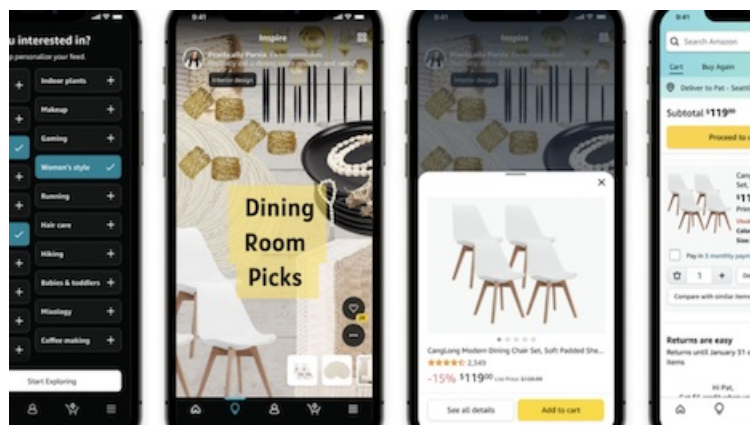


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## Amazon apes TikTok with new Inspire social platform

December 12, 2022



Amazon's Inspire platform engages customers, taking inspiration from TikTok. Image credit: TikTok

By LUXURY DAILY NEWS SERVICE

Amazon's new Inspire platform is reminiscent of popular social media brand TikTok, providing a visual scrolling experience for customers to pick products.

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The platform will be available to some United States-based consumers this month, and to the rest of the country in upcoming months. This is a major upgrade for the globe's biggest ecommerce service, having been known for its traditional shopping catalog.

"We invent every day to make shopping easy and fun," said Oliver Messenger, director of Amazon Shopping, in a statement.

"Inspire is our new shopping experience that connects Amazon customers with shoppable content created by other customers, the latest influencers and a wide range of brands," he said.

"In just a few taps, customers can discover new products or get inspiration on what to buy, all tailored to their interests, and then shop for those items on Amazon."

Shop till you drop

The brand's long-time experience has been that of pictures and descriptions, like most catalogs in the past. This is a move towards the future of shopping, which is a more engaging experience for the consumer.

This move will allow customers to explore new items, rather than using the site to find items of which they are already aware.

In essence, **Amazon** will become a product discovery site, rather than a search tool for those who know what they want to buy from it.

Inspire will work largely like a social media site, working to keep customers on there for as long as possible through engaging content.

This will be a contrast to past purchasing practices from Amazon customers, as more than 25 percent of checkouts

on the traditional site took less than three minutes.

Remedies for this briefness have not always been successful in the past within the U.S., but the social commerce solution has been well integrated into the Chinese market for a while now.

Amazon has tried imitating social media platforms previously, such as its attempts at copying Pinterest's format. It came out with the Interesting Finds tool, and when it did not show success in 2013, new versions were formed such as Amazon Collections and Amazon Stream.

The company has also tried to imitate YouTube with its Amazon Live platform for video uploading, and Instagram with Amazon Spark, which was retired in 2019 after little success.

Elsewhere on the site, Amazon has drawn inspiration from livestream shopping with Amazon Live and even once tried a YouTube copycat where anyone could upload videos.

TO ENSURE THAT the Inspire platform is engaging for customers, the app will offer more than 20 areas of "interest" for them to choose from, all the way from pets to makeup. This will make the feed more targeted, and show the consumer relevant content from companies, creators and fellow shoppers.

Amazon has already enlisted a number of creators to participate in Inspire through its Amazon Influencer Program that allows them to profit from resulting purchases from their content.

"My audience wants engaging videos that introduce them to new products, which is why I'm excited to use Inspire to spotlight my favorite everyday essentials with the convenience of shopping those items immediately on Amazon," said influencer Mae Badiyan in a statement.

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