

SHOPPABLE MEDIA

SOCIAL ATTENTION IS NOT ENOUGH. CONVERT IT.



Wayvia Shoppable Media helps brands capture purchase intent inside the social experience and turn engagement into measurable commerce outcomes.

The Problem

Social platforms have become commerce surfaces. But social attention does not automatically translate into confidence in social commerce outcomes. Brands are investing heavily in social, in content, in creators, in paid media, without a reliable way to capture the intent those investments generate. The result: spend goes up, attribution gets harder, and the connection between social engagement and actual revenue stays broken.

The Wayvia Solution

Wayvia guides social commerce execution so brands can capture purchase intent inside the experience, reducing reliance on fragile attribution and connecting social engagement directly to commerce outcomes. Starting with Meta, the most mature social commerce surface available today, Wayvia's shoppable solutions are built to extend as other platforms enable native commerce experiences.

What Wayvia Shoppable Media Delivers

Where to Buy

Route shoppers to the right retailer from any digital surface

Meta Integration

Enable shoppable ads and native checkout within Meta platforms

Social Commerce Routing

Connect TikTok, Pinterest, and emerging platforms to purchase

Attribution & Analytics

Measure what's actually driving commerce outcomes across channels

First-Party Data Capture

Turn shoppable interactions into owned audience signals

The Outcome

Convert social engagement into measurable commerce outcomes, with the infrastructure to scale as social commerce evolves beyond Meta.

Wayvia POV: "Meta is the most mature social commerce surface today, but not the only one. Wayvia is platform-aware, not platform-dependent. We build for shopper behavior, not just integrations."

[Connect with your CSM to explore Meta Integration](#)