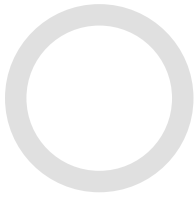


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**SNAP AND AMAZON
PARTNER FOR
VISUAL
COMMERCE**



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On September 24th 2018, Snap announced a partnership with Amazon to test connecting visual search on the Snapchat app with online commerce in the U.S. Starting this week, an initial group of users will be able to point their Snapchat cameras at a physical product or barcode, press and hold on the camera screen to trigger an Amazon card, and be served either the exact product or similar ones available on Amazon, which clicks off to the Amazon app (if a user has it) or Amazon.com.

Jumpstarting Visual Commerce

Snap isn't the first platform or app focused on visual search or to attempt visual commerce. When it comes to visual search, in 2017, Pinterest announced their own visual search tool, Lenses, with some ability to translate this into commerce through their 'Shop The Look' product (focused on fashion). Whereas, Google's visual search capability is focused more on making connections through images served within their search tool vs. starting from a camera like Snap and Pinterest.

On the commerce side, Instagram, perhaps Snapchat's fiercest competitor, previously announced a dedicated shopping channel as part of their Explore tab, and are rumored to be developing a standalone app dedicated to commerce. More on this [here](#).

What Snap brings to the table is perhaps the most powerful weapon yet: Amazon, an online juggernaut expected to capture almost half of all U.S. eCommerce transactions this year, according to eMarketer. Essentially, Snap is bringing an 800-pound gorilla to the dog-run.

One of the hardest parts of visual commerce is connecting the database of visual identifiers with a large enough catalog of products to match them at scale, not to mention the ability to fulfill on the promise of actually being able to purchase. In addition, there is the added difficulty of serving up a suitable recommendation for a similar product if there isn't an exact match. Amazon solves all of these problems for Snap, even if clicking out of the Snapchat app isn't quite the elegant integrated user experience one might hope for (yet).



"We'll be rolling it out slowly, but we wanted to announce it to everyone at the same time...Snapchat has always been the fastest way to communicate, and now it's the fastest way to shop!"

- SNAPCHAT

What marketers should know

1. Opportunity will be slow, but hopefully, steady: By positioning this as a test, Snap is slow walking the potential impact this new function could have. After all, every user in the U.S., Snapchat's biggest install base, will be able to use this in the coming weeks. Still, commerce and visual search have both been slow to take hold on other mobile platforms – will Snapchat users take the plunge assuming the actual technology powering the camera is able to deliver?

The evidence suggests that this could be a success – Amazon has seen bar code searches in their own app work well – so well that brick and mortar retailers have complained how easy it makes mobile comparison shopping from within their own walls.

2. Potential growth of Snap's user base: The behavior also tracks with more casual use of the Snapchat (and other) mobile cameras to capture products in the real world either for further research or to send to a partner or spouse ("is this the coffee you like?") This is a potentially neat way to incorporate commerce into a popular and hard to penetrate space for brands on Snapchat, i.e. 1-1 messaging.

3. Probability of Amazon enhancing its audience insights: In addition to the product-centric commerce trends Amazon collects at a greater scale than anyone, anywhere, Amazon may have another interesting layer of data to further round out each one of their profiles should Snap pass through attributes useful for modeling within the social commerce space. This could allow Amazon to keep up with user-action trends being captured by Instagram/Facebook.

4. Potential to imagine a co-selling opportunity for Amazon to extend sponsored product ads into Snapchat recommendations: To that point, another angle to view the announcement is as an initial foray into Amazon expanding product cards beyond the gates of their own properties. There isn't anything to suggest that this partnership is a long-term exclusive one – perhaps the true test is Amazon exploring the efficacy of expanding its e-commerce tentacles to other platforms with even greater reach.

5. Visual search is going to be a critical component of the Consumer Journey: While paid advertising isn't yet in the offering, brands do have some considerations as the age of visual commerce looms closer. Uniformity in product packaging across brands' SKUs and distinctiveness in product design will clearly become important drivers in the ability to rank well in a visual universe.

Read more:

[Snap: Introducing Visual Search](#)

[Snapchat, Amazon team up to form mobile-commerce power duo](#)

[Wavemaker Strategic Spotlight: Visual Search \(July 2018\)](#)



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