

See it, click it, buy it! UK tech firm, Constant Commerce, launches 'out of the box' product that makes any advert shoppable

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Constant Commerce (<http://constant.co/foodity/>) is today launching a new ad technology, which will enable brands to make their ads 'shoppable' and consumers to add to their preferred retailer's shopping basket from directly within ads on the web and on mobile phones. This is the latest example of how the company, which has seen rapid growth recently, makes it possible to capture impulse purchases from shoppers who are online, rather than in store. Constant Commerce now counts the biggest US, Australian and UK supermarkets among its customers, as well as several major global brands and publishers.

The 'shoppable' ads technology also offers another unique benefit for shoppers by remembering their preferred retailer and automatically defaulting to this whenever they want to shop in the future from online content powered by Constant Commerce, whether video, ads or apps.

The company is already trialing 'shoppable' ads for retail giants like Asda and major manufacturers like General Mills, AB InBev, Unilever and Procter & Gamble. The trial implementation of 'shoppable' ads has so far been very successful and has outperformed conventional online ads by a factor of 10 .

Constant Commerce has become the global standard for connecting lifestyle content and apps, and associated advertising, with supermarkets and general retailers. The technology, which can identify shoppable elements in six types of content, is completely seamless from a consumer perspective, making shopping at their preferred retailer simple and convenient as they take shopping inspiration from the web and on their mobile.

Johnathan Agnes, Constant Commerce co-founder, said:

"This product represents a huge opportunity for retailers and brands, which can be integrated with any kind of digital advertising. Previously, brands had to rely on shoppers remembering products when they saw an advert and purchasing them when they next shopped. With our new technology it's possible to instantly capture impulse sales. Wherever a shopper encounters shoppable products in Constant Commerce powered content, the path to purchase is now very, very short: see it, click it, buy it."

One way that brands are using this technology is by combining interactive content with shoppable capabilities. Asda (<http://www.asda.com/>), for example, has launched a series of ads that ask consumers to vote for their favourite product from a number of featured products. Having made their selection, shoppers then have the choice to directly add that item to their shopping basket directly from the advert.

Nick Bamber, Strategy, Sales and Innovation at Asda said:

"Our teams are always looking for new ways to engage with our customers to help make shopping easier, quicker, and more convenient – extending our digital advertising formats to include shoppable technology is just one of the ways we are doing this.

Constant Commerce's technology has provided us with a new way for shoppers to interact with our digital

ad and helps us make it easy for consumers to add to their basket and for brands to realise some direct ROI from their digital ads across our estate.”

Founded by Johnathan Agnes, Constant Commerce is a London-based technology provider that connects brands, publishers and retailers. Its Chairman is global brand strategist Matthew Freud and it has the backing of a team of high-profile technology entrepreneurs including Russell Buckley, who now advises the UK Government on inward investment in technology startups, Betfair founder Andrew Black and Fizzback founder Rob Keve.

About Constant Commerce

Launched in 2012, Constant Commerce’s widely adopted shoppable content platform makes content, apps and advertising shoppable across the web, on mobile, in print and on TV. Headquartered in London, Constant Commerce (formerly known as Foodity) now has offices across the world. The company creates distributed commerce tools and services for the world’s major retailers, like Walmart and Tesco, and manages shoppable content and advertising for major global brands, like Unilever and General Mills, in more than a dozen markets and in five languages.