

Social feed shows friends' purchases



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Sites such as [Pickie](#) have already leveraged friends' Facebook likes to create a catalog of recommended products for consumers. Gathering data on actual buying behavior, [Mine](#) is a Twitter-like social network that shows contacts' recent purchases rather than tweets.

Created by former Twitter Product Marketing Manager, Pierre Legrain, the site gives users their own profile, which upon signup requests permission to access their Amazon, iTunes, Etsy or Zappos account history. Users can then prune the items they don't want showing on their public feed before going live. Whenever they buy something in the future, a notification will ask them if they want to publish the purchase. Much like Twitter, Mine enables users to follow each other, 'heart' purchases and make comments, as well as presenting a feed of the items bought by those they are following. Each item also includes a link to the original product, directly linking consumers to the places they can buy the things they like.

Mine consolidates and makes public online purchase histories, helping make the shopping experience even more social. Is this a sign of things to come?

Website: www.getmine.com

Contact: contact@getmine.com

Spotted by: Lily Dixon