



News

Pinterest will find you a cheaper lookalike



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wanelo.com



Yasi Reed
shoes



shop.guess.com

Babbitta Printed Pumps at Guess



Tracy Green
It's All About the Shoes



secure.justfab.com

Jazzy



Emonni
Shopping Cart



donna.nanopress.it

Tory Burch



Lori Gheorghiu
Shoegasm



thecorner.com

Mary Katrantzou x Gianvito Rossi
- Mary Katrantzou x Gianvito
Rossi Women - thecorner.com



Cora
Clodhoppers



walkup-shop.fr

Loca Lova, marque française
d'escarpins



Walk'Up Shop
Loca Lova - Escarpins

Browsing through the web has just become easier with the Pinterest button for Search Engines – any picture that you see can be saved on a dedicated board, whether it's a recipe for lunch, dressing-gown or a holiday destination. Additionally, the pin button has a magnifying glass icon, that allows you to search for similar looking items. That makes e-commerce much easier! You found your fav bag but it's too expensive? Look for alternatives on Pinterest!

The visual recognition software build in the Pinterest button can track and find similar items, based on the

design pattern, arrangement of the product, colour and additional features like fringes on a sweater. You can select the product's detail, or mark the whole item – choosing just a part of the picture, you could look for a specific feature like pattern or a heel, and by browsing the whole item, choose exact similarities. Each picture that appears is an alternative suggestion, and works perfectly in fashion – the search surprises with really close matches on the design & style.

However, there are a few disadvantages, that concern mostly the retailers. First of all, not every product is uploaded on Pinterest – not everybody has their Social Media well managed, so the search functionality might not apply to some e-stores on the web. Secondly, the sites that upload their items on Pinterest platform, often forget to pull up a price tag to the top. So basically, you see the alternative, but can't find the price right away. You have to browse the stores actual www to see the item in detail & how much it costs. This takes time to click, leave favourite Social Media channel and go wandering in the unknown store, that might just not arouse your trust. That leaves us with the third complain – some pages have not linked the image to specific subpage. This has happened really often before – when clicking on a great product, it does not redirect to e-commerce site with the exact product, and most of the times, after a click you see the main page of the store! So you begin your browsing journey once more...

Besides the annoying sellers performance on Social Media, there's also some algorithm features that need to be improved, in order to function perfectly. The recognition software is influenced too strongly by the colour, the composition of the product, original pattern. This is why the composition matters, when browsing the pictures, and colour background too. Hopefully Pinterest will improve those features in the future.