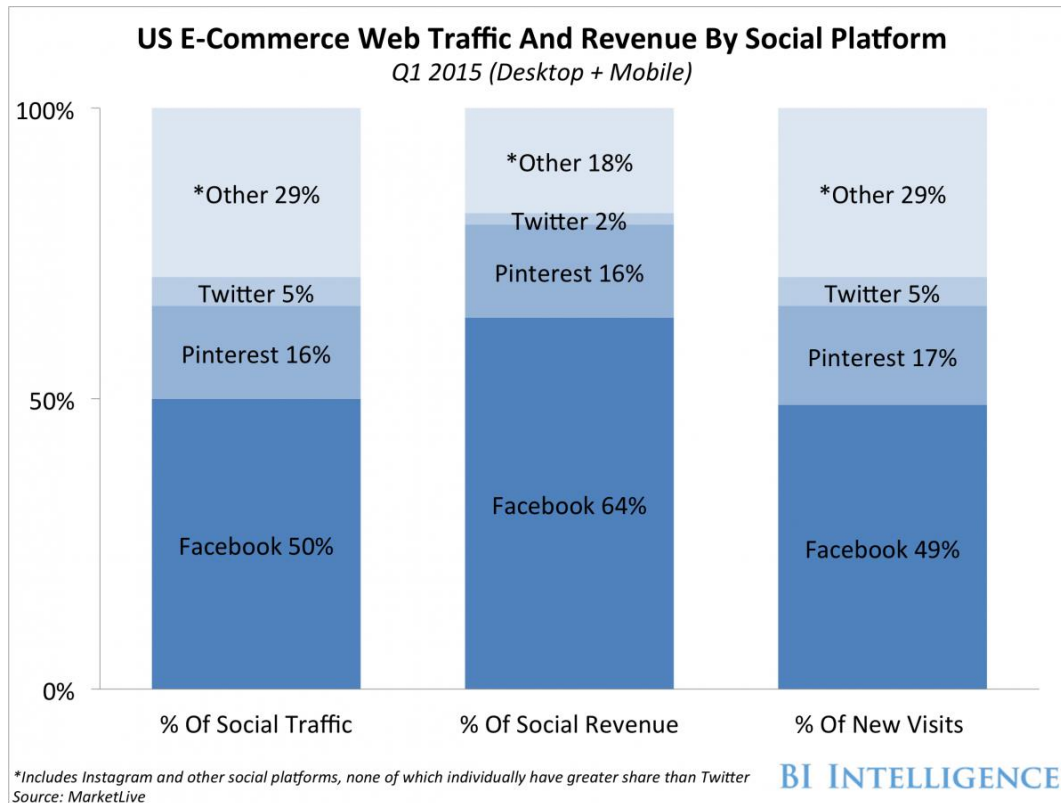
But a low conversion rate of just 2.7% is more than made up for by the volume of people who can be reached on Facebook, which is why despite email's much

higher conversion rate, Facebook still accounts for more than three times the sales volume of email.



And the social giant still sees a much higher conversion rate than Twitter or Pinterest.

Social traffic is also impressive on Facebook. Facebook has 4.6 times times the audience of Twitter but drives ten times the traffic, based on BI Intelligence calculations and MarketLive data.



One potential stumbling block for Facebook going forward, though, as it strives to maintain social commerce momentum, is the aging demographics on the platform.

- Only 38% of Facebook's adult user base in the US is aged 18 to 34, according to comScore data from year-end 2014, which is a lower proportion than that seen by any other major social network.
- Meanwhile, the percentage of people aged 50 and older who used Facebook increased, and the adoption rate among those 64 and older shot up by around ten percentage points, to 56%.

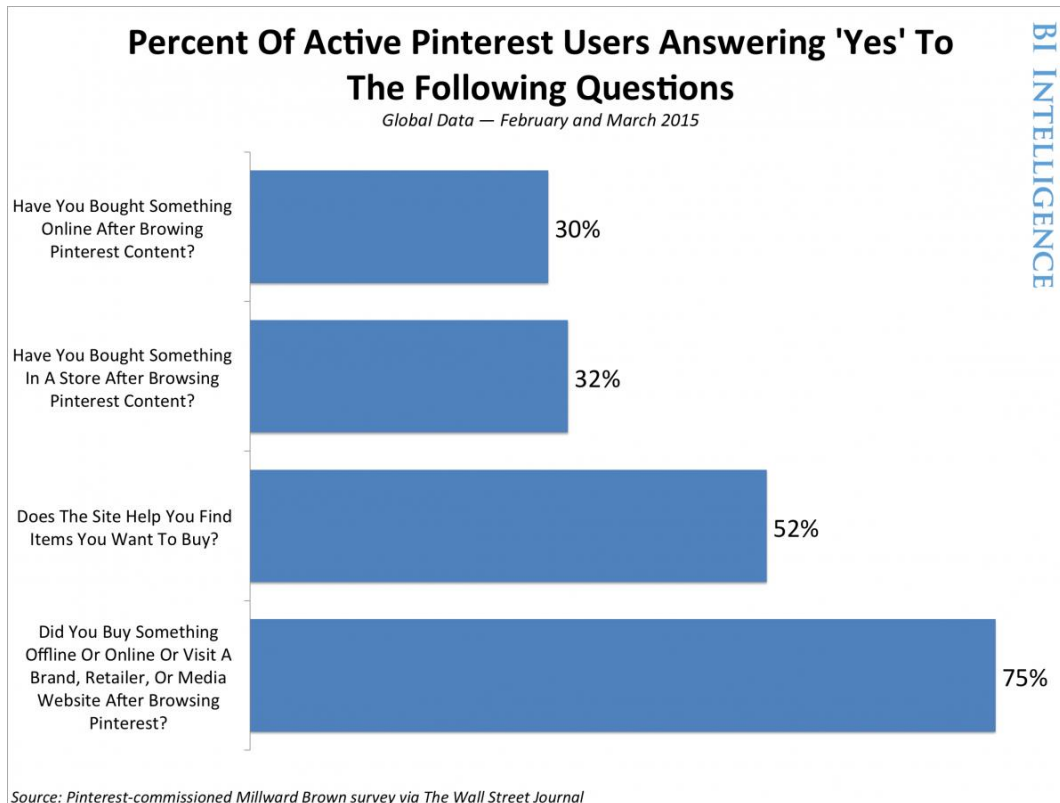
The millennial age group has typically been an important target for retailers, but increasingly retailers may want to think about targeting older demographics on Facebook. In our [e-commerce demographics report](#), we found that older consumers with more disposable income actually overindex for online shopping activity.

Pinterest

Pinterest has emerged as a formidable social commerce driver, despite its small user base.

Looking back at the data from MarketLive, Pinterest drives 16% of revenue despite having an audience about 30 times smaller than Facebook and 6.5 times smaller than Twitter. And that's just how Pinterest is impacting immediate social-driven sales. Pinterest is also influential for building sentiment around brands and products.

- 32% of active Pinterest users have been influenced by Pinterest to make an offline purchase, according to a [survey commissioned](#) by the social platform. In the study, an active user was defined rather liberally as a user who has used Pinterest in the last 6 months.
- The proportion of Pinterest users who had made online purchases after browsing Pinterest content was slightly lower, at 30%.
- Half of Pinterest users agreed that the site helped them find products that they want to buy. Three-fourths said they had visited a retailer, brand, or media site after browsing Pinterest.



Pinterest performs especially well for e-commerce activity among millennials already on the platform, according to a [UMass Amherst study](#).

- 62% of US millennials in 2014 said they follow at least one brand on Facebook. Compare that to just 23% on Twitter and 11% on Pinterest who said they follow brands on those platforms.

However, millennials are most likely to purchase a product after seeing it on Pinterest.

- Nearly half of US millennials who actively use Pinterest said they've purchased a product after liking or sharing it on Pinterest. Meanwhile, 38% purchased a product after engaging with it on Facebook and 33% did so on Twitter.

Among millennials and other demographics, Pinterest benefits from being a social network where users are particularly disposed to retail content.

Why US millenials say they follow a brand on social media

	Facebook	Twitter	Pinterest
To support the brand	86%	87%	78%
To receive regular updates from brands	78%	81%	N/A
To get a coupon or discount	64%	66%	42%
To research brands when I was looking for specific products/services	51%	52%	59%
Seeing my friends are already a fan, follower or have a board	45%	43%	48%
To share my interests/lifestyle with others	44%	42%	75%
To participate in contests	37%	50%	41%
A brand advertisement on TV, online or in print led me to like the brand	37%	34%	31%
Someone recommended me to like, follow or pin the brand	34%	31%	30%
To share my personal good experiences	27%	37%	44%
Other	5%	8%	5%

Source: UMass Amherst

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Twitter

It's fair to question Twitter's relevance to social commerce at this point. It drove just 12% of social- and email-generated e-commerce revenue in the fourth quarter, down from 22% in 2013, according to AddShoppers data.

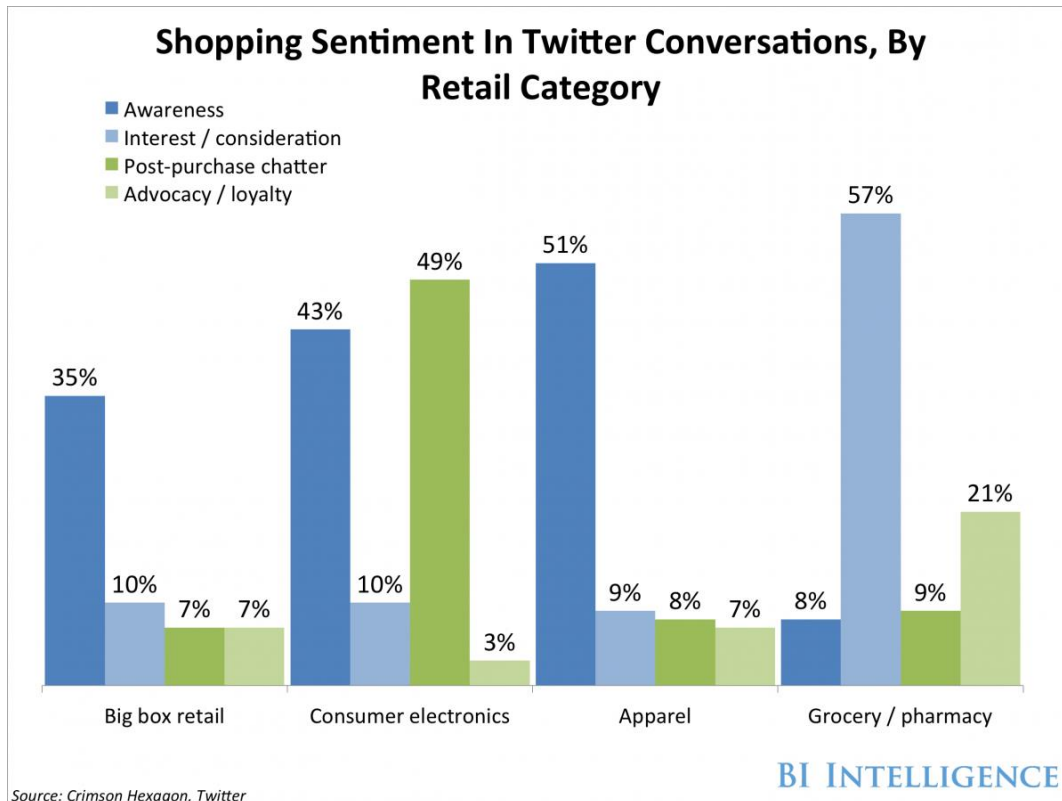
In addition, the social network underperforms for social commerce traffic on both desktop and mobile.

We believe Twitter's importance will continue to fall for general mass merchant retailers. However, Twitter does have a stronger influence for particular product categories.

The immediacy of content in Twitter's feed should make it a natural sales channel for sporting and entertainment tickets. These are particularly popular topics on Twitter, with Twitter users 142% more likely to share sports-related content than users on Facebook or Pinterest, according to [ShareThis](#). In recent months, professional sports teams from the National Football League and National Basketball Association have sold merchandise and tickets via Twitter.

Similarly, Twitter's effectiveness depends on how people use the site to discuss different product categories. Brands need to pay attention to this if they want to leverage Twitter effectively.

- When Twitter users are talking about supermarkets or pharmacies on the service, the conversation is highly likely to take place immediately before they complete a purchase, according to data collected by [Twitter and Crimson Hexagon](#). This means that brands within this category may want to focus on direct-response initiatives on the social network.
- When it comes to conversations around clothing, the majority of sentiment is top-of-funnel — when someone is learning about brands or products — suggesting that Twitter is a good place for brands within this industry to focus in on branding goals, extending and engaging in the conversation, rather than trying to drive an immediate sale.
- For consumer electronics, consumers take to Twitter to learn about brands and then again after a purchase to discuss their satisfaction with the product. For these companies, actively using Twitter for customer service purposes is a good strategy.



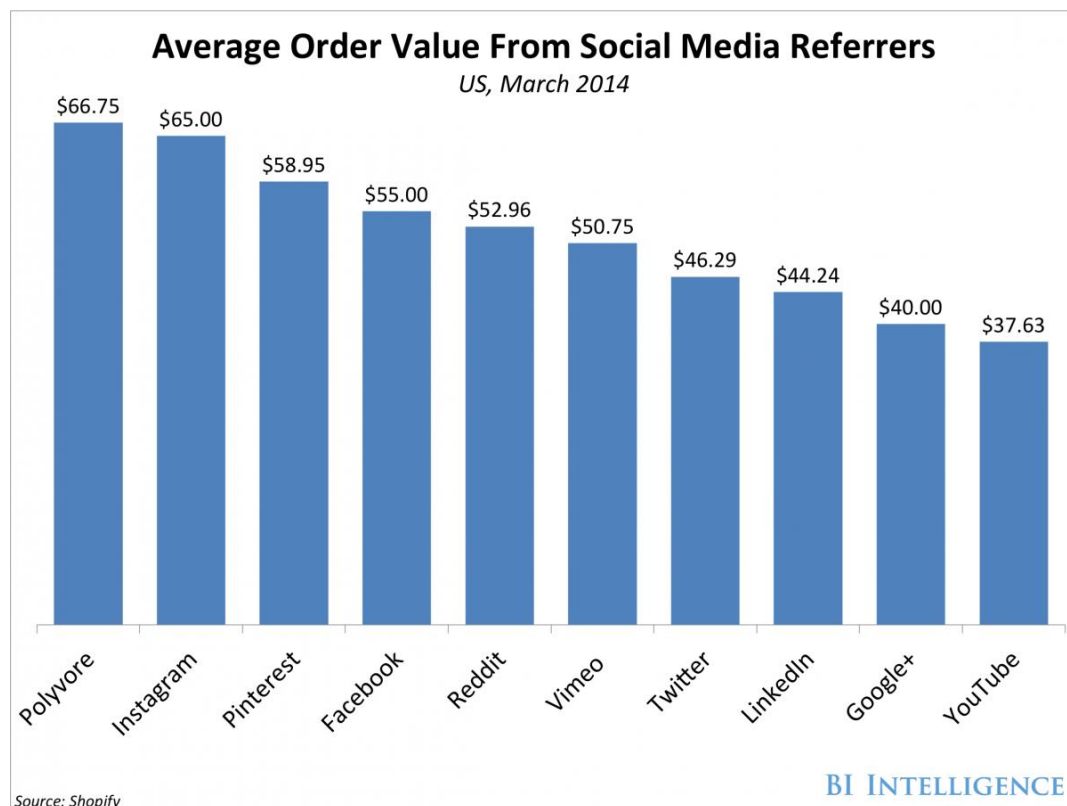
Given Twitter's limited social commerce influence, efforts on the social network should be highly targeted. Brands should think carefully about how people are engaging with their industry's content on Twitter, whether it makes sense to extend efforts here, and if so, how to drive that conversation.

Instagram

The Facebook-owned social network has thus far primarily served as a branding tool for retailers, which is why there hasn't been much hard data showing how retailers perform there. But we expect that Instagram will soon become a more important direct-response driver. That's because Instagram has finally rolled out Buy buttons for its paid posts and has also started allowing brands to link out to their own sites, something the company had previously restricted. This should help the app drive far more traffic to e-commerce sites.

To date, Instagram has focused on working with high-end brand advertisers like fashion companies and luxury carmakers that hope to reinforce their aesthetic

and achieve branding goals with alluring images of their products. In keeping with this, the average purchase value from an Instagram-referred user is high compared to other social networks. In March 2014, the average order value from Instagram was about \$65 for retailers using the Shopify platform, higher than Pinterest, Facebook, or Twitter.



Beyond Instagram's strength as a visual platform for brands, the social network also has extremely attractive demographics, with teens and millennials treating it as their go-to social network.

- In the last twice-yearly Piper Jaffray survey of US teens, 32% of respondents named Instagram as the most important social network, while only 24% said Twitter was most important, and only 14% pointed to Facebook.
- Instagram is also the second-most popular social network (after Facebook) with the slightly older millennial demographic.

Shopping-based social networks

Although Facebook, Pinterest, Twitter, and Instagram derive huge advantages from their audience sizes, there are some smaller social platforms like Wanelo and Polyvore that punch above their weight class.

Wanelo is a social commerce app that lets users follow fashion brands and then share or bookmark products that they like. The app had 11 million registered users [as of August 2014](#), which pales in comparison to platforms like Facebook, but Wanelo's user base is what makes it so appealing to brands and merchants.

- 90% of Wanelo's users are women who are extremely engaged with the content shared on the platform.
- Nearly every product link shared on Wanelo gets clicked by someone else, according to [AddShoppers](#). That means that if 1,000 people shared a link, another 1,000 people clicked on it.

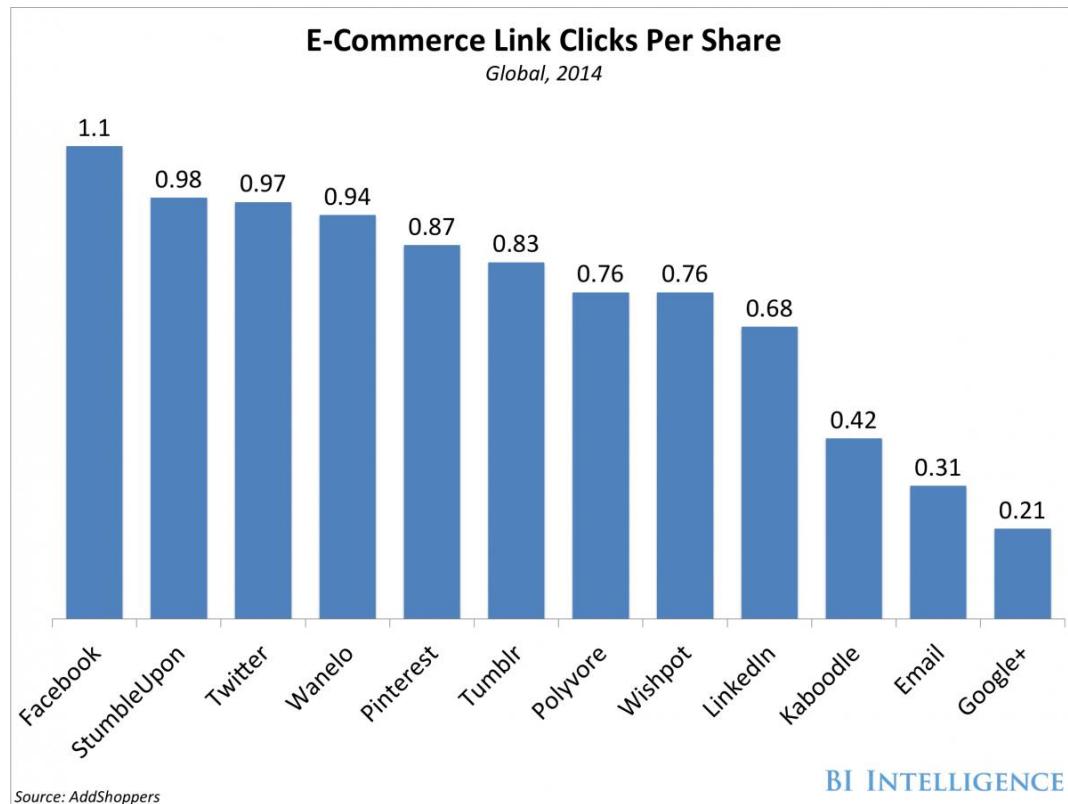
That level of engagement, on a per-user basis, is similar to what we see on Twitter and Facebook and ahead of Pinterest, despite a much smaller user base from which to pull in clicks.

Polyvore is another social commerce platform that overindexes for social commerce activity, despite a small audience. The social shopping site had 20 million monthly unique visitors as of May 2014, and three million people had downloaded its iPhone app.

Whereas Wanelo is all about products, Polyvore is more of a shoppable fashion magazine, with influencers writing articles about fashion trends and in-season products they like.

- Every product link shared on Polyvore gets clicked another .76 times, which is comparable to the click-per-share rate on larger platforms like Tumblr and Pinterest.

Polyvore and Wanelo benefit from having a user base that has an explicit interest in retailer content.



Social networks' newest commerce initiatives

Facebook Messenger

Facebook continues to lead the way in social commerce initiatives, with a special recent focus on its Messenger app. Earlier this year, the company unveiled a new use case for Messenger: customer service. Brands and online retailers can now send order confirmations and shipping updates to customers via Messenger. Customers will then be able to reply to those messages with messages of their own, or with photos or videos. The launch partners are e-commerce sites Everlane and Zulily, and customer service company Zendesk.

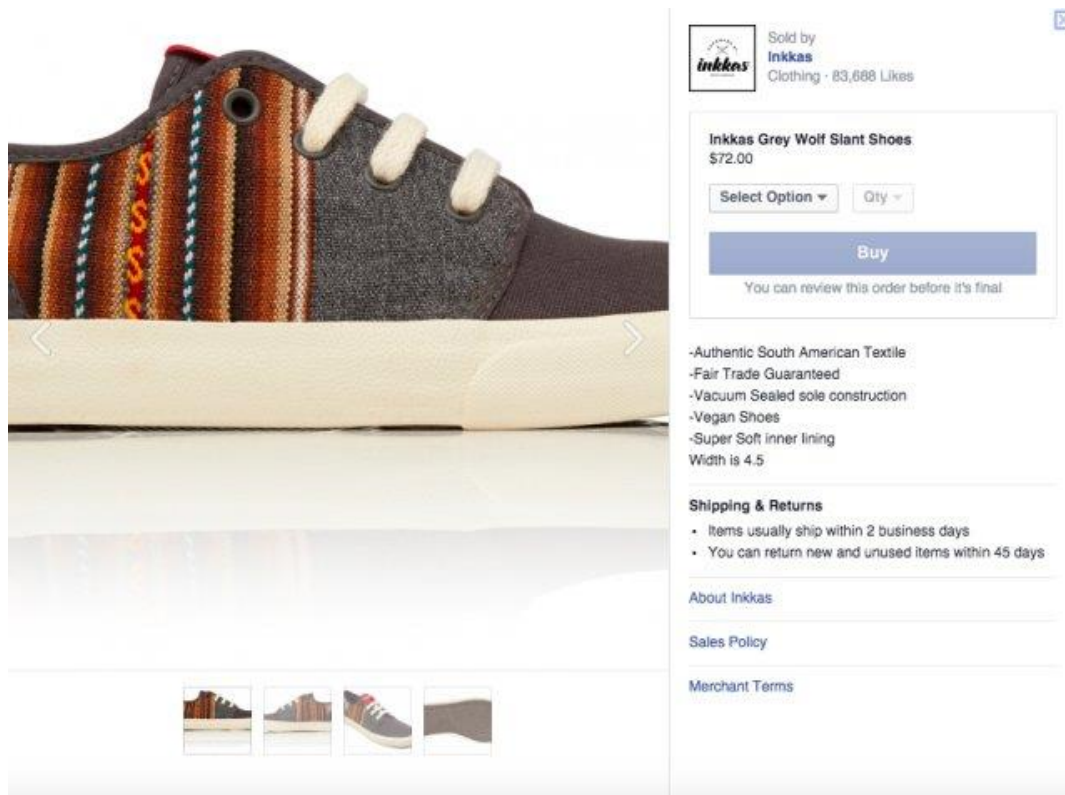
In addition, Facebook recently launched peer-to-peer (P2P) payments on Messenger, which paves the way for the app to eventually offer one-click e-commerce checkout. Once people get comfortable entering their card info on the messaging app to make P2P payments, Messenger could roll the data into an in-app e-commerce payments service; P2P users would then have a frictionless way to check out on the app. Messaging app Tango recently integrated a shopping service into its mobile messaging app, and nearly one in every five of China-based WeChat's users shopped in the app last year, according to the [China Internet Network Information Center](#).

Facebook

Meanwhile, Facebook's "Buy" button is appearing more frequently in users' news feeds. Facebook began testing the "Buy" button last year, and now it looks like the social network is preparing for a mass rollout, according to a report from [Re/code](#).

Brands and retailers can enable the "Buy" feature on ads that are marketing a particular product or service. After a user clicks the "Buy" button, he is prompted with a form where he can enter shipping, contact, and payment info, all within the Facebook platform. For people who have already made a purchase on Facebook, these forms will likely auto-fill.

Although Facebook began testing its Buy button in July 2014, there have been very few instances since then of it appearing "in the wild." [What we do know](#) is that since the button takes the form of an ad product, brands can target users based on age, location, browsing history, and other types of information. The Buy button is supposed to improve social commerce activity by allowing people to stick with what they're doing — browsing Facebook — instead of having to leave the site and disrupt their social media activity once they see a product they want to buy.



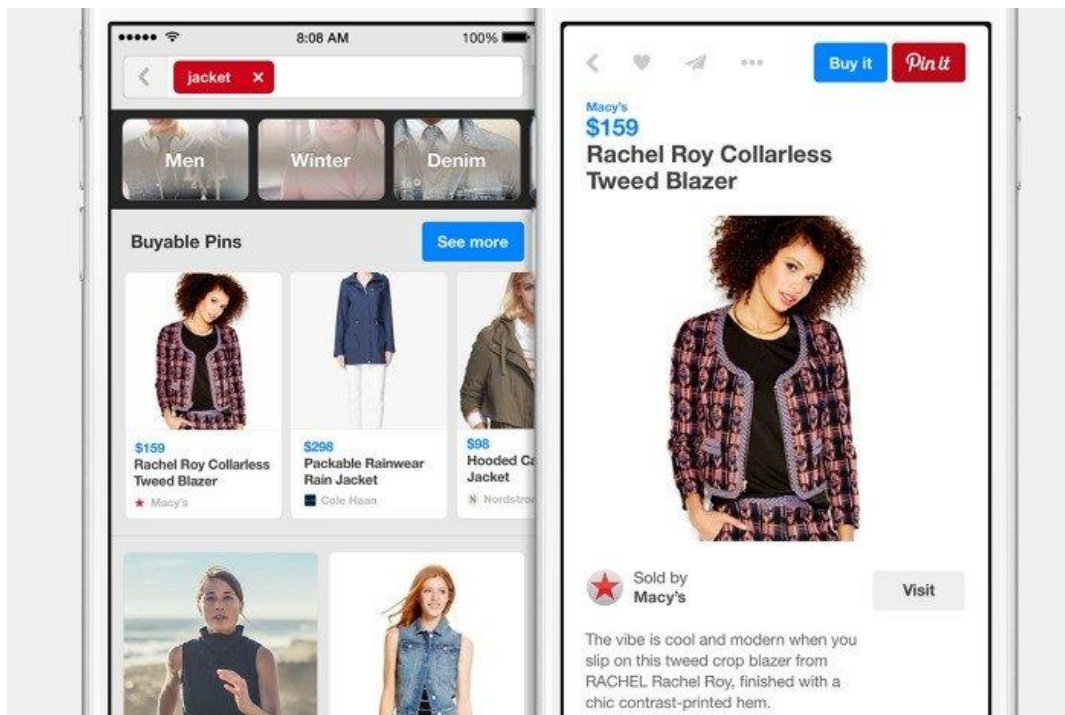
Pinterest

Pinterest has just [revealed plans](#) for social commerce-related call-to-action buttons, as well as a "Buy" button on pins (Pinterest's term for posts) that lets users complete purchases directly on Pinterest. The direct-response features will be available in June 2015 on both desktop and mobile.

It's important to note these buttons will be available for retailers' organic posts, rather than just on paid promotions. This is highly unusual. Both Facebook and Instagram have limited their Buy buttons to ad products.

Other action buttons on pins, like "Get This Recipe," will send a users to external websites. In this example, all the ingredients from a recipe pin will be preloaded into a user's shopping cart. On mobile, Pinterest will use deep linking so that this process takes users directly into the third-party retailer's mobile app, rather than its site. For retailers interested in adopting the feature, it will be critical that they deep link their apps: [82% of retailers with mobile apps](#) lack the deep-linking capability required to enable this feature.

The launch partners for Pinterest's new Buy-button pins are Macy's, Neiman Marcus, Nordstrom, Cole Haan, and Michael's, as well as a number of popular stores using Shopify's e-commerce platform. Other businesses can sign up for the Buy button [waiting list](#). Pinterest has not yet announced launch partners for the call-to-action buttons.



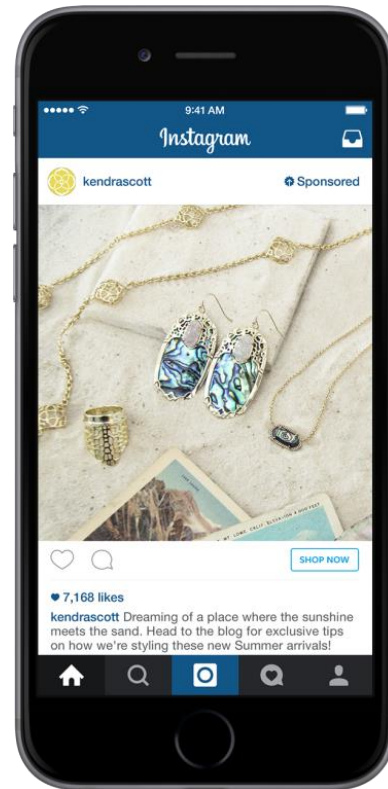
Instagram

The photo and video app is [rolling out](#) a suite of call-to-action buttons, including direct-response imperatives like "Shop Now" for products, "Install Now" for apps, "Sign Up" for services, and "Learn More" for publishers. This is a big change for Instagram, which only recently even began letting brands link out via the social network's carousel ads. The move puts Instagram in a much better position to drive measurable activity, including social-driven sales and traffic.

When a user clicks on one of the action buttons a mini web browser will open within the app, so a user can complete an order form and then be immediately taken back to their previous spot in the Instagram app.

Unlike Pinterest's action buttons, Instagram's are technically ads, so brands will have to pay to use the buttons on posts. Also for the first time, businesses will be able to target ads on Instagram to specific audiences based on Facebook data. Previously, paid posts could not be targeted and thus were limited from a cost perspective to big brands that could afford mass ad buys.

Instagram will roll out the action buttons gradually, so users will likely not see very many initially. Instagram will also be very selective in which brands can use the new action items initially, likely limiting their availability to luxury brands and apparel retailers that have been some of the earliest adopters of the Instagram platform.



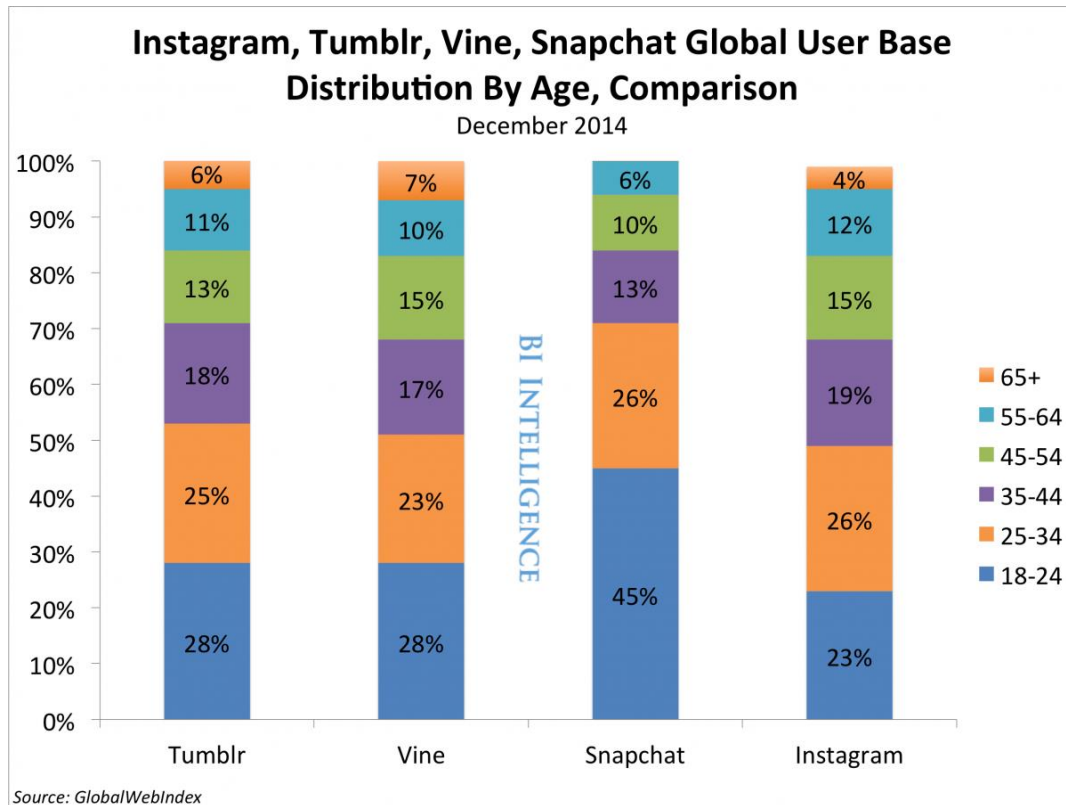
Twitter

Twitter has offered a "Buy" button to brand advertisers since September 2014. Few major brands have given it a try, but ticketing is one area of commerce where Twitter might become a natural sales driver. In recent months, professional basketball and football teams have been using Twitter to sell game tickets and merchandise such as players' jerseys. We expect Twitter to continue focusing its commerce efforts on event-driven retail, especially considering that its Head of Commerce Nathan Hubbard was Ticketmaster's former CEO. Also, because Twitter collects location data on users, brands could use the social network to sell tickets for upcoming events, like tickets to a movie showing at a nearby theater, based on a user's location.

The image shows a tweet from the Atlanta Hawks (@ATLHawks). The tweet text reads: "We just made a limited number of Game 2 tickets available for \$45. Get them exclusively on Twitter:". Below the text are icons for reply, retweet, favorite, and a menu. The main content is a promotional card for "Hawks vs. Nets: Game 2 Tickets" by Atlanta Hawks, priced at \$45.00 with a "Buy" button. At the bottom, it shows 35 retweets and 20 favorites, along with a row of user avatars.

Snapchat

The disappearing-message app is becoming a popular platform for influencers and trend-setters, which sets the stage for the app to be more important as a social commerce branding tool. In addition to leveraging people's increased activity on messaging-style apps, Snapchat has a particularly appealing demographic user base — the app heavily skews toward teens and millennials, the ideal targets for marketers looking to leverage social commerce activity.



During this year's New York and London Fashion Weeks, fashion brands asked popular Snapchat users to share photos of the runway shows with their social media fans. Many designers even reserved seats at their runway shows for Snapchat's most popular users, hoping that they would help create social buzz around their new collections. In fact, there was so much activity on Snapchat related to Fashion Week that Michael Kors created its first brand account on the app so as not to miss the opportunity.

Retailers' reliance on Snapchat during important industry events such as Fashion Week speaks to how they are beginning to use the messaging app for influencer marketing. These companies are beginning to think of certain social channels as brand marketing opportunities, rather than primarily direct-response drivers.

Snapchat's "Stories" feature is especially popular among brands as a way to push photo and video montages to some of [Snapchat's 100 million monthly active users](#). "Stories" remain visible to a user's followers for up to 24 hours, making

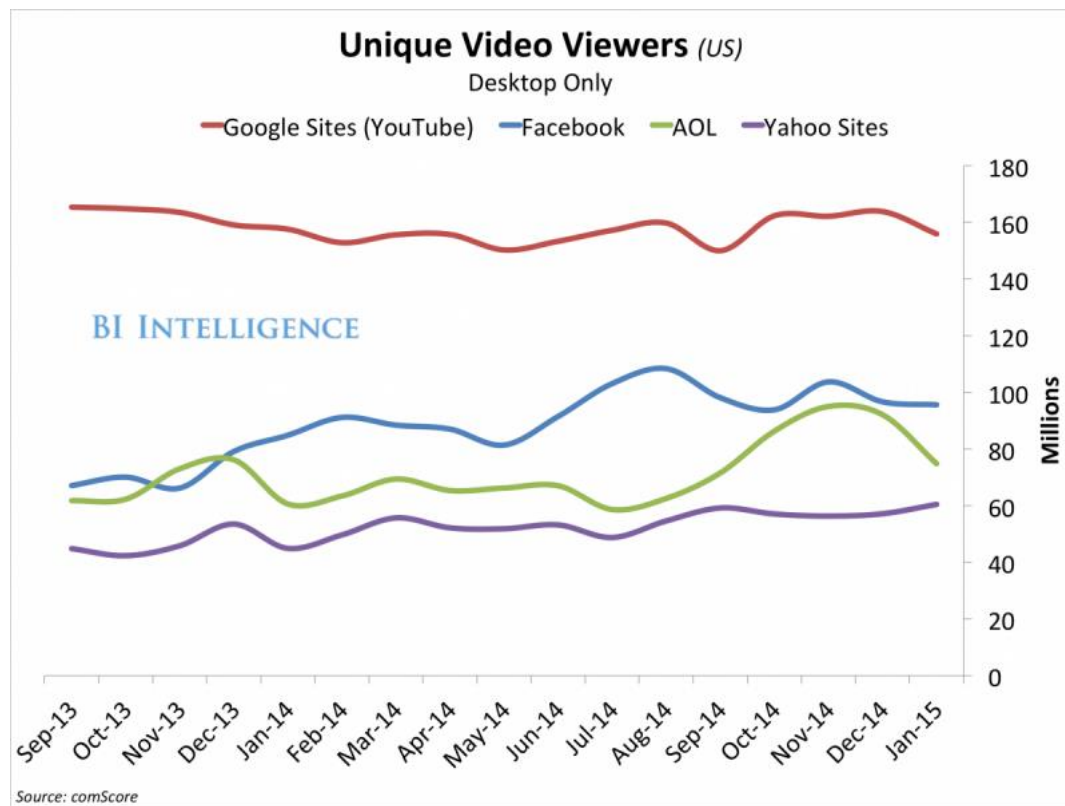
them much more valuable for marketing than Snapchat’s standard “Snap” messages, which disappear immediately after being viewed.

YouTube

While YouTube is rarely measured in terms of social commerce performance, it is becoming more popular as a social channel for retailers.

Despite increased competition from Facebook, YouTube is still the largest online video platform in terms of audience size. YouTube reaches about 60 million more people than Facebook video does on PCs, according to [comScore](#).

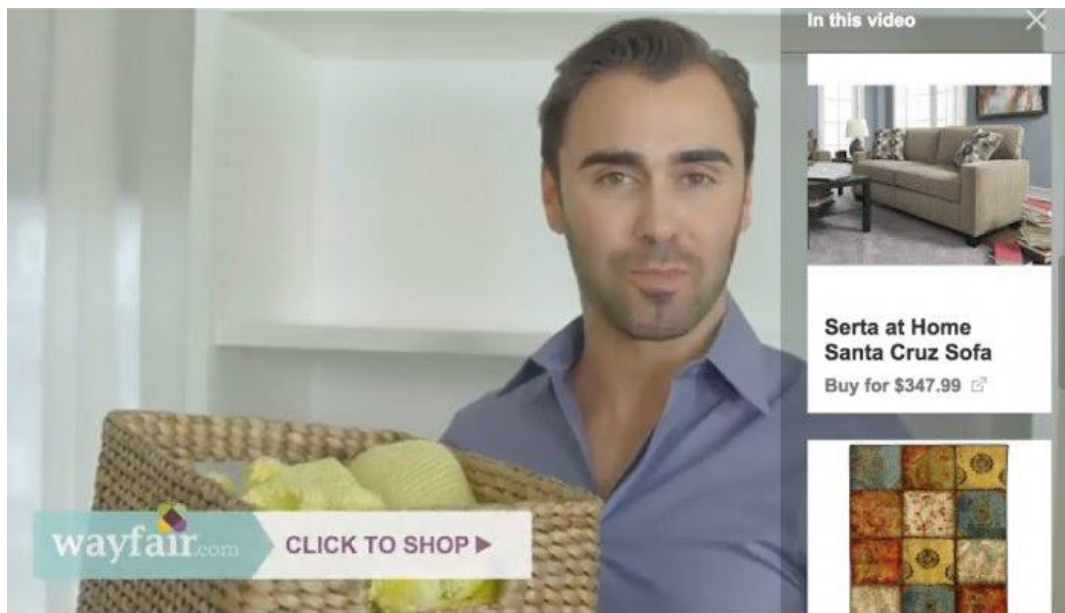
However, on mobile we expect the gap in viewership is much narrower.



To capitalize on its large video audience, Google will soon roll out "shopping ads" on YouTube, [The Wall Street Journal](#) reports. The ads will appear as overlays that link out to an e-commerce page once clicked (see screenshot, below). The new ad format should help YouTube take a much bigger bite out of social commerce sales and could help Google solve one of YouTube's biggest

challenges: YouTube ads fetch lower prices on an overall cost-per-click basis than Google search ads. Google is increasingly selling more ads on YouTube.

Shoppable ads should help YouTube prove its value as a direct-response advertising medium for e-commerce companies. For now search ads are more expensive because the clicks occur further down the "purchase funnel" than YouTube ads; they reach people once they are ready to make a purchase, and thus can be linked to actual conversions. Advertisers are willing to pay more for these than other ad units. Shoppable ad units can help YouTube capture the clicks of viewers who are on YouTube researching products and closer to making a purchase.



One of the first partners for the new shoppable ads is online furniture retailer Wayfair. The company is [producing a](#) video series called "Overhaul" in partnership with Kin Community, a popular women's lifestyle channel on Youtube.

Each episode will be about 15 minutes long and feature a design makeover of a YouTube celebrity's home. At different points throughout each episode a pop-up link will appear within the video that viewers can click on to be redirected to [Wayfair.com](#), where they can purchase the featured furniture.

In terms of more top-of-funnel goals, YouTube is also helping to drive the trend of influencer-driven sales. For example, Schick, a US-based brand of men's and women's razors, built a campaign around YouTube personalities, including Brittani Louise Taylor and Weylie Hoang. [Taylor prepared an original song and music video around the theme](#), while Hoang gave DIY tips.

Tumblr

The social blogging platform will continue to cater its social commerce efforts to niche brands and retailers. Earlier this year, Tumblr updated its iOS and Android apps to enable mobile buying and other actions on specific platforms' posts. Within the app, the update automatically adheres a “Buy” button to posts with an Etsy link, a “Pledge” button to posts with a Kickstarter link, and a “Get Involved” button to posts with a DoSomething.org link. The buttons take users to external sites. Though Tumblr may be off to a relatively slow start, with just three partners for its mobile app update, it will likely expand the feature to other companies soon.

THE BOTTOM LINE

- The top 500 retailers earned \$3.3 billion from social shopping in 2014, up 26% over 2013, while the overall e-commerce market grew by 16%.
- Social is also driving much bigger increases in retail traffic than any other online channel.
- But mobile social-retail engagement is still limited. Social media users are 35% less likely to share a brand or retailer's social post on mobile than they are on desktop computers.
- Facebook continues to grow its lead as the dominant social commerce platform. The site's changing demographics could make older consumers a strong target for retailers.
- Pinterest drives 16% of social revenue despite an audience 6.5 times smaller than Twitter. New buy and action buttons on retailer posts should make Pinterest an even stronger referral and revenue engine for brands.
- Twitter is losing its value for mass-market merchants, but it could still have a role to play among sporting and events marketers, especially for location-based promotions.
- New Buy buttons on Instagram paid posts, as well as increased targeting capabilities, could make the app a more important direct-response driver.
- YouTube has been a laggard for social commerce, but now it is debuting shoppable videos that incorporate pop-up ads allowing people to purchase products they see on their screen.
- Facebook Messenger is being leveraged as a customer service tool and retailers are using influencers on Snapchat to reach teens and millennials with branding-focused images and videos.

About BI Intelligence

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