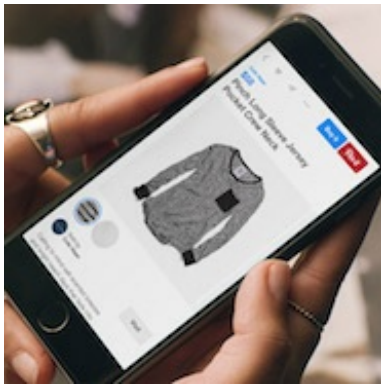


MOBILE

Neiman Marcus, Nordstrom launch Pinterest commerce to capture impulse sales

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Buyable Pins

By SARAH JONES

Department store chains Neiman Marcus and Nordstrom are expanding their mobile commerce capabilities as launch partners for Pinterest's upcoming Buyable Pins feature.

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Available for iPhone and iPad, Buyable Pins enables consumers to purchase items they admire without leaving the Pinterest application. This enables brands to generate sales as their followers are engaging and discovering pins on the app.

"At Neiman Marcus, we pride ourselves on offering exceptional merchandise and extraordinary service," said Natalie Bowman, vice president of media, **Neiman Marcus Group Services**, Dallas. "Pinterest is the perfect visual playground, it's a place where the Neiman Marcus shopper can create her own personal look book, where she can mix and match designers and make purchasing decisions that she can now act on quickly.

"Neiman Marcus is focused on giving our customer a seamless & delightful shopping experience," she said. "The Buy It button allows our customer to purchase a product right at the point in time when he or she discovers and is inspired by a look.

"We believe this will make her shopping experience feel serendipitous and seamless."

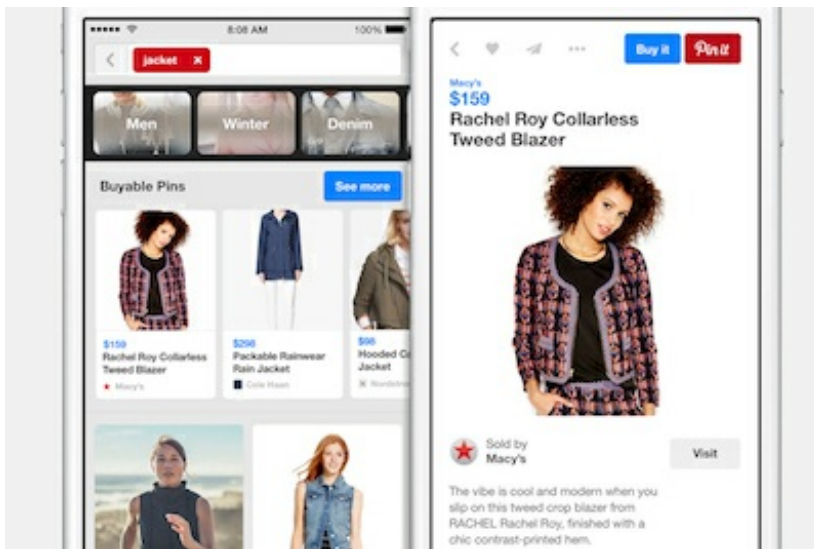
Tap to buy

Pinterest's new Buyable Pins, officially announced June 2, are launching soon. At first they will just be available for the U.S. market.

"People on Pinterest are discovering things they want for their futures," said Mike Mayzel, spokesperson for [Pinterest](#), San Francisco. "It's a big reason why people pin."

"In fact, according to new research from Millward Brown, 93 percent of active pinners said they use Pinterest to plan for purchases and 87 percent said they've purchased something because of Pinterest," he said. "People are actively planning their futures and brands are a key part of this process. Two-thirds of all content on Pinterest is from business sites including brands, publishers and bloggers."

Products that are shoppable will be marked with a blue price. Consumers can filter products by price tag and can swipe through color options to find the exact item they are looking for.



Screenshot of Buyable Pin

Consumers can discover Buyable Pins through the same recommendation technology used for Pinterest, seeing them on their home feed, search, category feed and boards. Pinterest is also creating new search filters that will help consumers find products by price or color.

Pinterest is working with Apple Pay and payment processors Stripe and Braintree to develop a secure ecommerce platform that protects consumer credit data. The company has created the mobile commerce processing so that it does not touch credit card data.

The social platform is not taking a commission on sales, and brands will still handle their own shipping and handling and customer service.

Embedded Video: <https://www.youtube.com/embed/4-GpAtiSX7o>

Introducing Buyable Pins

"Historically, getting sales from mobile devices hasn't always been easy, but Buyable Pins are native to the experience and simple so they will help drive more sales," Mr. Mayzel said. "Buyable Pins are a simple, secure, made-for-mobile checkout experience that drive these sales, all for free."

"With Buyable Pins, businesses will get in front of new customers. Once integrated, all existing product Pins will become buyable, opening up more opportunities for discovery and purchase," he said. "In addition, merchants using Buyable Pins will continue to own the relationship with the customer, from fulfillment through customer service."

In addition to the retailer launch partners, Pinterest is working with ecommerce platforms Demandware and Shopify. Those brands currently using either of the platforms to power their ecommerce can easily add Buyable Pins.

Pinterest is currently limiting Buyable Pins to these providers, but other brands or platforms can enter a waiting list to be notified when they become available more widely.

"We are fortunate to have over 4.4 million Nordstrom followers on Pinterest and everyday they are actively pinning, saving and sharing the products they find most relevant," said Dan Evans, Jr., spokesperson for [Nordstrom](#), Seattle. "Pinterest says that approximately 80 percent of their usage is on mobile devices we hope by enabling the buyable Pin we can make the shopping experience more seamless and a new way for us to serve customers on their terms."

"Our customer strategy is squarely focused on serving customers on their terms and linking our business through service, product and capabilities," he said. "We hope this enables our fans on Pinterest to shop where and when they like to shop."

Mobile shopping

Both Neiman Marcus and Nordstrom have worked to enable mobile commerce across platforms and channels.

"The Neiman Marcus shopper leads a very busy life and her mobile device is her command center," Ms. Bowman said. "More and more, she is making purchasing decisions and taking action on those choices through her mobile device. We want to be wherever we can be of most service to her."

In addition to mobile apps and mobile sites, the retailers have launched social media commerce through Instagram.

Nordstrom worked with social media agency Curalate to be the first to use its Like2Buy platform, which houses Instagram photos that link directly to a brand's existing ecommerce site. Instagram provides high engagement but has proved an obstacle for linking to purchase options, so this solution could give marketers a way to generate business from the social platform ([see story](#)).

Neiman Marcus just launched a similar Instagram program with platform LiketoKnow.it.

The retailer also updated its mobile application to provide a quick and easy shopping

option for consumers through a new “Snap. Find. Shop.” feature. Neiman Marcus paired with mobile visual search firm Slyce to create a shopping feature that allows consumers to snap a photo of an item they like and have the app find a similar item sold by the retailer ([see story](#)).

Neiman Marcus Group is also giving consumers a new way to pay with the launch of a brand-specific mobile wallet created with Capital One which enables consumers to store credit card information within its application for iPhone, allowing them to use their phone’s screen as a form of payment when in-store ([see story](#)).

Meanwhile, Nordstrom is expanding its mobile commerce capabilities with a new feature that enables shopping via text message. The retailer's TextStyle allows for a secure, one-to-one buying experience between a consumer and a sales associate ([see story](#)).

"Many customers have told us that mobile is their preferred way to communicate and we want to develop the capabilities, such as TextStyle, Like2Buy or Pinterest Buyable Pins, that deliver an experience they are familiar with and desire," Mr. Evans said.

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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