

# Creator Social Commerce Survey 2024

## WHAT 500+ US CREATORS THINK ABOUT SOCIAL COMMERCE

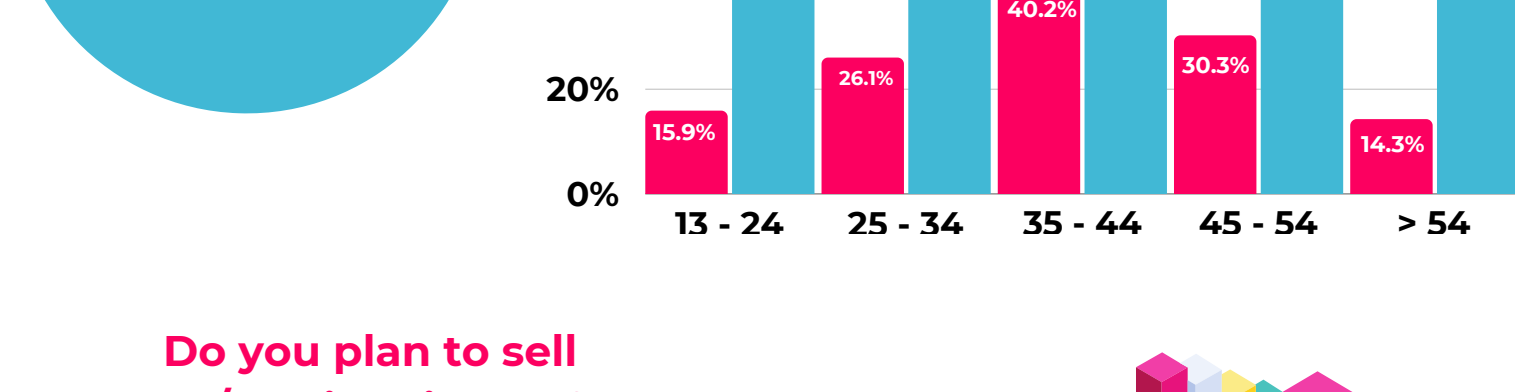


### What is Social Commerce?

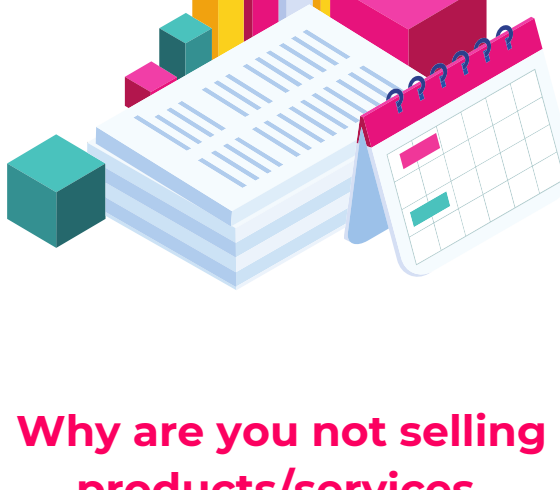
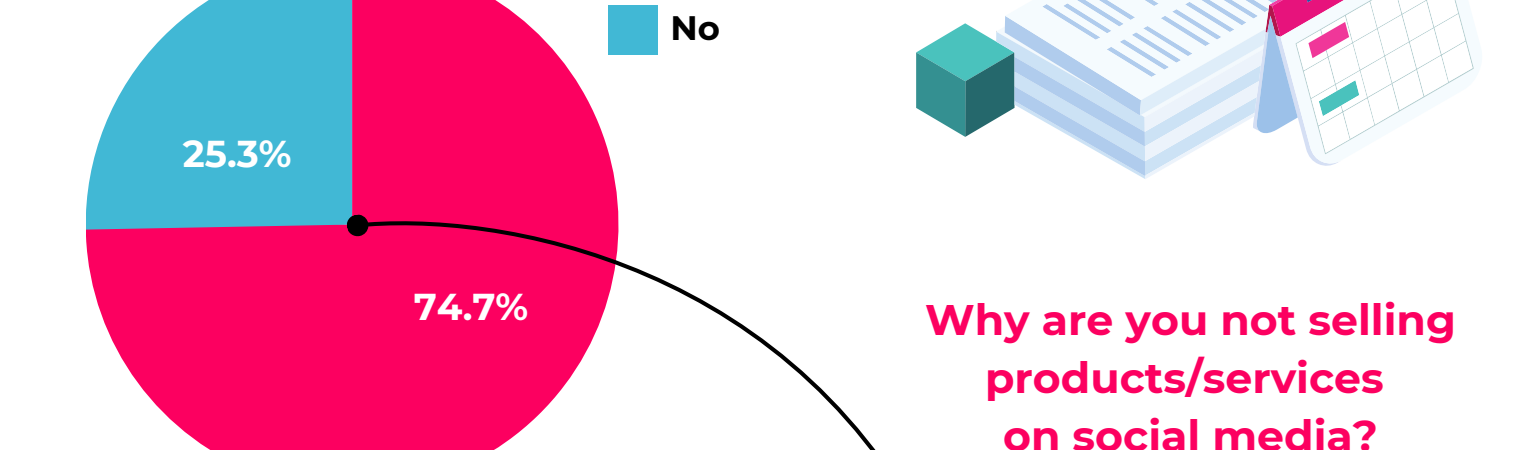
Social commerce is a subset of e-commerce, where social media platforms are used to promote and sell products or services directly. It combines online shopping with social networking, leveraging user recommendations, reviews, and social interactions to drive sales and enhance the shopping experience.

The data we are presenting was obtained from influencers.club and pertains to U.S.-based content creators on TikTok, YouTube, and Instagram with an average of 186k followers, with 90% falling in the age range of 18-44.

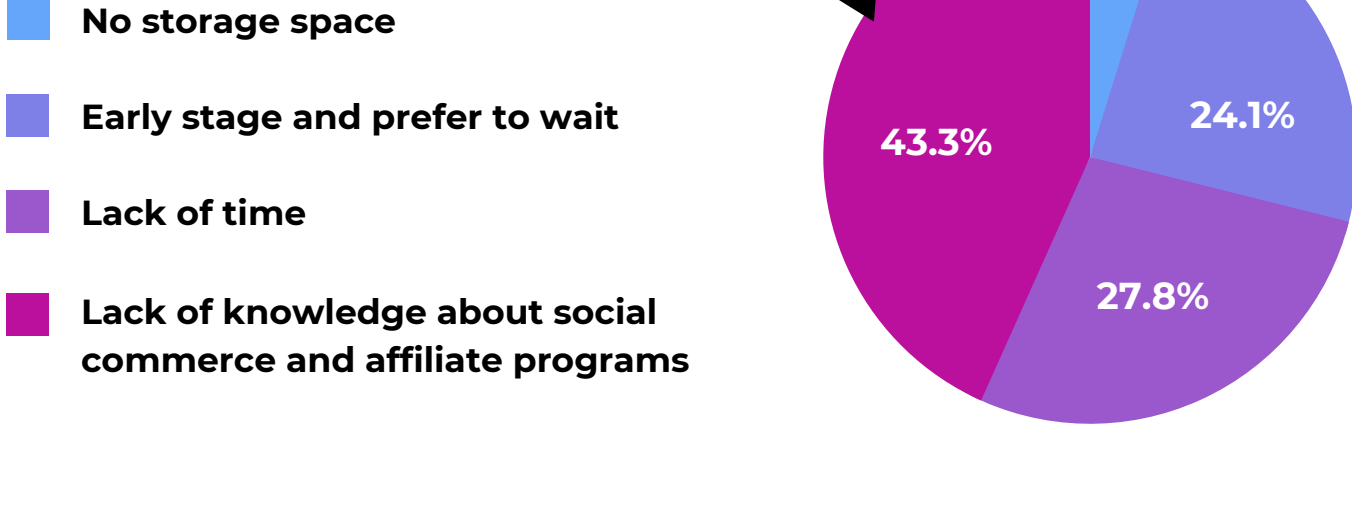
### Do you actively sell products/services via social commerce?



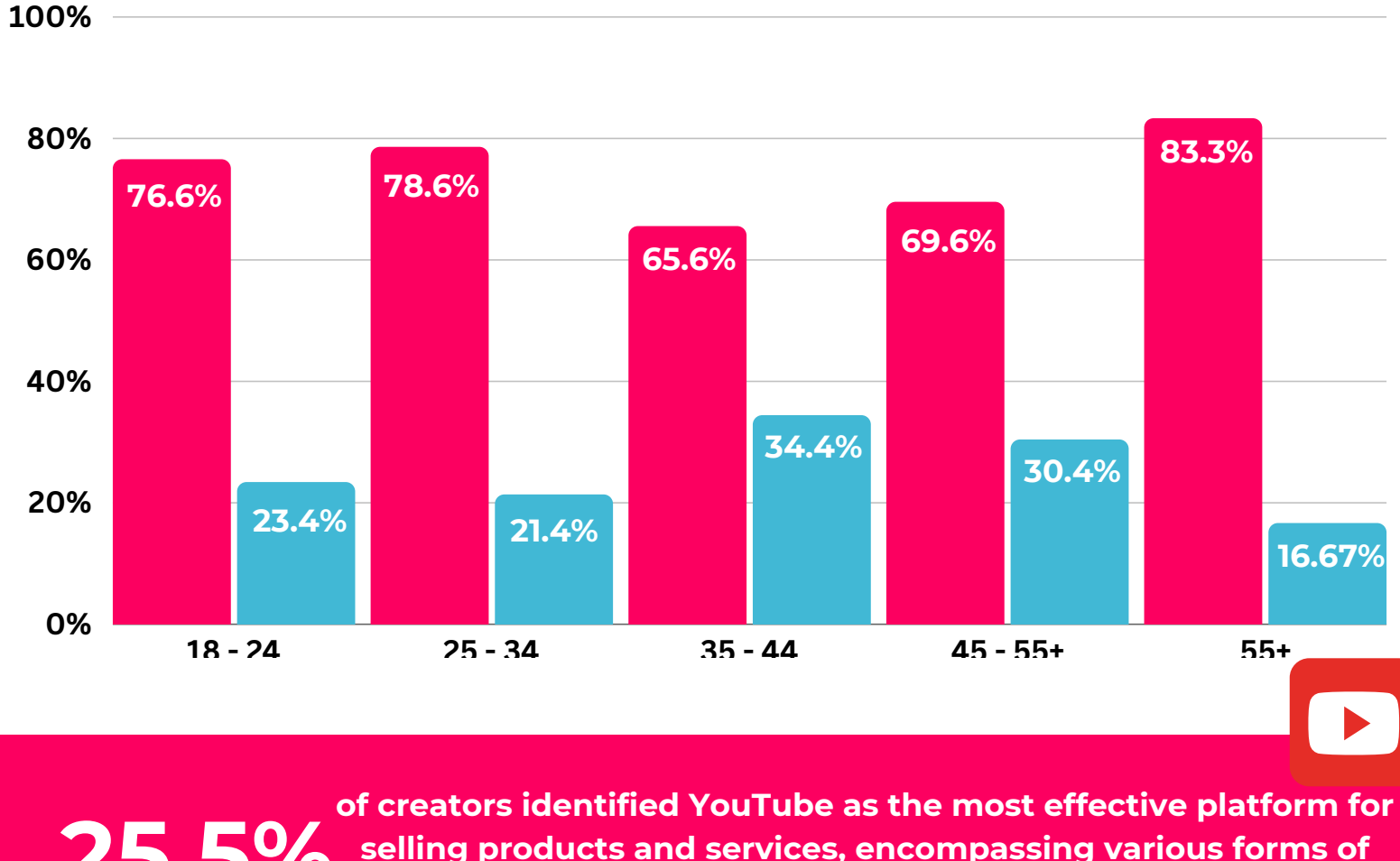
### Do you plan to sell products/services in the future?



### Why are you not selling products/services on social media?



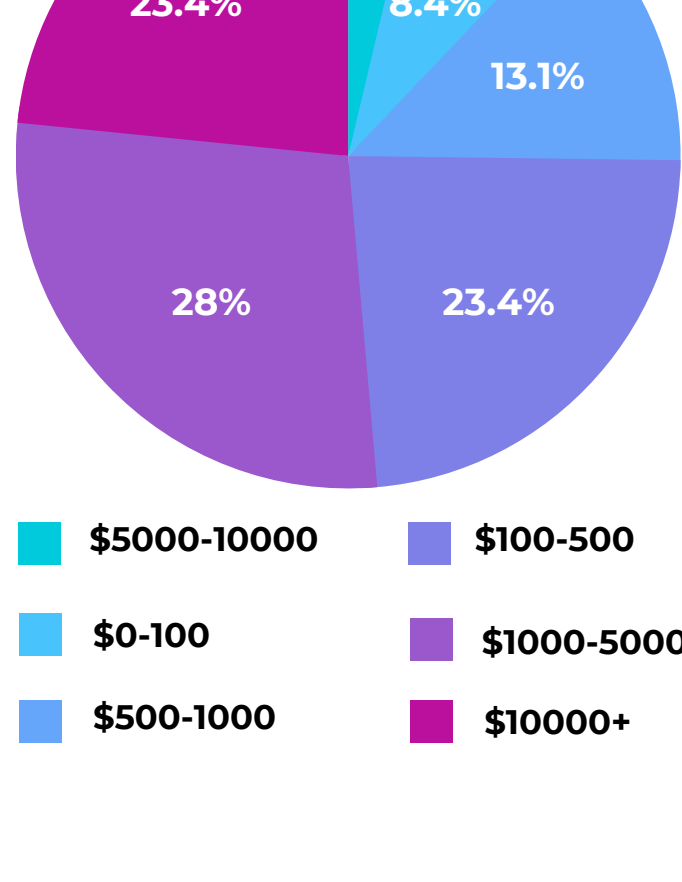
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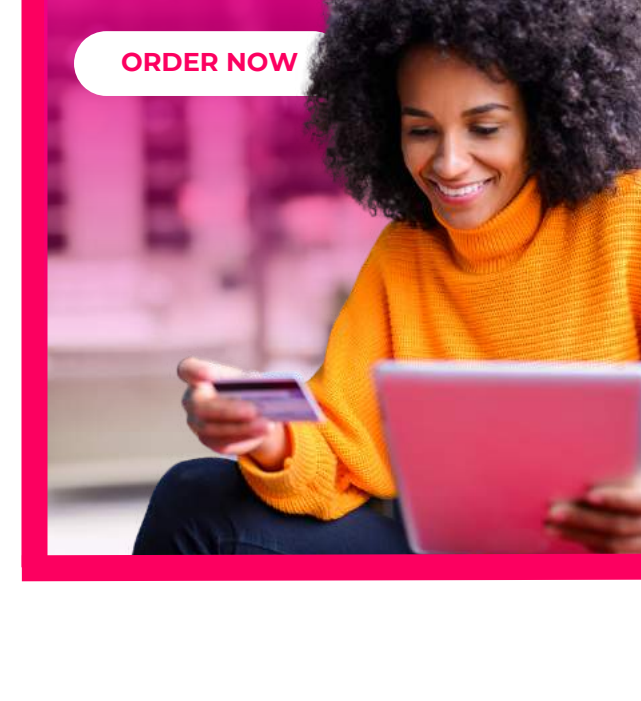
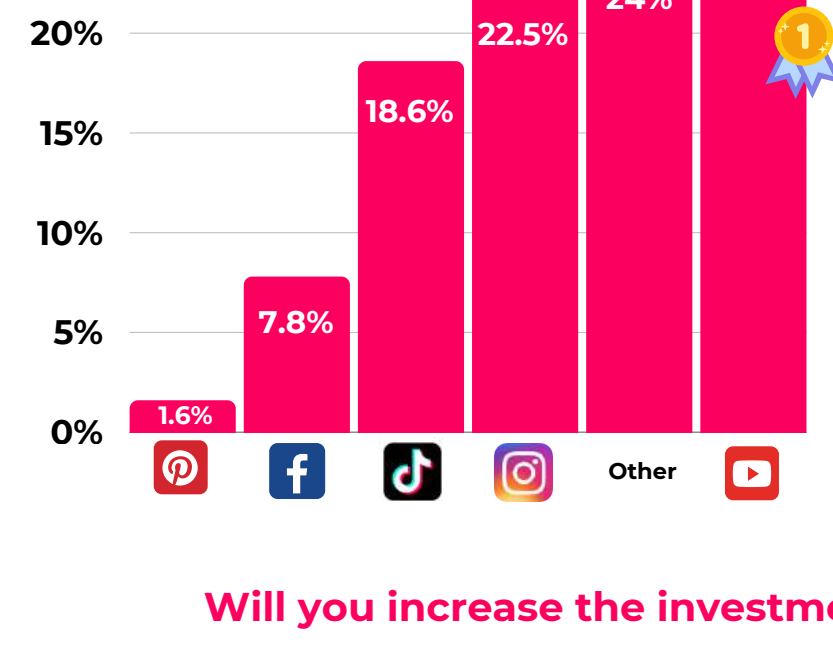
**25.5%** of creators identified YouTube as the most effective platform for selling products and services, encompassing various forms of commerce, not limited to pure social commerce.



### How much did you earn in the past year thanks to social commerce via affiliate programs (Not a fixed brand deal)?\*



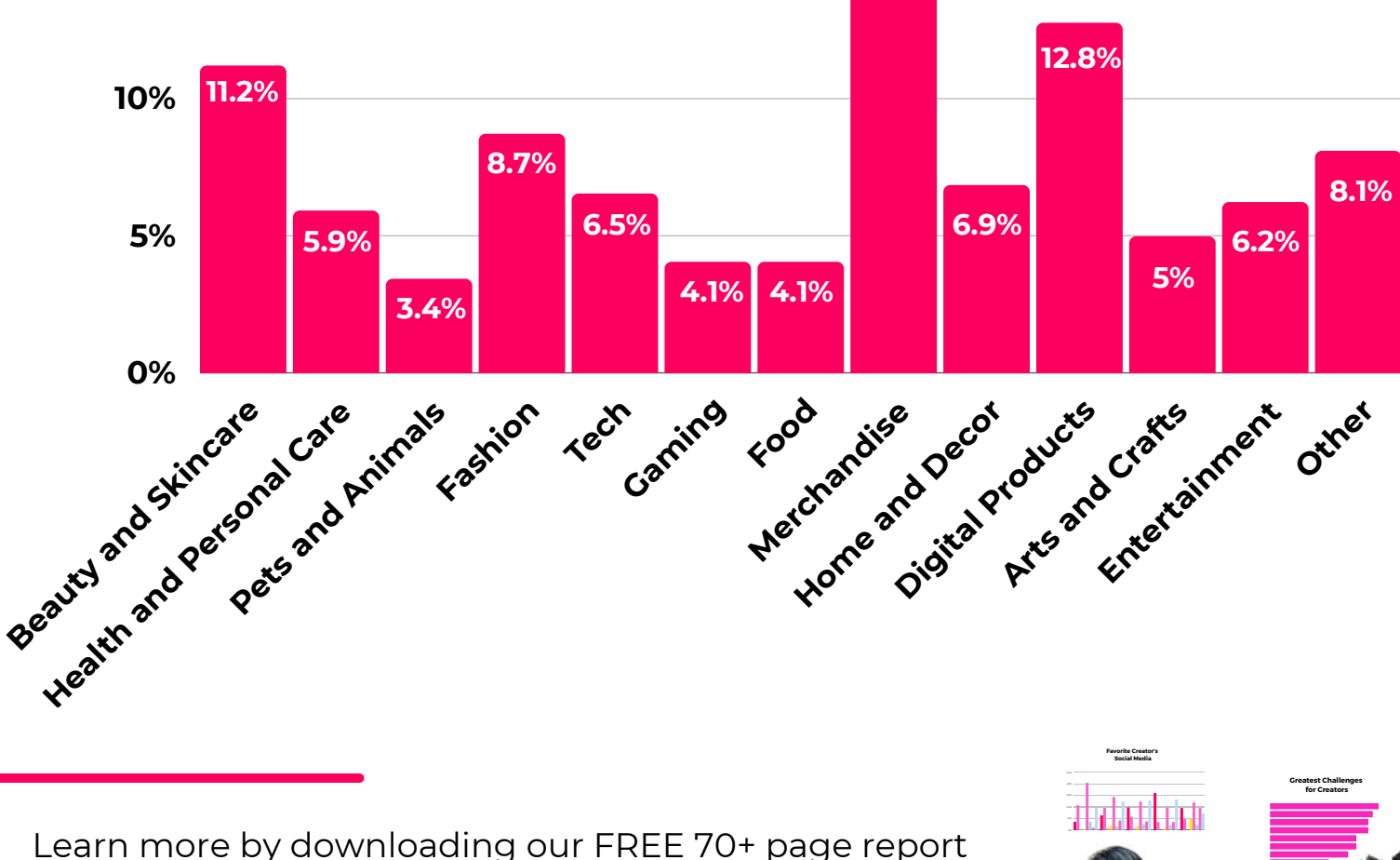
### What platform have you found to be most effective for selling products/services? Encompassing various forms of commerce, not limited to pure social commerce



### Will you increase the investment in social commerce in the future?



### What types of products are you selling?



Learn more by downloading our FREE 70+ page report that includes: The Social Commerce Landscape, Apps, Platforms, Exclusive Quotes, and much more.

## DOWNLOAD OUR SOCIAL COMMERCE 2024 REPORT

From insights shared by industry experts to an analysis of the social commerce landscape, including top platforms, tools, and upcoming trends. Download at: <https://bit.ly/SOCC2024>

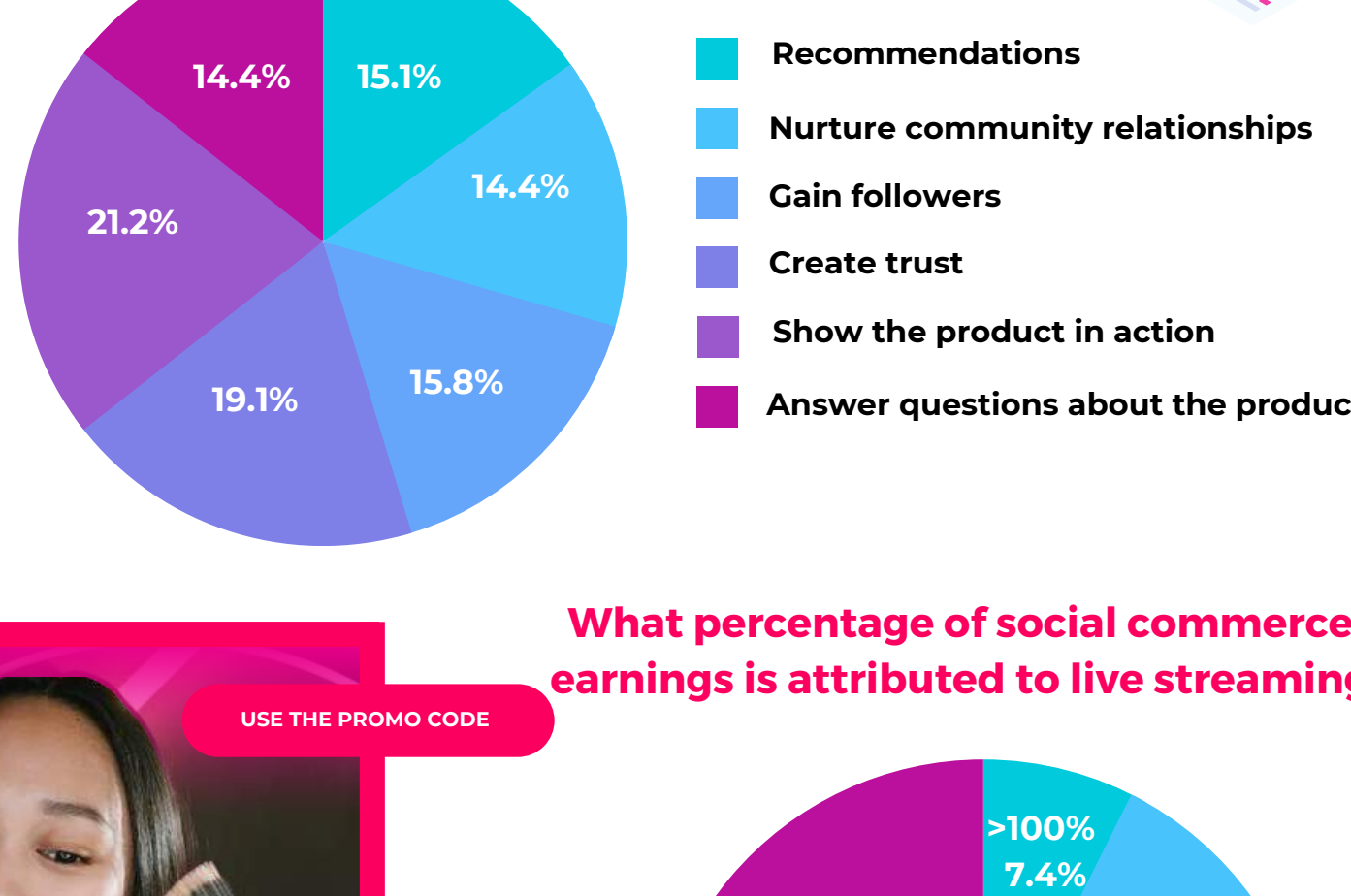


**50.2%** of content creators participated in an affiliate program online. (E.g: TikTok Shop)

**70.1%** of content creators purchased a product on social media

**63%** of creators said that they live stream 1-5 hours per week to sell products

### Why do you invest in livestream social commerce?



### What percentage of social commerce earnings is attributed to live streaming



The survey data presented in this report was collected from 500 content creators based in the US who submitted their responses in October 2023. Our goal was to understand their preferences when it comes to social commerce usage, online shopping behavior and preferences, livestream shopping approach, and, overall, if and how content creators sell on social media.