

# DELECTABLE SOCIAL

## SOCIAL-FIRST GROCERY COMMERCE THAT CONVERTS

Engage Gen Z,  
elevate short-form video engagement,  
and drive new ad revenue.



Delectable Social transforms grocery websites into dynamic engagement hubs that blend social media energy and short-form video with seamless shopping.

Shoppers can scroll, watch, and buy in one continuous journey—turning inspiration into instant action while unlocking new CPG ad revenue and deeper customer loyalty.

# Engage. Inspire. Convert.

## The Power of Social-First Grocery Commerce

Delectable Social turns everyday grocery shopping into an immersive experience that captivates customers and fuels growth. Embedded directly into your existing site and app, it merges the excitement of social media and video with the ease of online shopping—so discovery, inspiration, and purchase happen in one flow.

Retailers can feature private-label products, promote CPG partnerships, and deliver inspiration for every budget—building loyalty across both premium and price-conscious audiences. The result: a vibrant, inclusive experience that feels as fresh and dynamic as any social feed, while driving measurable engagement, sales, and ad revenue.

## Retailer ROI at a Glance



### Drive Engagement:

Short-form video and creator content boost discovery and session time.

### Expand Reach:

Built-in sharing amplifies organic traffic and brand visibility.

### Increase Conversion:

Shoppable media turns inspiration into purchase.

### Grow Private-Label Sales:

Social storytelling elevates in-house brands.

### Unlock New Revenue:

Hyper-targeted video ads create a CPG media destination.

# Core Features



## Modern Media Experience

Transform your grocery site into a next-generation social commerce platform. Vertical video browsing and shoppable recipes blend inspiration and shopping in one continuous experience.

## Creator & Community Tools

Empower associates, chefs, and influencers to publish authentic, high-impact content that builds trust and drives discovery. Shoppers can share recipes, videos, and product lists with friends—fueling organic growth and community engagement.

## Seamless Shopping Integration

Every video, recipe, or story connects directly to cart. Shoppable Social Widgets link content to your catalog for one-click add-to-cart and shareable social reach—all within your branded experience.

# The Delectable Difference

## CPG Ad Revenue Engine

Premium, hyper-targeted short-form video ads with measurable ROAS.

## Social-First by Design

Built for TikTok- and Instagram-style engagement.

Recipe & Community Sharing: Turn your site into a living food community that inspires connection.

## Content-Driven Commerce

Blend influencer content, food trends, and AI insights to keep your experience fresh and relevant.



# Bring Social Media Power to Grocery



Powered by the Delectable Agentic Experience Platform, Delectable Social connects content, creators, short-form video, and commerce—boosting engagement, retail media ROAS, and private-label growth.



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