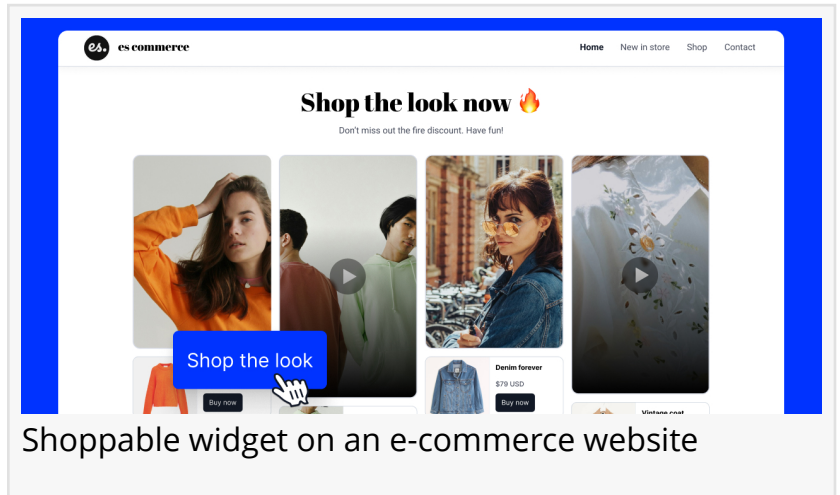


EmbedSocial Launches Shoppable Widget: Redefining E-commerce with User-Generated Content

LISBON, PORTUGAL, October 29, 2024 /EINPresswire.com/ -- [EmbedSocial](#), the leading platform for [user-generated content](#) and social commerce solutions, has launched a new tool that empowers brands to convert social media content into direct sales.

Designed to make every social post shoppable, the new [Shoppable Widget](#) allows businesses to transform visual content from various platforms into dynamic, purchasable product experiences.



Shoppable widget on an e-commerce website

With the Shoppable Widget, brands can embed customer content that mentions their products directly onto their website, turning static posts into interactive product tags.

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This launch marks a pivotal moment in social commerce, providing brands with a valuable advantage by delivering a new shopping experience consumers expect today.”

Nikola Bojkov

Every product featured on social media is instantly available for purchase on-site, eliminating friction between discovery and checkout to boost conversions.

This widget is set to redefine the future of e-commerce for brands leveraging social media.

As e-commerce evolves, brands must adapt to the reality that 79% of consumers are more likely to make a purchase after seeing a product on social media.

"With our Shoppable Widget, we empower customers to buy instantly from your website, turning their social discoveries into immediate purchases", said Nikola Bojkov, CEO of EmbedSocial.

This seamless, user-friendly experience transforms passive scrolling into active shopping, driving

conversions and significantly enhancing brand engagement. The future of e-commerce is here, and it starts with transforming social interactions into shoppable moments.

The Shoppable Widget comes with a suite of features designed to amplify social commerce:

- Instant shopping: Allow customers to browse products, view prices, and buy - all without leaving the website.
- Real-time analytics: Track key performance indicators, such as impressions and clicks, to better understand which content drives the most engagement.
- Auto-updates: With direct API integration, the widget automatically syncs new content in real-time, saving time and ensuring your website stays updated with dynamic, engaging displays.
- Visual design customization: Adjust colors, fonts, layout, and add branded elements for a cohesive look.
- Content selection and filtering: Showcase specific social posts or hashtags, and filter by date, engagement, or platform.

As social media continues to shape the e-commerce landscape, the Shoppable Widget offers brands a practical way to monetize their social presence. This immersive experience turns followers into customers, making it ideal for brands looking to maximize reach and drive sales growth.

EmbedSocial's Shoppable Widget is easy to implement and highly adaptable, making it accessible for businesses of all sizes to make their social content a powerful revenue driver.

This powerful tool transforms brand-customer interactions and positions businesses for sustained growth in the evolving e-commerce landscape.

With Shoppable Widget, the future of social commerce is no longer a vision; it's a reality ready to drive measurable results today.

Katerina Bojkov
EmbedSocial
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/755959230>

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