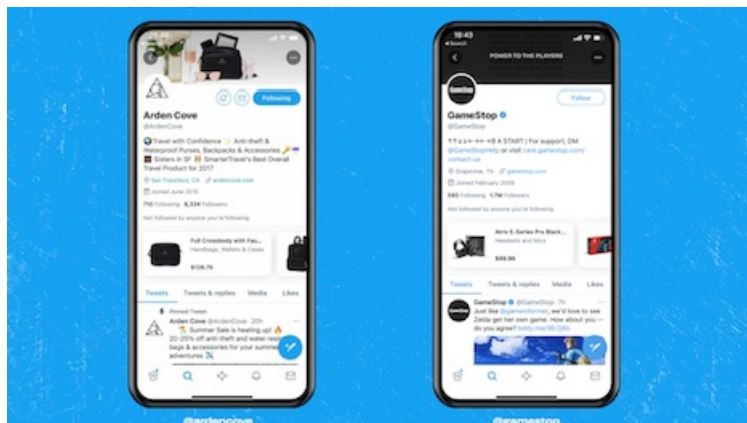


SOFTWARE AND TECHNOLOGY

## Twitter begins testing in-app shop feature

July 29, 2021



Shop Module will allow brands to showcase products on their profile. Image credit: Twitter

By LUXURY DAILY NEWS SERVICE

Social media platform Twitter has launched a pilot of the Shop Module, a feature that will allow the company to explore how shoppable profiles can create pathways from product discovery to purchase.

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The Shop Module is a dedicated space at the top of a profile where businesses can showcase their products. When users visit a profile with the Shop Module enabled, they can scroll through the carousel of products and tap through on a single product to learn more and purchase without having to leave Twitter.

### Shop Module

The platform is currently in beta-testing with a small group of brands in the United States, so people in the U.S. who use Twitter in English on iOS devices will be able to see the Shop Module.

With this pilot, Twitter will be able to explore how its engaged and responsive audience reacts to products that are emotionally charged or that provide lasting impact. Fundamentally, it will give the company a chance to learn about which shopping experiences people prefer on Twitter.

Like our new look? Today we're launching an exciting test of a new profile type called Professional Profiles! [pic.twitter.com/fAnzzMN1tL](https://pic.twitter.com/fAnzzMN1tL)

Twitter Business (@TwitterBusiness) April 21, 2021

As it collects data, Twitter hopes to create deeper partnerships with businesses that reflect those they are building for with a new Merchant Advisory Board. The board will consist of brands that have established themselves as best-in-class examples of merchants on Twitter.

With their partnership, Twitter hopes to more easily address the needs of businesses of any size or vertical in its product innovation.

While the Shop Module is a step in supporting shopping on Twitter, it also builds upon its efforts around

Professional Profiles, which the platform introduced earlier this year. With modular components for Professional Profiles, businesses around the world will have access to customized profiles with features intended to help drive engagement and business outcomes.

In June, Twitter launched its first subscription service, offering features meant to enhance the user experience. With a monthly fee, a Twitter Blue subscription gives users bookmark folders, an undo tweet option and a reader mode ([see story](#)).

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