Snapchat Is Rolling Out 3 New Ecommerce Features

Snapchat’s busy week continued with yet more ecommerce features for advertisers and brands. After announcing a partnership with Amazon to test visual search shopping, Snapchat is debuting three new features—one was previously in testing. The first, shoppable Snap ads now called Collection Ads, officially roll out in October to every advertiser. The company also announced… https://www.adweek.com/digital/snapchat-is-rolling-out-3-new-ecommerce-features/