

Top 10 features for a social commerce experience

Relative importance of social commerce features, by type of capability

Difference from average importance

- Digital Commerce Feature
- Social Commerce Feature

So what?

Basic commerce capabilities are table stakes when it comes to social commerce.

This means brands working closely with platforms and other third parties (e.g. fulfillment providers) to ensure that consumers' expectations for a convenient, simple and trusted commerce experience are met.

