

Media Release

Shopcade debuts widget to turn any site into a social shopping storefront

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Shopcade, a fast growing social shopping app for top trends and deals, just launched a contextual widget this week for publishers and bloggers to further monetise their sites.

Once embedded, the widget automatically detects the page's contents and displays a carousel of relevant products, sourced from over 100,000 of its partner brands. The external widget is ideal for bloggers and editorial sites to bring products directly to their readers and generate extra revenue when purchases are made.

A webpage discussing the latest denim trend will, for example, feature a carousel of relevant denim products from Shopcade's most trending brands, with high quality product images linking directly to a retailer site for purchase.

Shopcade is set apart from other similar services like Mulu or Skimlinks by its social component. The widget self-updates to feature socially hot products and deals. This means even a three month old article will still feature today's hottest items – good news for generation Y shoppers who are trend and deal conscious.

“Publishers and bloggers can now monetise very easily by making their content shoppable. It's a great user experience because it allows a captivated audience to read a page, then immediately go on to shop related products – earning commission for the blog or site when these products are purchased,” Shopcade's CEO, Nathalie Gaveau, said. “It's much easier to implement, and less intrusive for a site's readers because it's not distracting or irrelevant like banner ads can be.”

Available on web and mobile, Shopcade is a social shopping app dedicated to making online shopping more connected, more interactive, and more cost effective for users. Launched in November 2011, Shopcade recommends to shoppers in real-time over 100 million products from more than 100,000 brands specialising in fashion, beauty, home and tech.

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Nathalie Gaveau is available for interviews and photoshoots.

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