

Pickle Launches App to Revolutionize the Ecommerce Experience

The social commerce platform provides users with the efficiency of online shopping and the social benefits of shopping in person

NEW YORK, NY. — NOVEMBER 5, 2021 — [Ninety-one percent](#) of Americans - or over 300 million people - are projected to be shopping online by 2023, but the online shopping experience has remained disconnected from the social aspects of shopping in person. Pickle, a social commerce platform that combines the efficiency of online shopping with the social benefits of shopping in real life, is addressing this gap and changing the game for online consumers across the country with the launch of their new app, where you can get real time feedback from your friends while shopping online.

“There’s a significant social element to the in-person shopping experience that has an impact on what we buy and why, but that interactivity is lost when people shop online,” said Brian McMahon, co-founder and CEO of Pickle. “We created Pickle to give people what they were missing in an online shopping environment: a sense of community and personal connectivity that makes the experience memorable.”

To support the trend in social commerce and enhance the user experience, Pickle’s app features include the ability to:

- Save and organize product links from multiple brands and build wish lists in organized collections, called Pickle Jars
- Bring your shopping buddies online and have them weigh in on potential purchases in real time
- Connect with and source opinions from others in communities specifically built around your style preferences
- Browse Pickle Jars created by your friends or favorite influencers for style inspiration and shopping ideas

For more information or to download the app, visit <https://www.picklepoll.com/>

About Pickle

Pickle is a social commerce platform that aims to combine the efficiency of online shopping with the social benefits of shopping in real life. When shopping in person, people are able to get quick feedback from their friends and in-store experts, and Pickle was founded with the idea that shoppers shouldn’t have to miss out on these perks while online shopping. Pickle also acts as a universal shopping cart, eliminating the need to save shopping carts across different apps and web-browsers through the use of Pickle Jars, where you can save, share and get feedback on saved items through polling and chat features. For more information, visit <https://www.picklepoll.com/>

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