

SOFTWARE AND TECHNOLOGY

Yahoo! integrates new ecommerce capabilities

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Yahoo! has tapped MikMak to elevate its ecommerce and metrics capabilities. Image credit: Yahoo!

By LUXURY DAILY NEWS SERVICE

Web services provider Yahoo! is partnering with ecommerce platform **MikMak** to expand its ecommerce services, including new add-to-cart functionality.

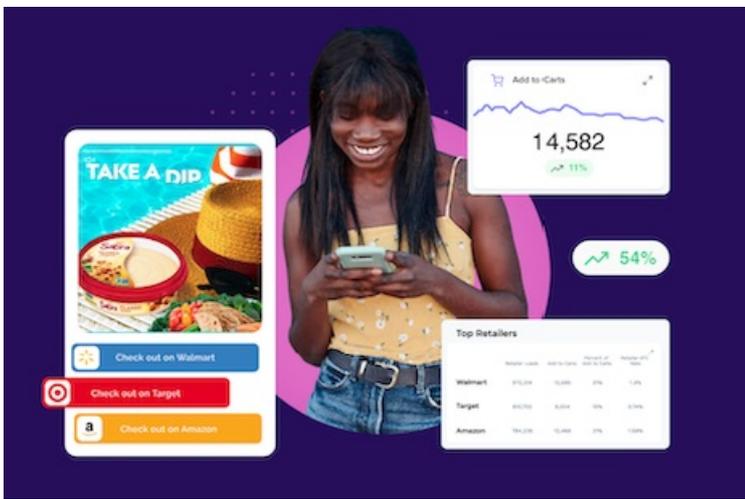
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With the growing ecommerce space, Yahoo! is looking to provide a more dynamic, personalized shopping experience for its users, and, in turn, deliver consumer analytics to advertisers. Brands can now offer a multi-retailer checkout experience from an advertisement, allowing consumers to make a purchase from their preferred retailer.

"As the ecommerce space continues to see significant growth, it's important for brands to reach their target audiences, wherever they are," said Adam Russack, director of partnerships at MikMak, in a statement. "We're thrilled to partner with Yahoo! to help CPG brands enable innovative ecommerce opportunities across premium inventory."

Ecommerce persists

Through this partnership, consumers may enjoy an interactive shopping experience, while brands may use MikMak Insights to understand the effectiveness of a campaign.



MikMak is aiming to enhance Yahoo!'s consumer metrics insights for advertisers. Image credit: MikMak

Additionally, advertisers will be able to track activity across major online retailers using metrics such as add-to-cart rate, retailer sales, product interest and category benchmarks.

This partnership is a continuation of Yahoo!'s strategic investments in the ecommerce sector. Most recently, Yahoo! launched a partnership with Shopify, enabling businesses to expand their reach in environments such as Yahoo! Finance, TechCrunch, AOL and more.

While bricks-and-mortar are starting to reopen, showing signs of recovery, ecommerce is still expected to account for 25 percent of all retail sales by 2025.

According to Mastercard's "Retail Trends of 2022" [report](#), more consumers are gravitating towards online marketplaces because of the added flexibility. Retailers will also have to adapt to other residual effects of COVID, including ongoing supply chain issues, new payment methods and demand for sustainability ([see story](#)).