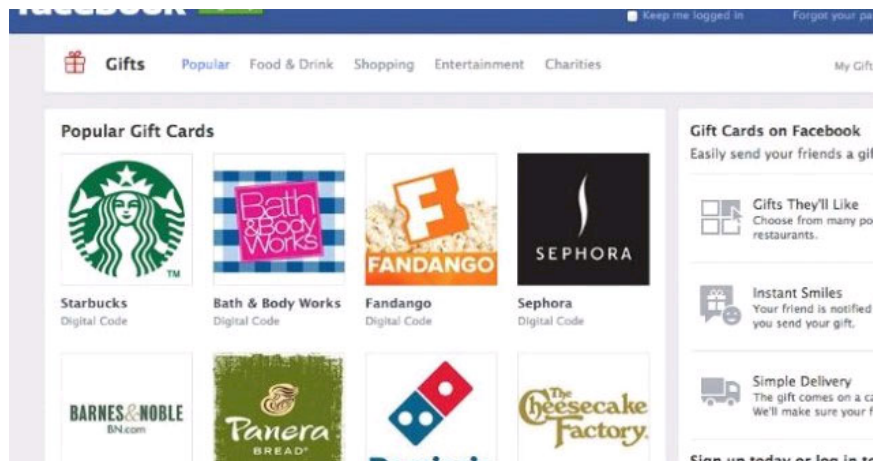


Facebook launched Gifts on August 12, focusing on Buy button

Facebook has just confirmed the closing of the Gifts service on August 12 to focus more on other e-commerce features.

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Gifts is known as a service that allows users to buy digital gift cards from a variety of shopping sites like *Starbucks*, *Best Buy* or *Gap*. This service was first launched by Facebook in 2012 with the aim of buying things like socks, toys. before expanding the service with the addition of digital gift cards.

Closing *Gifts* will help Facebook focus its resources on many other e-commerce services, including last week's Buy button, which allows users to buy from companies with one click. unique without having to exit the site.

In a statement released on July 29, Facebook said it would use its experiences with *Gifts* to find ways to help businesses and developers sell on the web, mobile and directly on. Facebook in a better way.

Also according to Facebook, users own Gifts gift cards can still use it to shop after August 12.

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