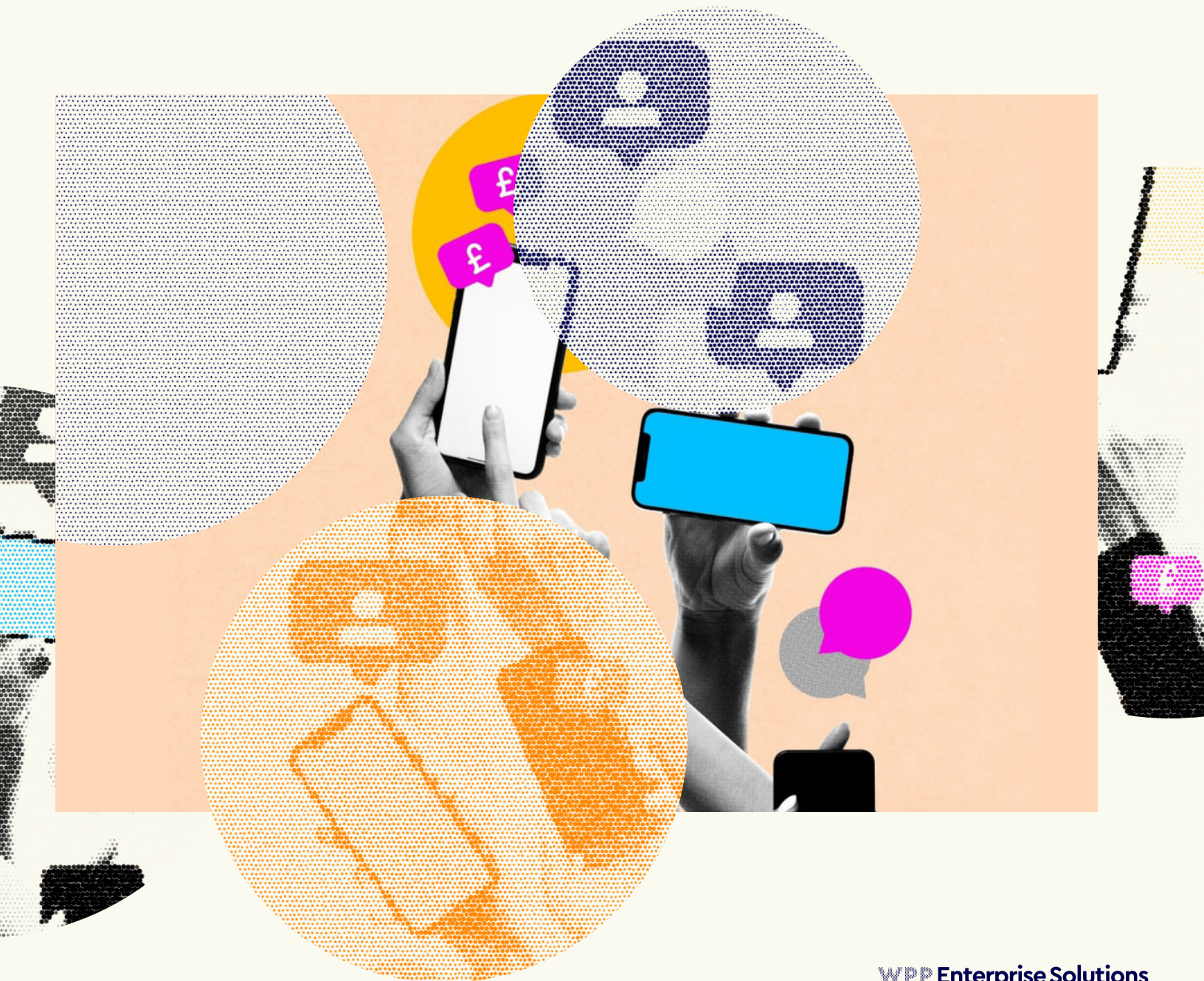


SHRINKING THE DISTANCE FROM DISCOVERY TO PURCHASE TO MAKE SOCIAL COMMERCE WORK



EXECUTIVE SUMMARY

Social commerce has moved from experiment to mainstream sales channel. With 5.4 billion social users and more than half already buying in-app, it's now a \$2 trillion market expanding 2.3x faster than digital commerce overall. In mature markets, social already accounts for 6–7% of ecommerce revenue. For enterprise leaders, the opportunity is clear—but fragmented platforms, variable checkout trust, and operational gaps still slow adoption.

WPP Enterprise Solutions helps global enterprises navigate this complexity and unlock growth by integrating technology, data, and human centered design across core functions.

This playbook provides a practical path to make social sell: systematize shoppable content, choose the right checkout, activate creators and affiliates, run livestreams that convert, and wire the data for confident optimization. It's built to deliver in weeks, not months.



Julie Austin
Senior Director of Commerce Performance



THE SOCIAL COMMERCE OPPORTUNITY: WHY ENTERPRISES CAN'T AFFORD TO WAIT



Social compresses the journey from inspiration to purchase. Shoppable content, native (or near-native) checkout, creator recommendations, and livestreams condense discovery, evaluation, and conversion into a single feed. Consumers want it that way: many prefer shorter paths, nearly half have bought after a livestream, and a large share would rather complete the transaction inside the app. With 2+ hours of daily attention already spent on social, the commercial logic is compelling.

Yet the landscape is fluid and fragmented. Facebook and Instagram remain pivotal, TikTok Shop is catalyzing growth across Western markets, and YouTube, Pinterest and emerging environments (from AR try-ons to gaming platforms) add new paths to conversion. Demographics and trust vary: some segments embrace in-app checkout; others prefer brand controlled flows. That variability is precisely what enterprise leaders must manage.

So, what's standing in the way? Execution must address trust, fit, and fundamentals. Sparse reviews, unclear service expectations, and brittle data flows create doubt. Winning brands pair authentic creator partnerships with operational excellence—clean product feeds, consistent tagging, reliable tracking, clear inventory and service updates—and adopt a test-and-learn cadence across platforms. They also get formats, checkout, creators, and trust all working in concert.

- *"As social platforms evolve into full-funnel commerce environments, brands need to stay agile without chasing every new feature. Success comes from clarity of strategy, strong foundations, and the ability to test and scale what works. That mindset has been central to how we approach social commerce."*

Sarah Cloy

Associate Director Digital & Ecommerce,
Unilever



HOW SOCIAL SELLS

Formats, checkout, creators, and trust working in concert...

Shoppable content at scale: Systematize product tagging across short-form video, reels, and pins. Use drops, exclusives, and bundles to unlock urgency without eroding trust.

Checkout your way: Offer in-app checkout where it's strong (e.g., TikTok Shop). Where segments prefer brand control, use near-native hosted checkout via Shopify for a seamless handoff.

Creators and affiliates that move product: Build programs around intent—the three C's of creator strategy: content, community, commerce—so partnerships feel natural and perform.

Livestreams that convert: Design a run-of-show that educates and entertains, with clear CTAs, inventory cues, and real-time objection handling.

Data and trust as foundations: Shopify's single data model unifies product, order, and customer information for reliable attribution and optimization. Bake trust into the experience with visible reviews, service updates, and honest stock signals to remove last-click friction.

With the mechanics understood, the next step is operationalizing them for enterprise speed and governance. Cue WPP Enterprise Solutions and Shopify.



WPP ENTERPRISE SOLUTIONS + SHOPIFY: A CONNECTED ENGINE FOR SOCIAL SELLING

WPP Enterprise Solutions and Shopify turn social into a connected commerce engine. We shorten the distance from discovery to purchase with shoppable content, creator commerce, and live shopping—then route every transaction, product, and customer back into Shopify for a single, actionable view. The result is speed to launch, clarity in data, and creative that entertains while it sells.

Translating this into practice means making formats, checkout, creators, and trust work together—and wiring the data so you can scale with confidence.

OUR APPROACH: TURNING STRATEGY INTO SYSTEMS YOU CAN SCALE

We start with a practical audit to identify the platforms, markets, and audiences most likely to convert and to benchmark against category leaders. Then we map the end-to-end journey— content to cart to confirmation—so that tagging, feeds, tracking, and service are wired correctly from day one. Your strategy playbook defines the platform mix, content formats, creator roles, KPIs, and a test-and-learn plan that scales what works and retires what doesn't.

Activation is hands-on. We stand up Meta Commerce or TikTok Shop in chosen markets, implement product feeds, curate inventory, systematize shoppable content, and govern storefronts to keep your presence clean and compliant. Execution is ongoing: trading rhythms, creative sprints, live production, affiliate operations, and reporting loops that improve performance with every flight.

To move fast and stay organized, we deliver this as a packaged program.

THE WPP ENTERPRISE SOLUTIONS × SHOPIFY SOCIAL COMMERCE ACCELERATOR

The WPP Enterprise Solutions × Shopify Social Commerce Accelerator is a sprint-based program that takes brands from audit to live social commerce in weeks, not months.

It connects platforms, creators, content, and checkout into a governed operating model, with performance flowing back into Shopify for a single view of growth.

Brands can deploy it as a fast market launch or scale it as a managed service across regions — always with speed, control, and measurable impact.

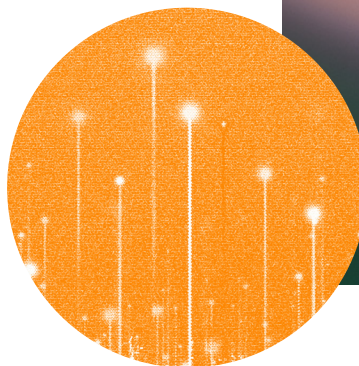
Delivered in 3–4 week sprints, the Accelerator combines proven playbooks, clear KPIs, and built-in governance so teams can move fast without introducing risk.



IMMEDIATE ACTIONS: FIVE MOVES TO UNLOCK SOCIAL COMMERCE

Practical steps you can start this quarter:

- **1. Audit and prioritize where your buyers already convert.**
Identify 1-2 platforms and segments with the highest near-term potential; benchmark competitors and set conversion targets.
- **2. Stand up a shoppable content system.**
Clean your product feeds, standardize tagging and UTMs, and create modular content templates for short-form and live formats.
- **3. Choose the right checkout path by audience.**
Offer in-app checkout where trust is high; use near-native hosted checkout via Shopify where preference favors your domain.
- **4. Build a performance-led creator/affiliate program.**
Define roles by intent (content, community, commerce), set clear compensation, and instrument SKU-level tracking.
- **5. Pilot livestream shopping with a conversion run-of-show.**
Align talent, scripts, CTAs, and inventory cues; test frequency and formats; iterate quickly based on data.





WHAT ENTERPRISES SHOULD EXPECT AND WHAT WE'VE SEEN

Clients can expect faster time-to-live on Meta and TikTok Shop; higher add-to-cart and conversion from shoppable formats; lower customer acquisition costs through creator/affiliate performance loops; and unified data that makes optimization straightforward instead of speculative. By way of example:

Made by Mitchell grew sales 106% and quadrupled TikTok followers within three months after launching TikTok Shop via Shopify.

P. Louise moved \$1.5m in a single 12-hour TikTok Live session.

If you're wondering how this applies in your category, consider a few other examples including WPP Enterprise Solutions' own recent success stories:

Beauty category, new-to-social: Launched TikTok Shop in six weeks with creator seeding and weekly lives, achieving time-to-value in the first month and sustained conversion lift across drops.

Multichannel retail, over-45 focus: Prioritized Meta with hosted checkout, prominent reviews, and service transparency, reducing drop-off while lifting conversion on higher-consideration SKUs.

Social-first challenger: Operated without a .com, using affiliate storefronts and shoppable short-form video to reach breakeven within five weeks.

WPP ENTERPRISE SOLUTIONS CLIENT SUCCESS STORIES

TikTok "Black Friday" Commerce Optimization for Bodyform

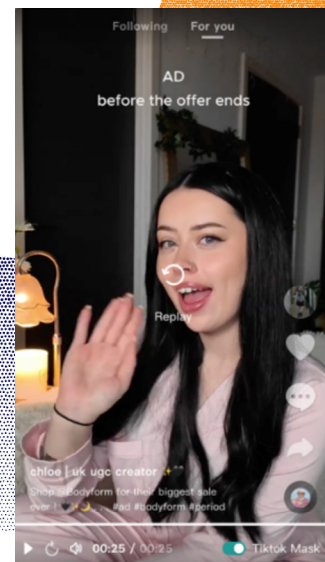
Bodyform wanted to raise awareness and drive conversions on TikTok for their 50% off, site-wide Black Friday sale.

WPP Enterprise Solutions created a campaign that optimized the brand's organic TikTok content, leveraging the credibility of UGC creators to raise awareness and produce authentic content, which was then sparked to maximize reach.

We developed an organic social playbook outlining the tactics Bodyform can use to optimize their content for commerce. In addition to overseeing the set-up and management of the UGC creator program, we led the framework, implementation and optimization of TikTok Spark Ads across the 5-week campaign.

Performance against forecasted results:

● **+7.8%** Revenue
● **+12.3%** AOV
● **+7%** Conversions



Leading CPG Proves the Power of TikTok Shop

A well-known CPG demonstrated TikTok Shop's ability to deliver both cultural impact and commercial return with an exclusive TikTok shop-only product. The results were impressive:

- Complete sellout in 24 hours
- 20 million views with +300% engagement vs. category benchmarks
- +36% higher ROAS on boosted influencer content vs. TikTok Shop benchmarks

Together, these results proved TikTok Shop as an attractive and viable option even for brands with the highest compliance and safety requirements.



● **Sellout of 5,500 units** ● **20+M views** ● **+300% engagement rate** ● **+36% higher ROAS on boosted influencer content vs. TikTok Shop benchmark** ● **All within 24 hours!**



GETTING STARTED

Practical foundations, agile delivery

We tighten the basics—clean product feeds, consistent tagging, a modular creative system, and reliable tracking—so every post has a job to do. Then we run short, platform-agnostic sprints by audience and intent, expand only where the data proves it, and build playbooks and creator operations that make wins repeatable rather than one-offs.

Your Next Steps

Get in touch for a complimentary social commerce landscape session.

We'll walk you through the path from discovery to purchase in the changing social commerce landscape for your sector.

Contact: contact@es.wpp.com

Visit: enterprisesolutions.wpp.com

ABOUT WPP ENTERPRISE SOLUTIONS

About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

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