

Shopify adds 'buy now' button for Twitter users

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Twitter users soon will be able to shop with a new "Buy Now" button from the e-commerce company Shopify.

Shopify says it is starting a partnership with Twitter that will allow U.S.-based businesses to sell products directly on the social media website. Any product tweeted from a merchant's store will include the buy button that allows customers to make a purchase within their Twitter timeline.

Canada-based Shopify has introduced similar buttons for Pinterest and Facebook.

Shopify Inc. works with merchants who want to offer their own online checkout services, providing a platform for small- and mid-size businesses that sell [products](#) online. Clients can use Shopify's software to handle sales made through mobile phones, the Web, and other means.

The company held an [initial public offering](#) of stock in May.

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