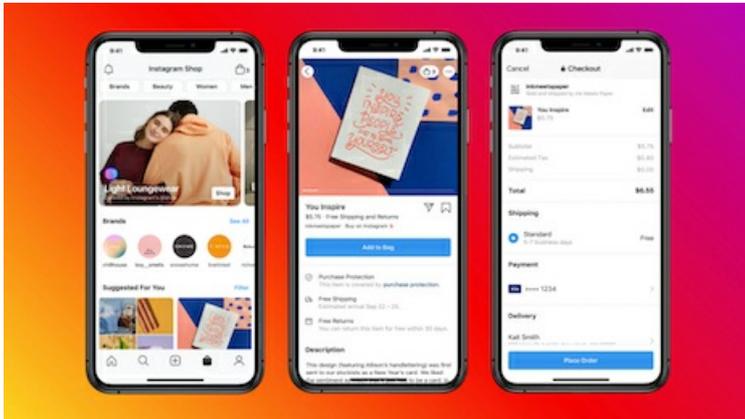


SOFTWARE AND TECHNOLOGY

Instagram tests ads in shop feature

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As ecommerce continues to grow, social media platforms are shifting toward commerce-driven strategies. Image credit: Instagram

By LUXURY DAILY NEWS SERVICE

Social media platform Instagram has begun testing advertising with its in-app shop function.

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Beginning this week in the United States, the Facebook-owned platform is testing paid advertising placements in Shops, the app's ecommerce function. Test partners **reportedly** include LVMH's Fenty Beauty, among others.

Social advertising

The announcement indicates that Instagram is another step closer to becoming an ecommerce platform.

In May 2020, Facebook introduced "Shop," a tool to help small businesses sell directly from the social marketing platform. Facebook Shops lets small businesses set up a single online store accessible on both Facebook and Instagram, free of charge (**see story**).



Facebook introduced "Shop" to Instagram users and brands in early 2020. Image credit: Instagram

Instagram's new advertising addition will allow brands to purchase space in Instagram's Shop tab, a feature that encourages users to make purchases without having to leave the app.

The new advertising addition also pushes Instagram one step ahead of its competitors within the rapidly accelerating social shopping space.

Last month, social media platform Snap Inc. partnered with Southern California-based online retailer Verishop to launch Verishop Mini. The new curated shopping experience, which lives exclusively within the Snapchat app, allows users to discover and shop fashion and beauty products without leaving the app.

Verishop Mini, which is accessible through Snapchat's rocket icon within chat and search, will feature a rotating selection of cult-favorite fashion labels ([see story](#)).

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