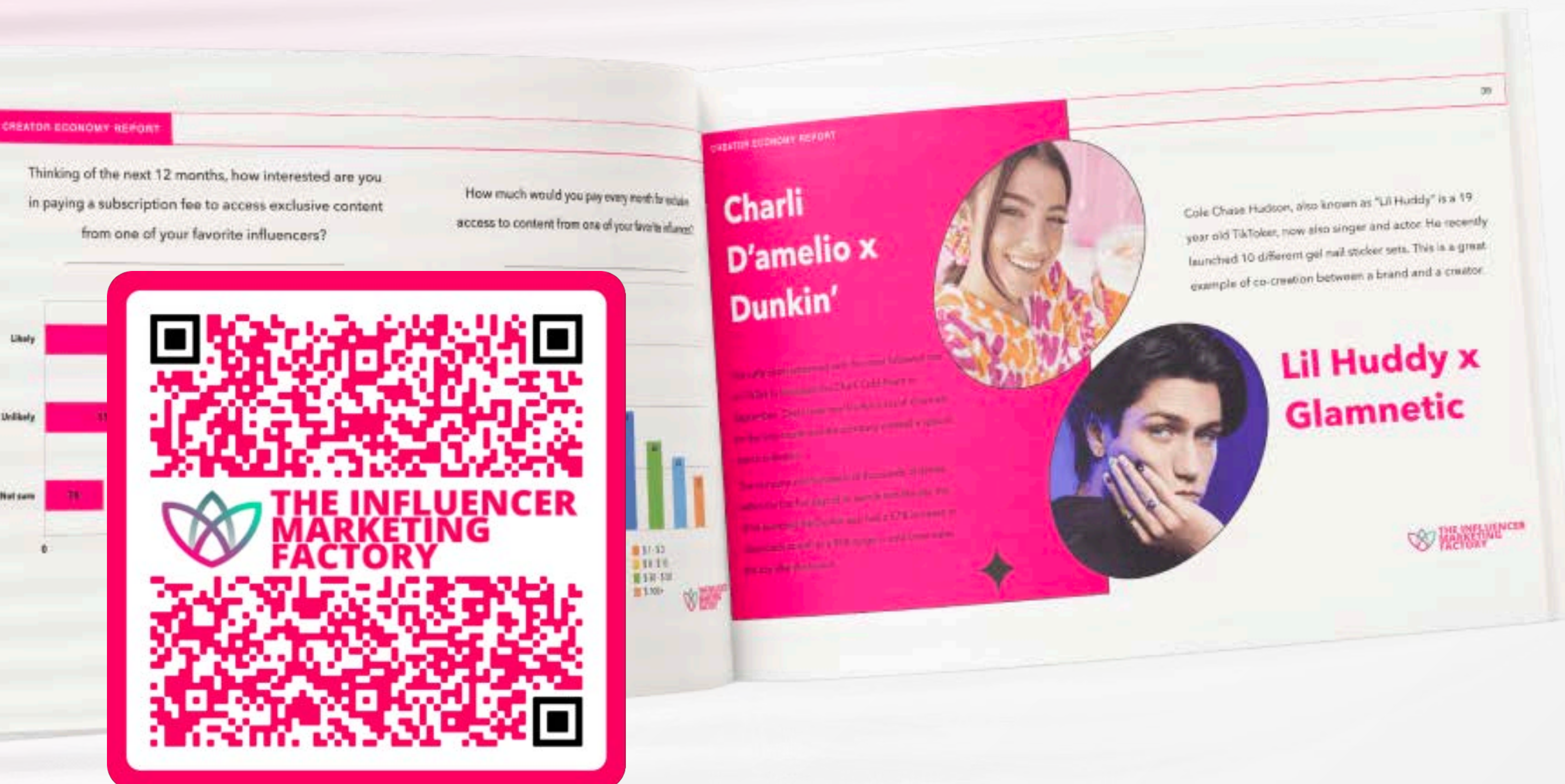


Social Commerce 2022

by The Influencer Marketing Factory



DOWNLOAD OUR CREATOR ECONOMY REPORT



INCLUDES:

- What is the Creator Economy?
- Creators' and Users' Surveys
- Social Media and The Creator Economy
- Creator Economy's Platforms and Tools
- Case Studies
- Quotes from experts

 **CLICK HERE**

 **SCAN ME**

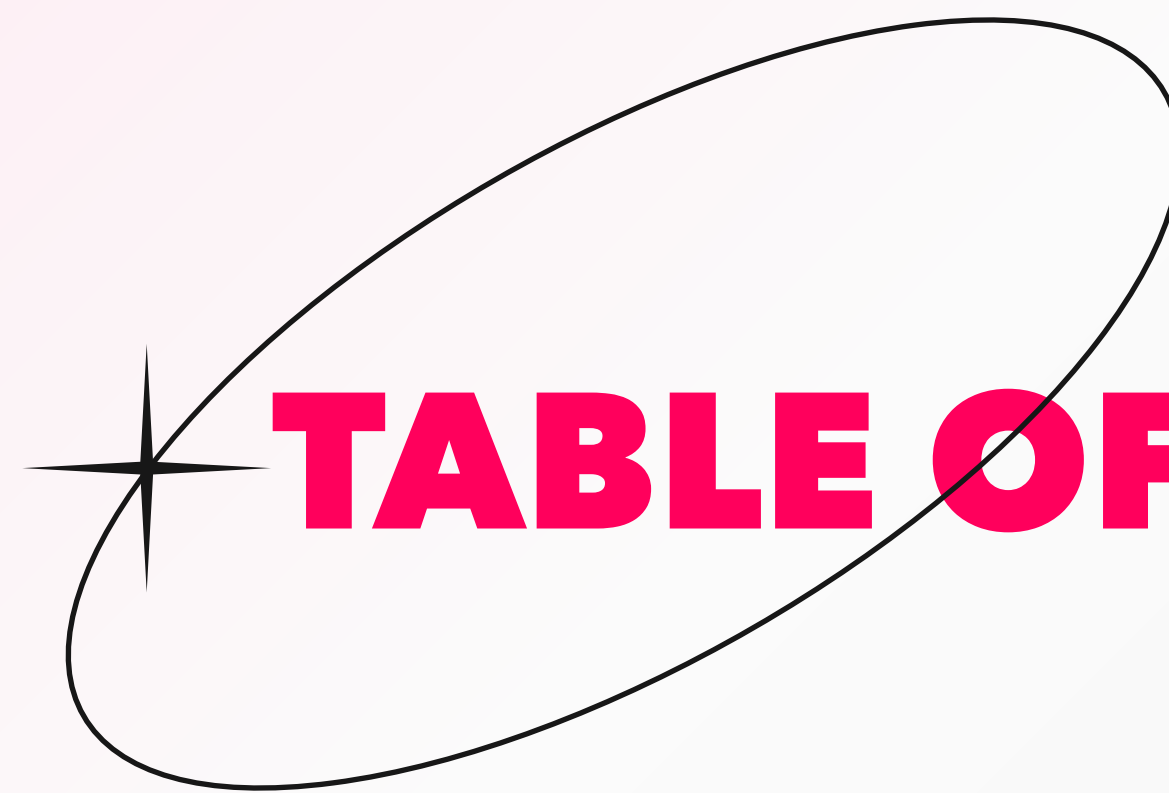


TABLE OF CONTENT

- 5** What is social commerce?
- 19** Our Survey
- 39** Social Media and Social Commerce
- 66** Livestream shopping

What you will learn

From our exclusive Survey *

1

82% of responders have discovered a product on social media and purchased it directly on their phone

2

57% have purchased something during a livestream shopping event and 39% strongly agree that they like to discover new products during live shopping events.

3

58% have used a Buy Now Pay Later service compared to our previous survey run in early 2021, 36% more users have tried BNPL

4

41% strongly agree they like to take advantage of special discounts offered by influencers

5

42% strongly agree that they prefer to check out directly on a social media app (instead of a third-party website)

*1,000 US responders

From our research on Social Commerce

1

97% of Gen Z consumers use social media as their top source of shopping inspiration

2

90% believes influencer marketing to be an effective form of marketing and 72% believe that the quality of customers from influencer marketing campaigns is better than other marketing types

3

The number of US social commerce buyers accelerated 25.2% to **80.1 million** in 2020 and is anticipated to increase to **96 million** in 2022.

4

83% of consumers browsing TikTok say seeing trending content has inspired them to make a purchase

5

Worldwide, social commerce generated about **\$475 billion U.S. dollars** in revenue in 2020. With an expected compound annual growth rate (CAGR) of 28.4 percent from 2021 to 2028, revenues are expected to reach approximately 3.37 trillion dollars in the latter year

Exclusive quotes



Alessandro Bogliari
CEO & Co-Founder
The Influencer
Marketing Factory



Sophie Abrahamsson
Chief Commercial
Officer
Bambuser



Alexander Rauser
Founder
FluxPanda



Nik Sharma
Chief Executive Officer
Sharma Brands



Ashley Crowder
Founder & Chief
Executive Officer
VNTANA



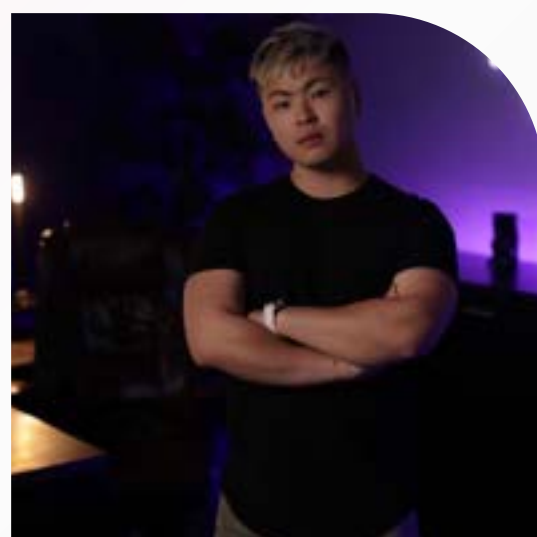
Sharon Gee
VP of Revenue Growth &
General Manager of
Omnichannel
BigCommerce



Chloe Cox
Social Strategy and
Insight Consultant
Wunderman Thompson
Commerce



Melanie Bedwell
eCommerce Manager
OLIPOP



Jason Wong
Founder
PugHaus



Jonathan Roque
Digital Marketing &
Content Strategist
Zapiet



Kayla Darcey
Strategic Account
Manager
MikMak



Nick Shaw
Chief Revenue Officer
Brightpearl

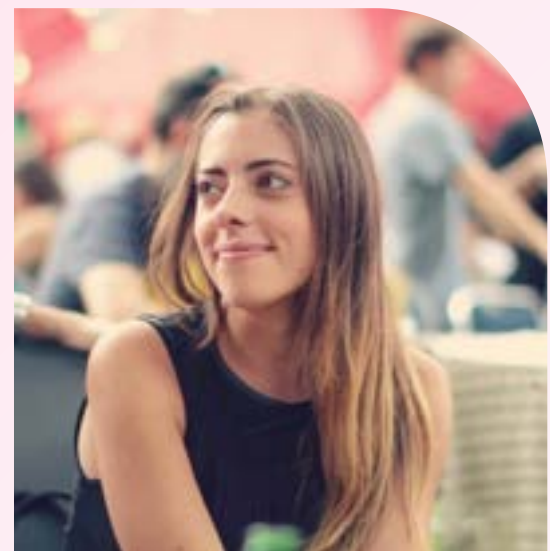


Frost Li
Chief Executive Officer
Social Chat



Kashif Zaman
Founder & Chief
Executive Officer
Uptok

Exclusive quotes



Francesca Gargaglia
Chief Operating Officer
Amity



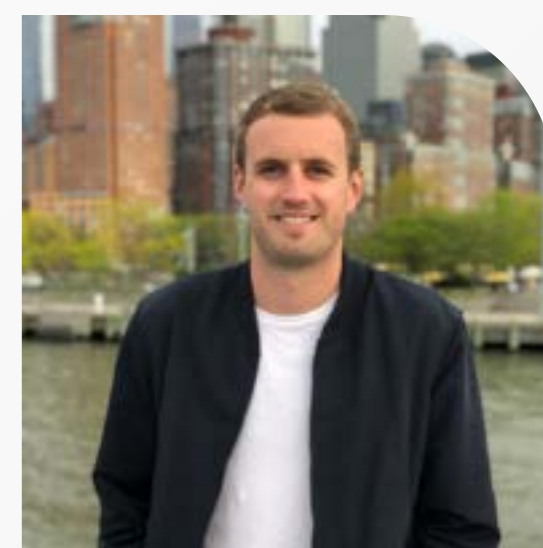
Henson Tsai
Founder and CEO
SleekFlow



Adi Itach
Chief Marketing Officer
Sayollo



John Lietsch
Chief Operating Officer
Bloo Kanoo



Brian McMahon
Founder & Chief
Executive Officer
Pickle Poll



Nick Drewe
Founder & Chief
Executive Officer
Wethrift



Hannah Zheng
Head of Business
Development
Shop LIT Live



Madison Schill
Director of Marketing &
Communications
LiveScale



Matthew Brennan
Author
Attention Factory



Liel Anisenko
Head of Marketing
buywith



Lynn Power
Co-Founder & Chief
Executive Officer
MASAMI



Ari Evans
Founder & Chief
Executive Officer
Maestro

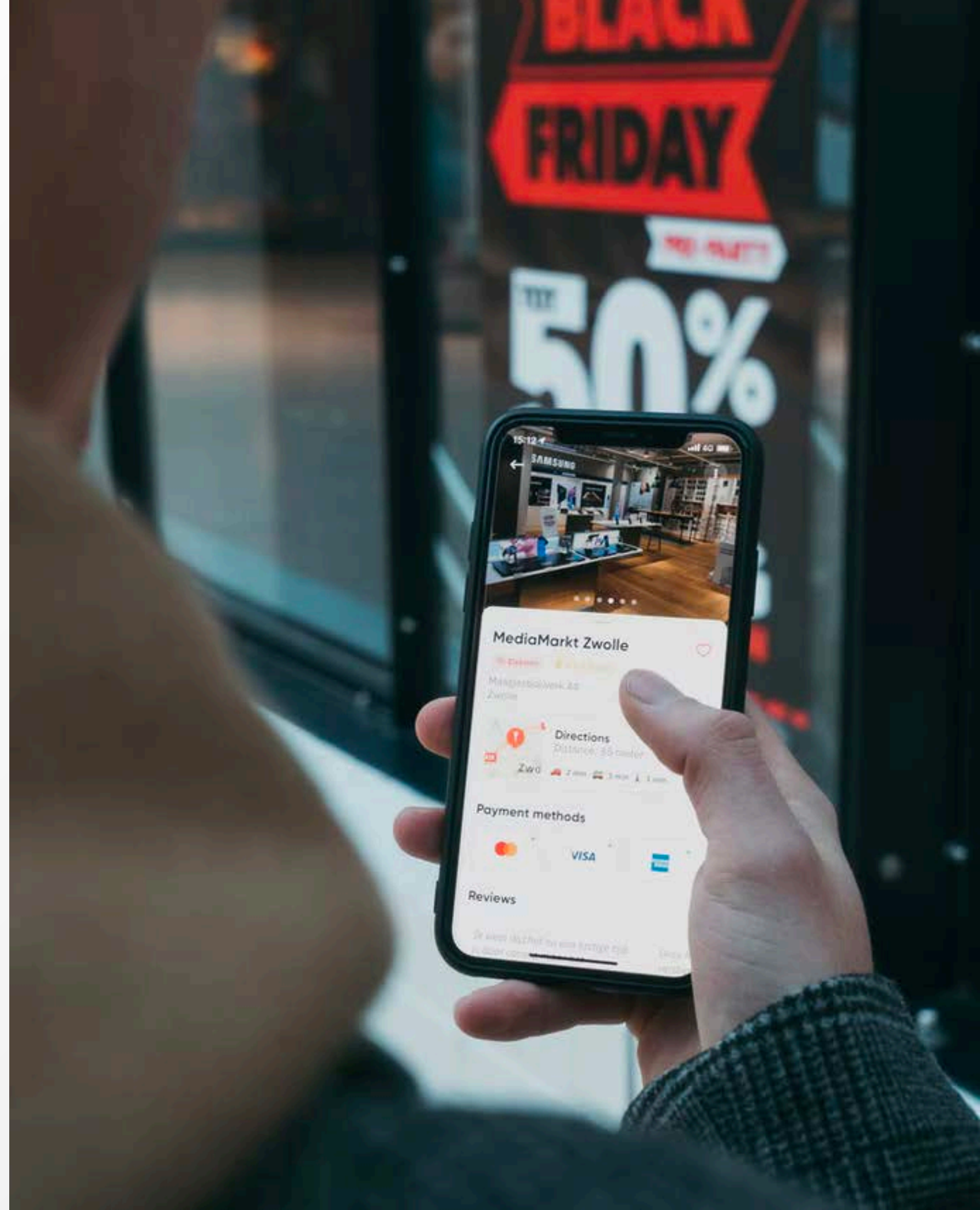


Anna Dato
Marketing Manager Asia
Intercos



Aman Khurana
Co-Founder & Co-Chief
Executive Officer
Go Instore

What is Social Commerce?





What is social commerce?

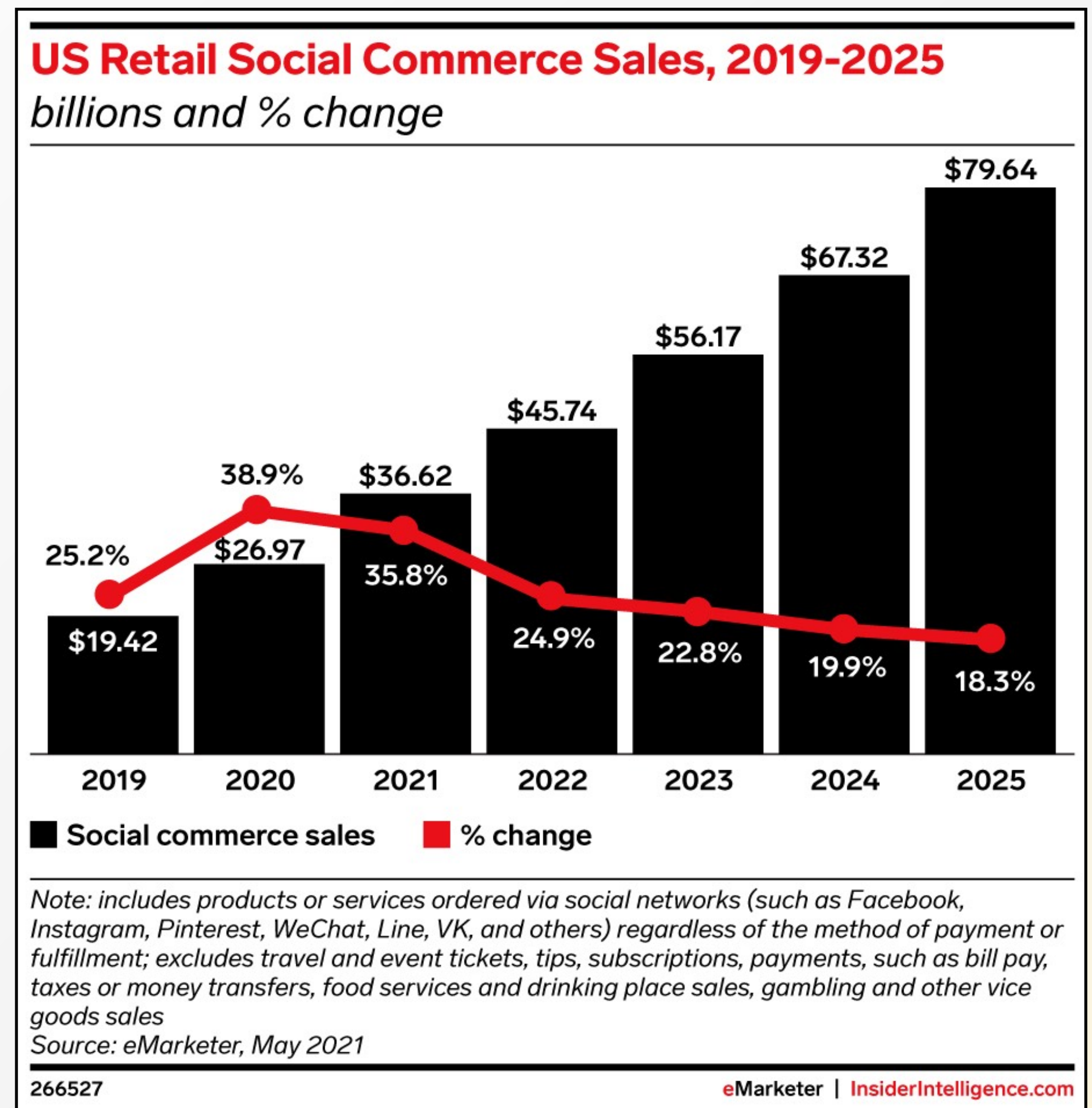
Social commerce is the process of selling and buying products directly on social media. The entire shopping experience, from product discovery, research, to checkout can happen without the consumer having to leave the social media platform. Features such as the “buy now” button or autofill payments remove the friction from the consumer journey, thus making the whole process easily accessible. All-in platforms, also known as “Super Apps” stem from the example of China, one of the most advanced social commerce market in the world.

The US Market

eMarketer forecasted that, in 2021, US social commerce sales would rise by 35.8% to \$36.62 billion.

That's only a slight deceleration in growth from social commerce's blowout in 2020, when sales surged by 38.9%, due to the pandemic-driven boom in e-commerce and increased social media consumption.

Despite strong growth, the US's social commerce market was forecasted to be about one-tenth the size of China's—\$351.65 billion in 2021.



Social Commerce Stats

Facebook is the top social commerce platform in the US, boasting of 56.1 million buyers in 2021. Instagram is in second place, with 32.4 million. (Insider Intelligence)

72% of people use a Social Media Platform to research brands (Influencer Marketing Hub)

(Insider Intelligence) forecasted Chinese retail social commerce sales to reach \$351.65 B in 2021

(Insider Intelligence) forecasted US retail social commerce sales to be 10% of China's at \$36.62 B up to 35.8% from 2020

Total US retail social commerce sales will reach \$79.64 B by 2025 (Insider Intelligence)

The number of US social commerce buyers grew to 80 million in 2020 and is anticipated to increase to 96 million in 2022 (eMarketer)

Alessandro Bogliari

Co-Founder & Chief Executive Officer
The Influencer Marketing Factory



“

Social commerce will help brands increase their mobile conversion rates and decrease cart abandonment rates. It will also support influencers in terms of additional revenue streams, such as affiliate fees when they sell third-party items and better margins on their own merchandising, products, and services.

Our survey shows that there is a lot of interest and potential in social commerce, thanks to new social media features and tools and I can't wait to see its future development.

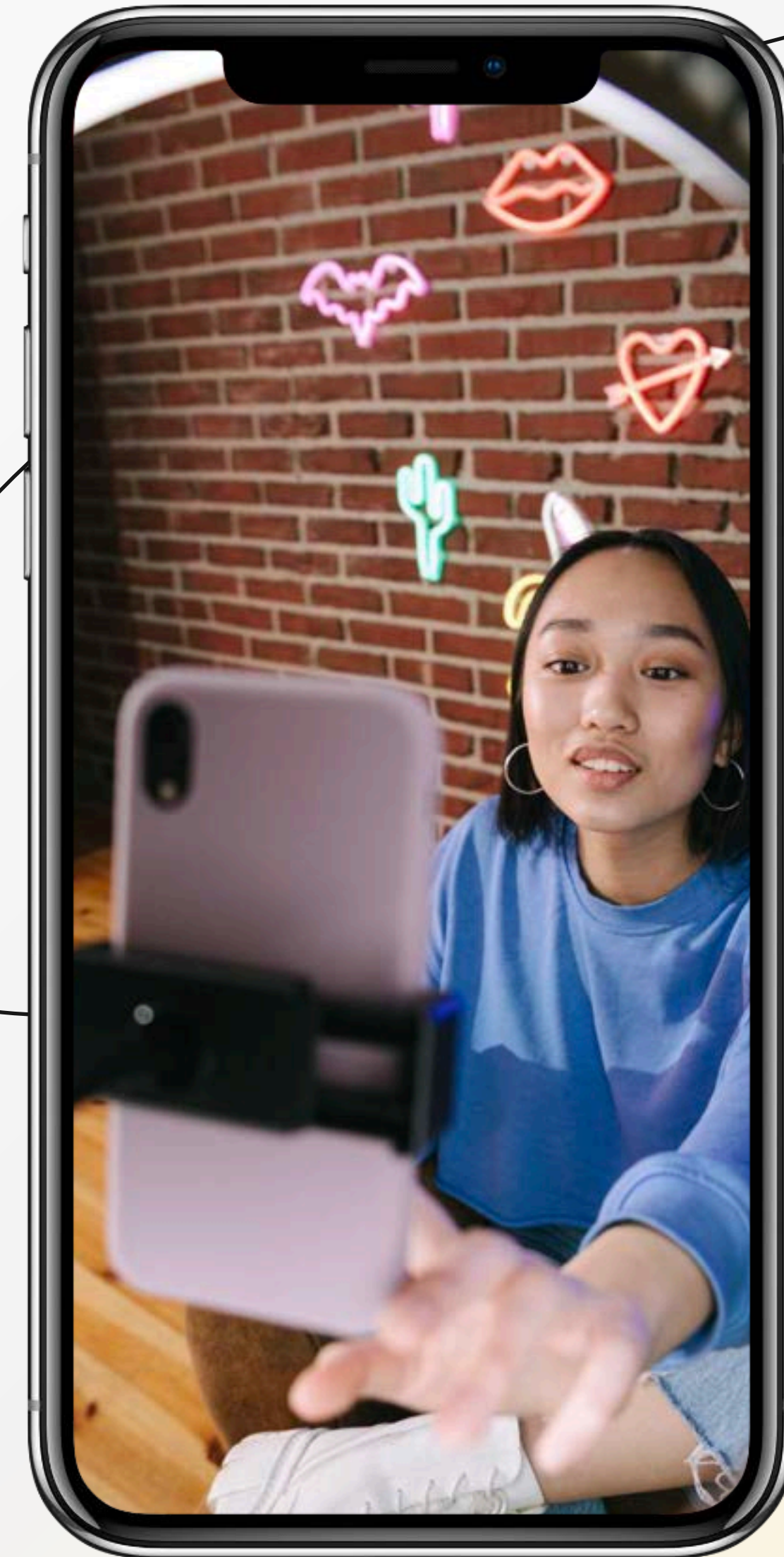
”

Influencers lead the way

In a survey conducted by The Influencer Marketing Hub “**90% of respondents believe influencer marketing to be an effective form of marketing**” and “72% believe that the quality of customers from influencer marketing campaigns is better than other marketing types.”

Working with the narrated algorithm on their side, influencers on social platforms like TikTok and Instagram are pushed to suit the categories you’re interested in. In short, **this makes influencer marketing one of the most proactive methods to boost your business.**

Based from all around the world, in niches no one has ever heard of, there is always a creative influencer with articulated videos to capture your audience’s attention. That’s the beauty of it! With the balance of sourcing the right influencer to promote your business, reliant on their innovative prowess, you can harness the power of social media marketing to come up with delightful videos and images for your viewers to watch.

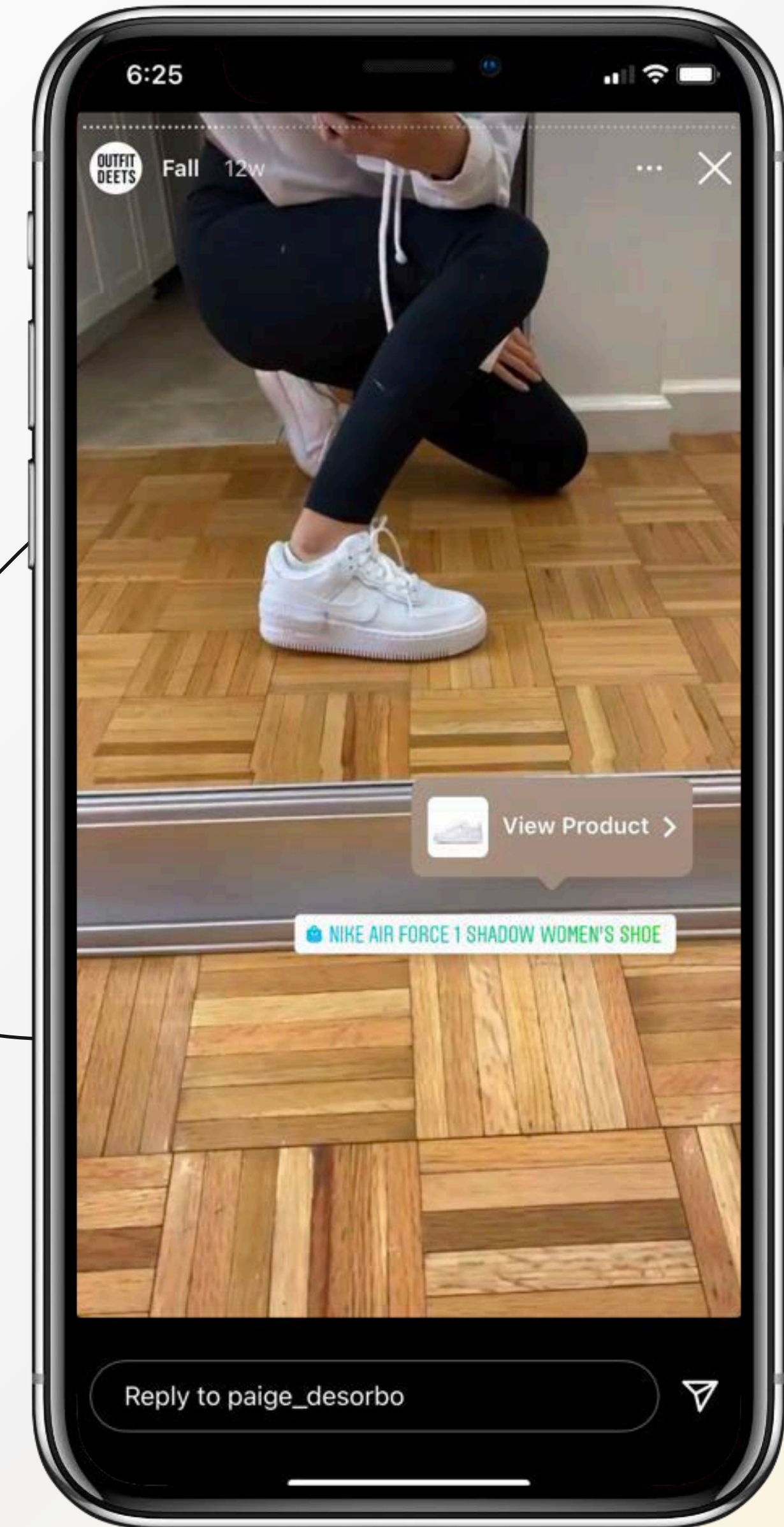


Influencers are driving social commerce

In June, Instagram launched the “affiliate program” giving influencers the ability to monetize brand partnerships with affiliate links and earn directly from their posts, receiving commission payments based on the total sales they drive for a brand.

In August, Instagram also launched to everyone the possibility to share link stickers on the platform, ditching the “swipe up” feature that was available only with 10K followers. Now also micro-influencers can share shoppable stories.

With the Amazon Influencer Program, influencers can upload a large variety of content to their Amazon Storefronts and earn a commission when their followers purchase from the storefront.



Sophie Abrahamsson

Chief Commercial Officer
Bambuser



“

What we have seen since launching our live commerce solution in 2019, is that more and more retailers are starting to incorporate live commerce into their e-com strategy going beyond events and proof of concepts, and that is when live commerce reaches its full potential - when all consumer touchpoints become interactive, social and shoppable. Brands and retailers are discovering the potential of a new and more **authentic way of interacting** with their communities and consumers, where **transparency will be key**. Brands that are able to meet consumers in this dialogue and offer genuine added values and stay accountable in regards to sustainability and inclusion will be rewarded. I also think we will see the rise of a new generation of influencers, focusing on live commerce - the bravest generation so far, that will truly and continuously interact with their followers in live formats where everything is authentic and interaction with the audience is key to success.

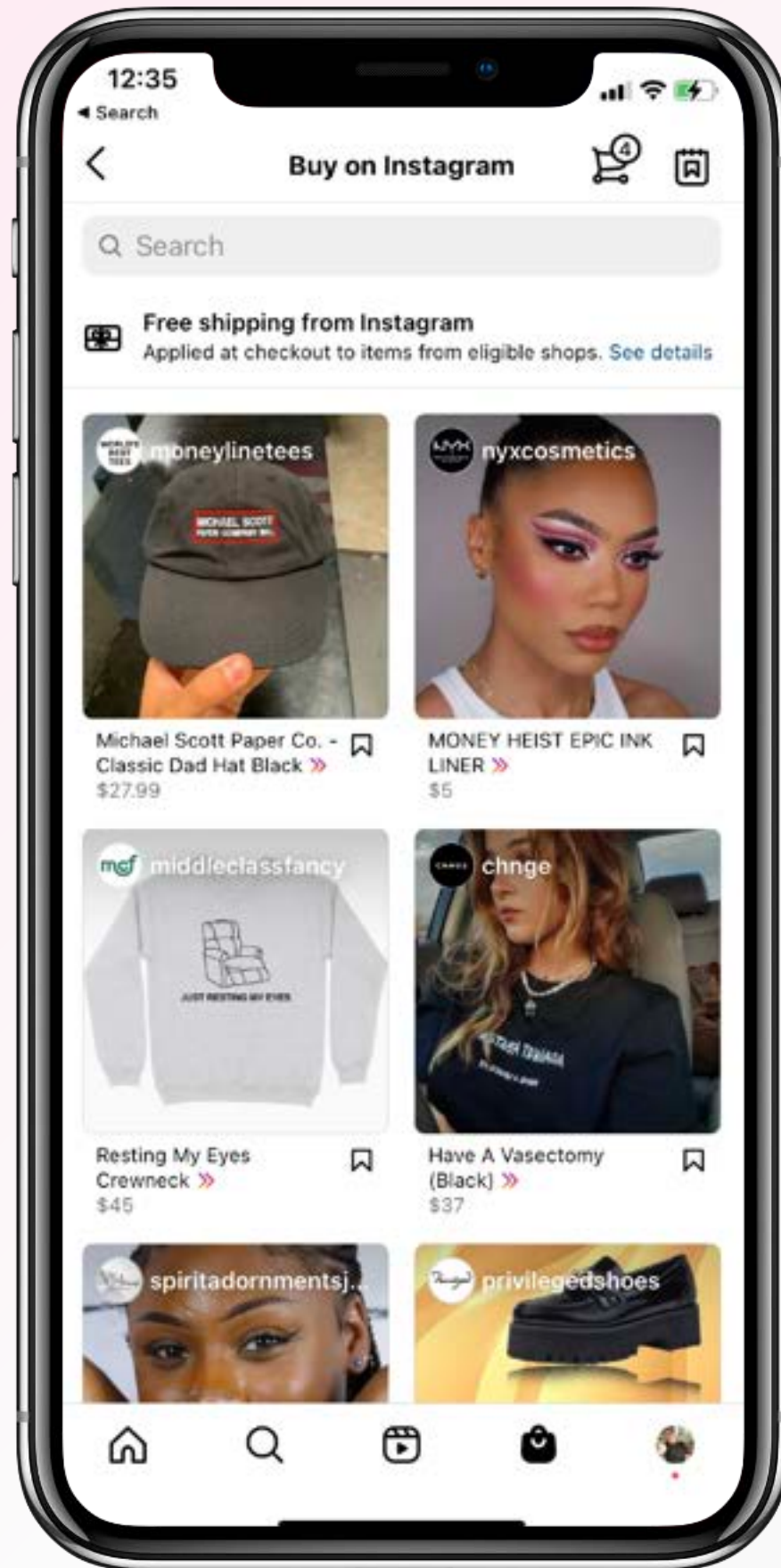
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Future trends are already a reality in China

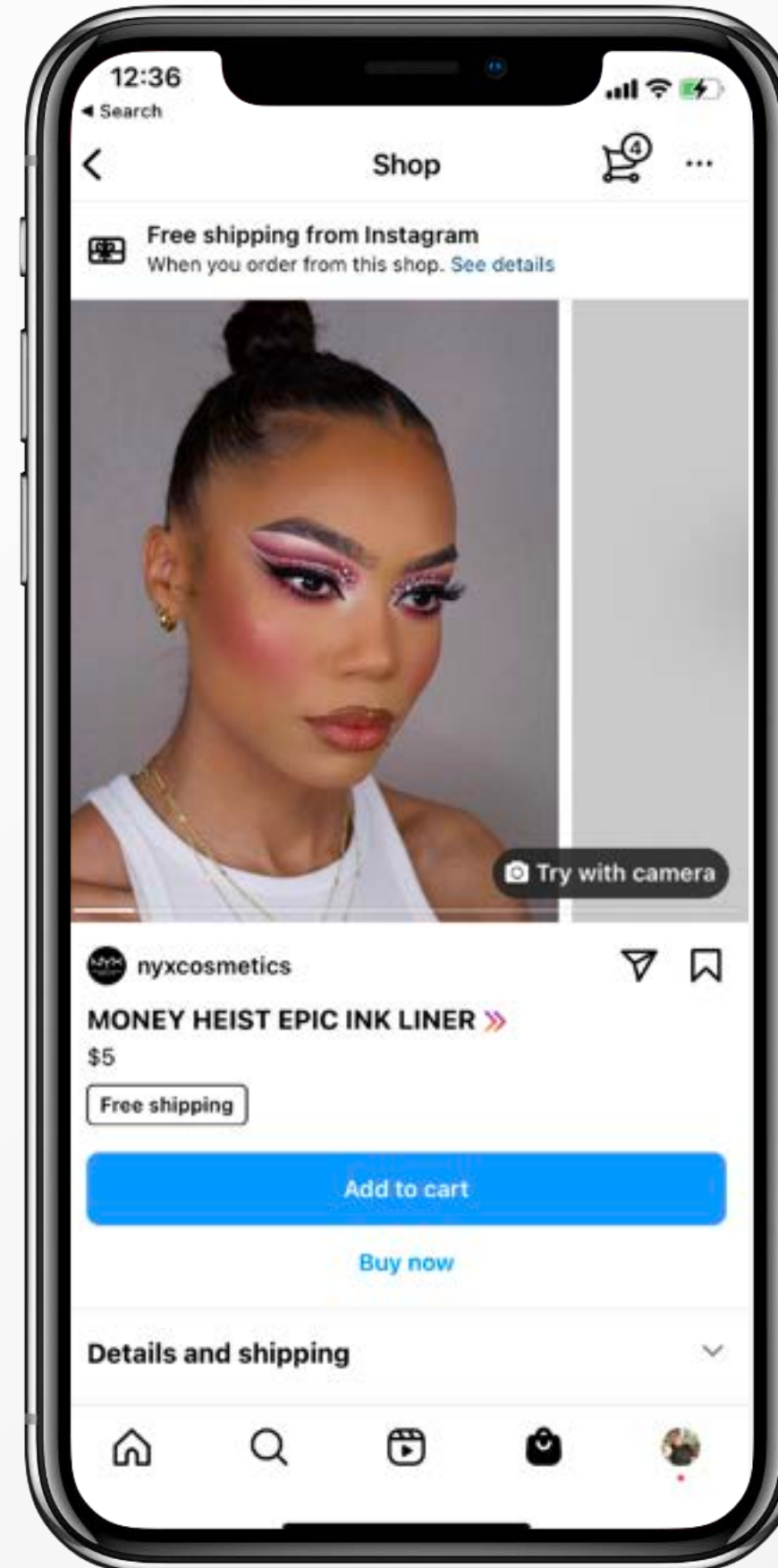
- Worldwide, social commerce generated about \$475 billion U.S. dollars in revenue in 2020. With an expected compound annual growth rate (CAGR) of 28.4 percent from 2021 to 2028, revenues in this segment are expected to reach approximately 3.37 trillion dollars in the latter year.
- eMarketer forecast expected China to generate \$131.52 billion in live streaming social commerce sales in 2021. US marketers can use China as an example of how to incorporate live streaming into their social commerce strategies, such as tapping creators and influencers to drive engagement and sales.



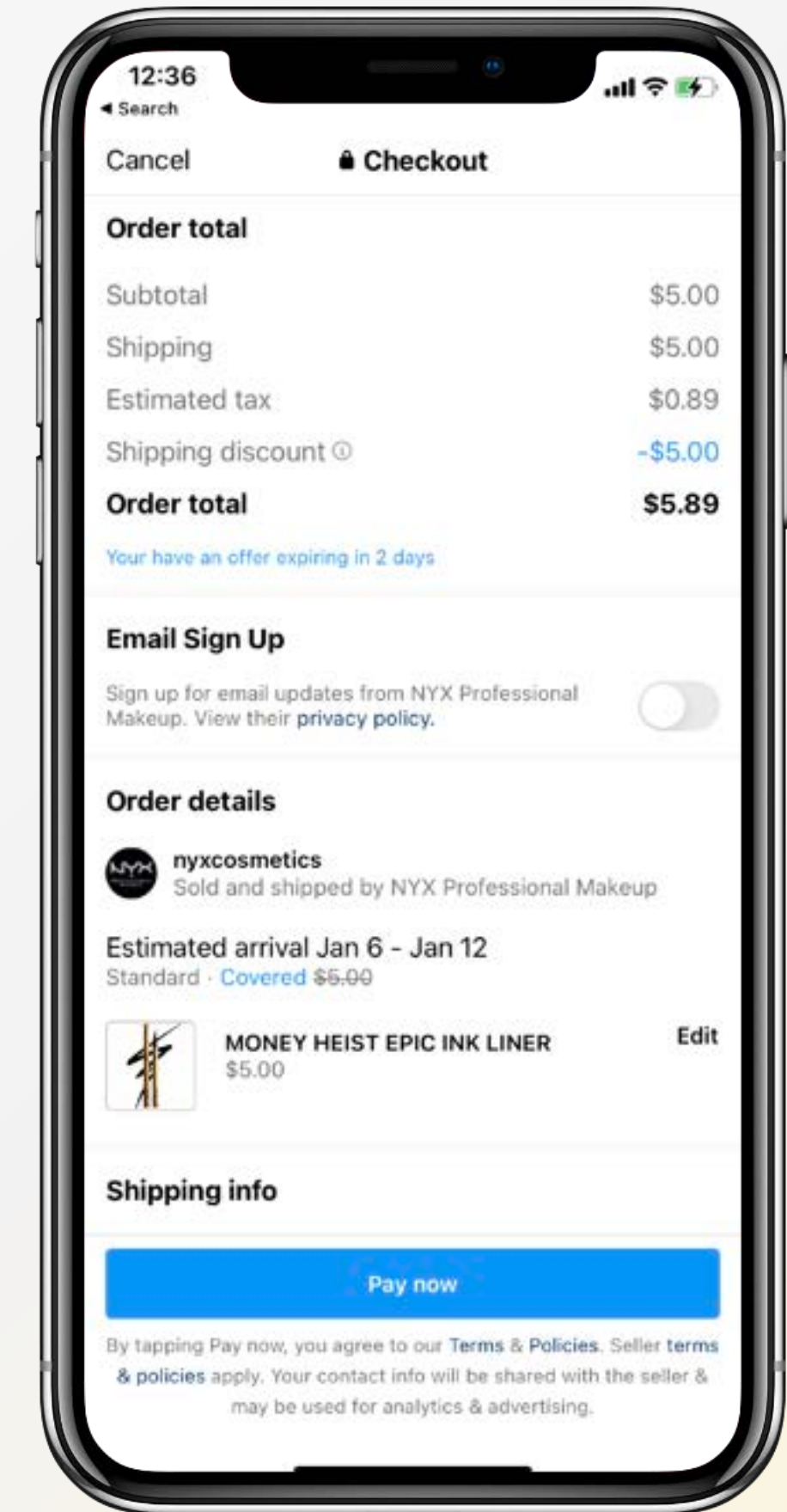
Flow of purchase



browse



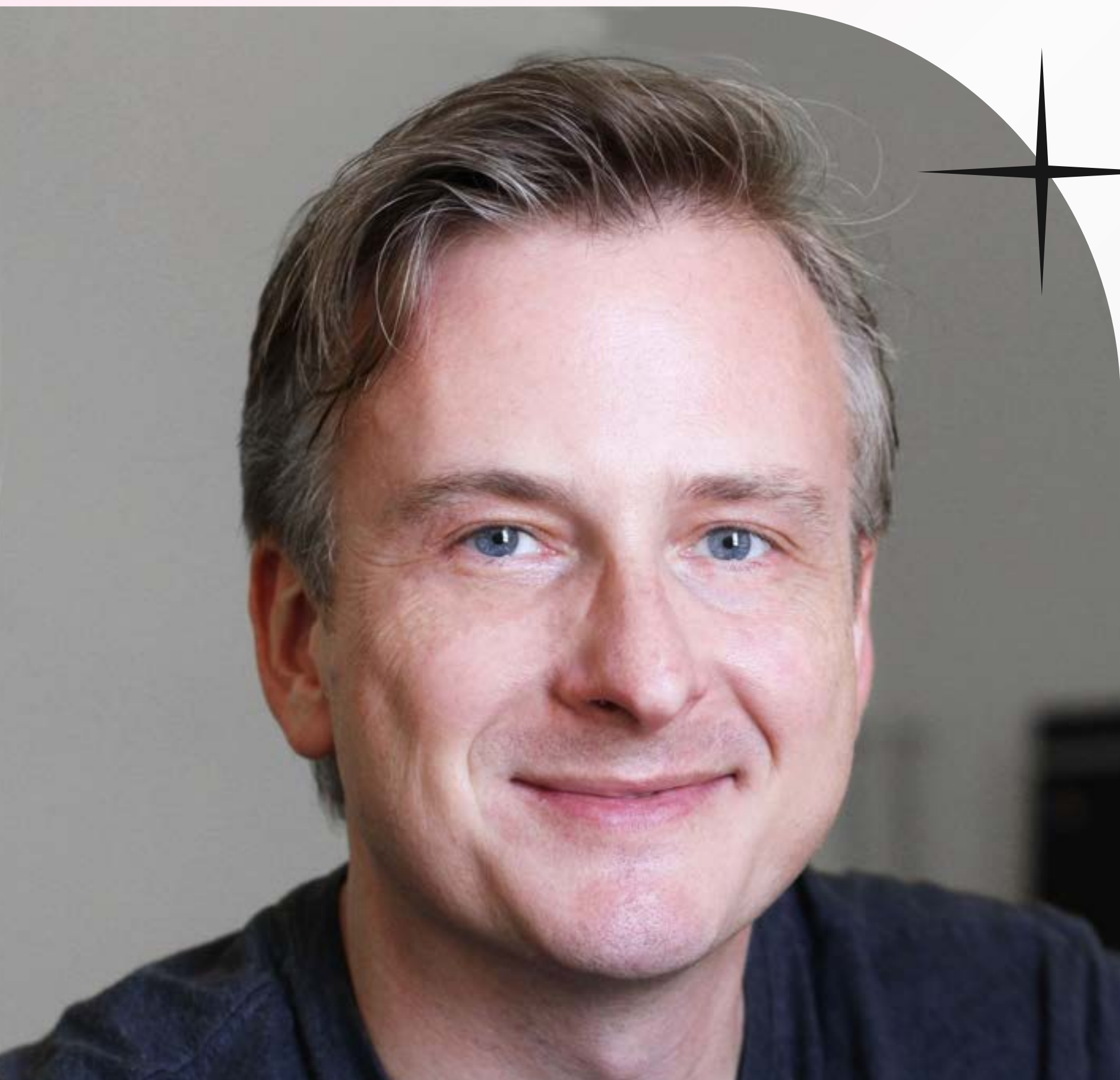
add to cart



checkout in 1 click

Alexander Rauser

Founder
FluxPanda



“

Being in the social commerce space right now is super exciting as we experience rapid change and innovation taking place. Every brand exploring social commerce is racing to find the perfect format. Whether it's live, influencers, communities, sales, engagement, promotion, or a combination of some sort? How do you connect all these into something that works and converts?

By answering the above questions brands can unlock new opportunities, and combine social, culture, brand, and experience into a unique format. The result, social commerce experiences that are fully owned by the brand, creating their own **community of loyal shoppers** and **valuable data insights**.

These attributes sound like powerful tools for any business to have in their marketing toolbox.

”

The shopping experience changes for both parties

After the pandemic, companies and brands are trying to find new ways to acquire and retain customers. Online presence became just as important as the traditional brick and mortar.

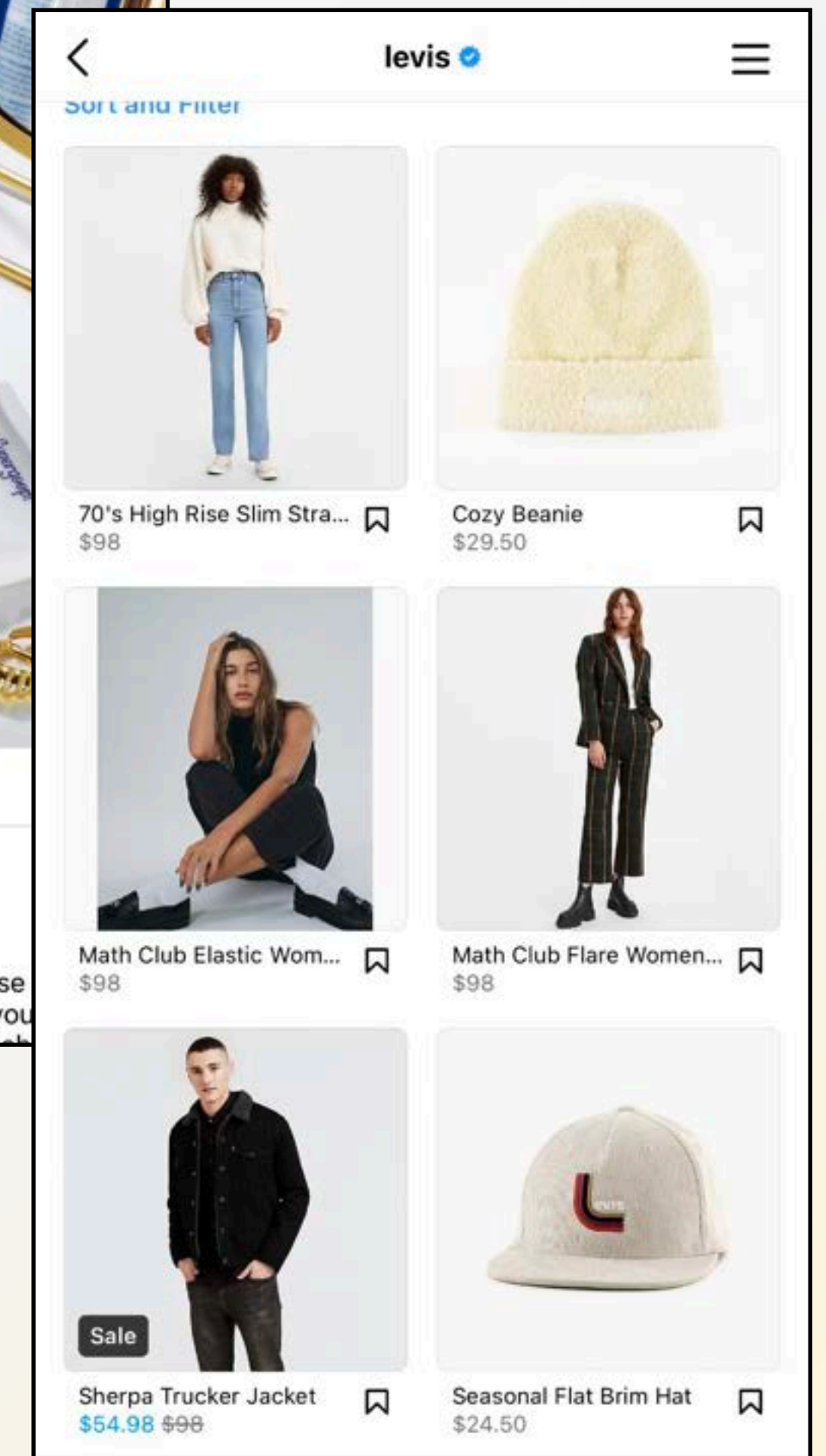
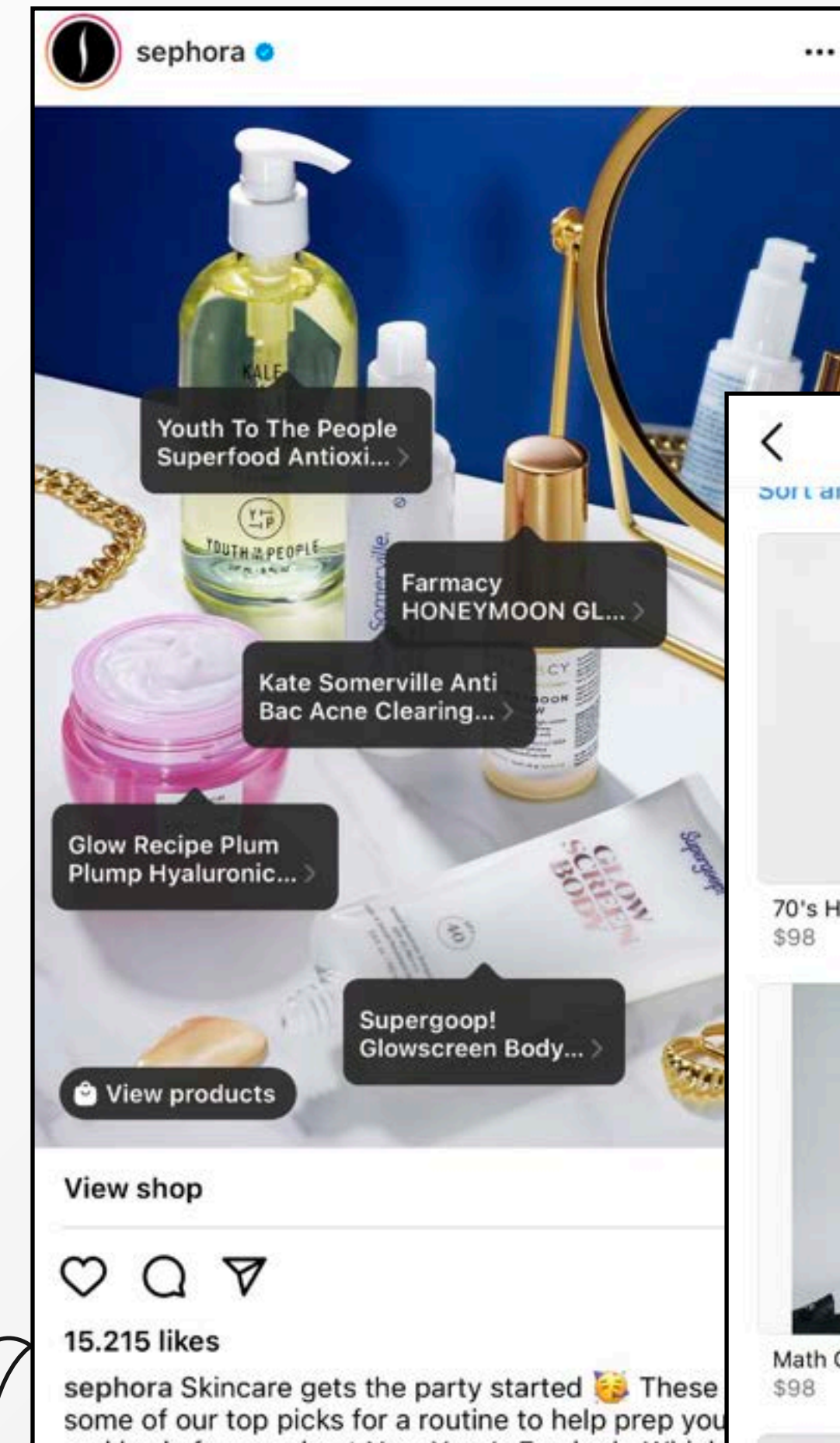
Social commerce allows customers to:

- interact with the brand
- read comments
- share the product with friends and family for a quick consult

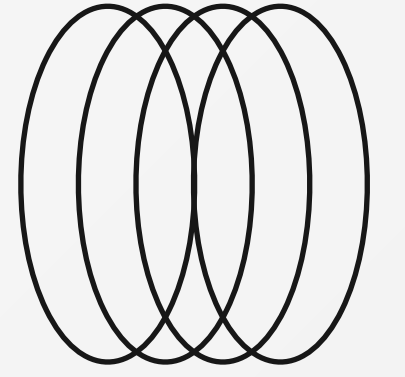
Before the “buy now” button feature, brands used social media as a shop window and as a way to communicate new collections or advertise.

Now users can visit a brand’s profile and shop products directly in-app without leaving it.

This is a great opportunity for companies: they can easily collect data and have a direct feedback on what customers like more. Brands can take advantage of what these social media apps are already offering: Live Sessions, Direct Messaging, Influencers and so on.



Why Brands Should Consider Social Commerce



 Reduces the risks of abandoned carts

 Augmented Reality

 Macro/Micro Influencers

 Live-streaming

 Money Money Money

 Great opportunity for small businesses

 Removes friction

 That's where Gen Z and Millennials are

 Personalized shopping experience

 Reliable data and feedbacks

 Personalized discounts

 Build a strong relationship with customers



Nik Sharma

Chief Executive Officer
Sharma Brands



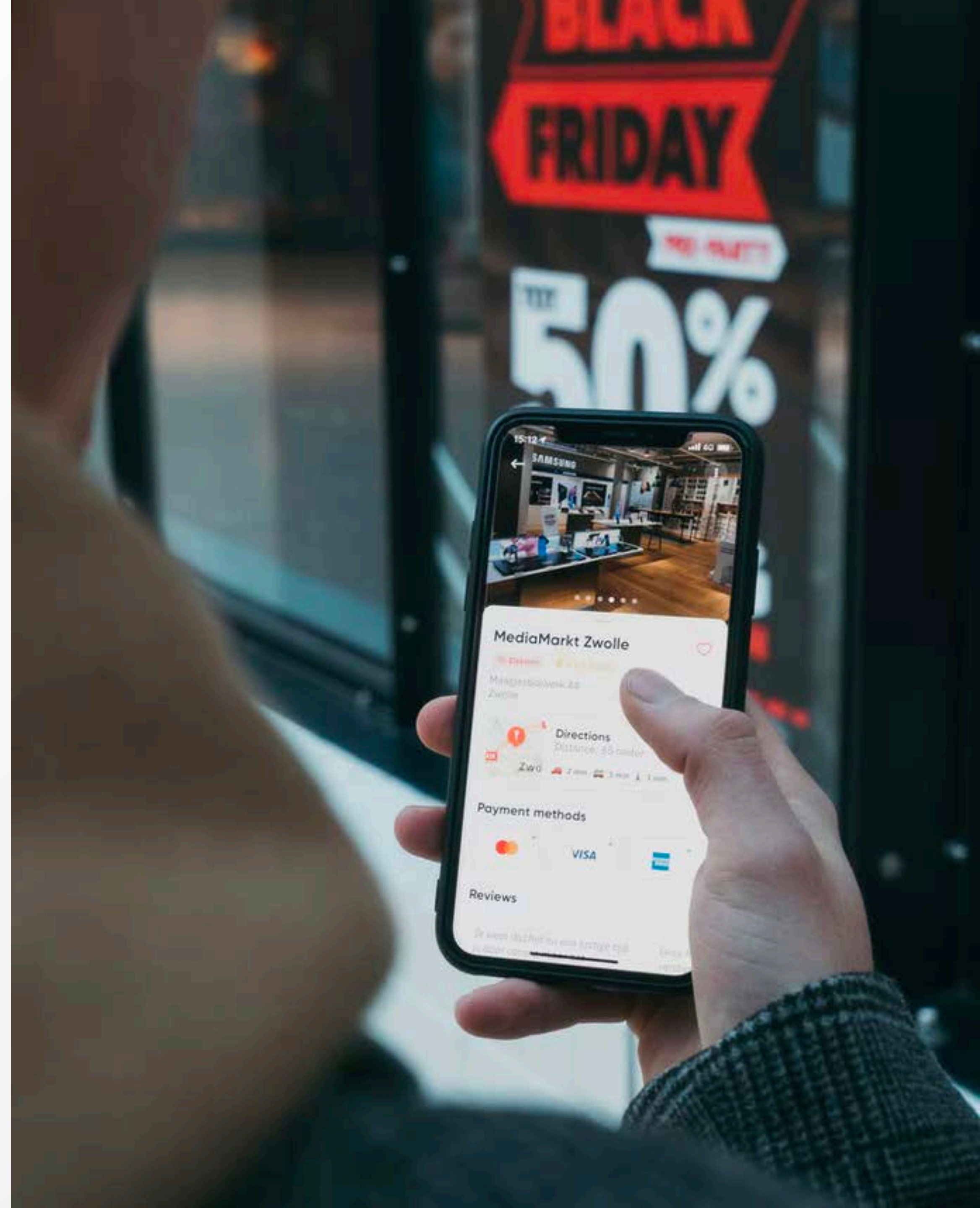
“

I don't think social commerce is native right now. There are apps like Flip which are doing a great job in figuring out how to bring this to market, or Tolstoy which lets you plug in social commerce on your site, but it's just not a native form of commerce yet. Amazon has also been pushing quite hard. It will take a lot of creators, a shift in how we buy things, and a lot of trying and failing to get to a model that works, both in social media and financially.

Social Commerce is a big driver for awareness, but it hasn't solved the problem yet on educating a customer on why they should buy it. The problem with social commerce is that its very one-sided right now – it lets the creator speak about it in their own light, but it doesn't address the concerns that may stop someone from buying. Right now social commerce is essentially influencer marketing too, which, if not done very authentically, doesn't work.

”

Our Exclusive Social Commerce Survey

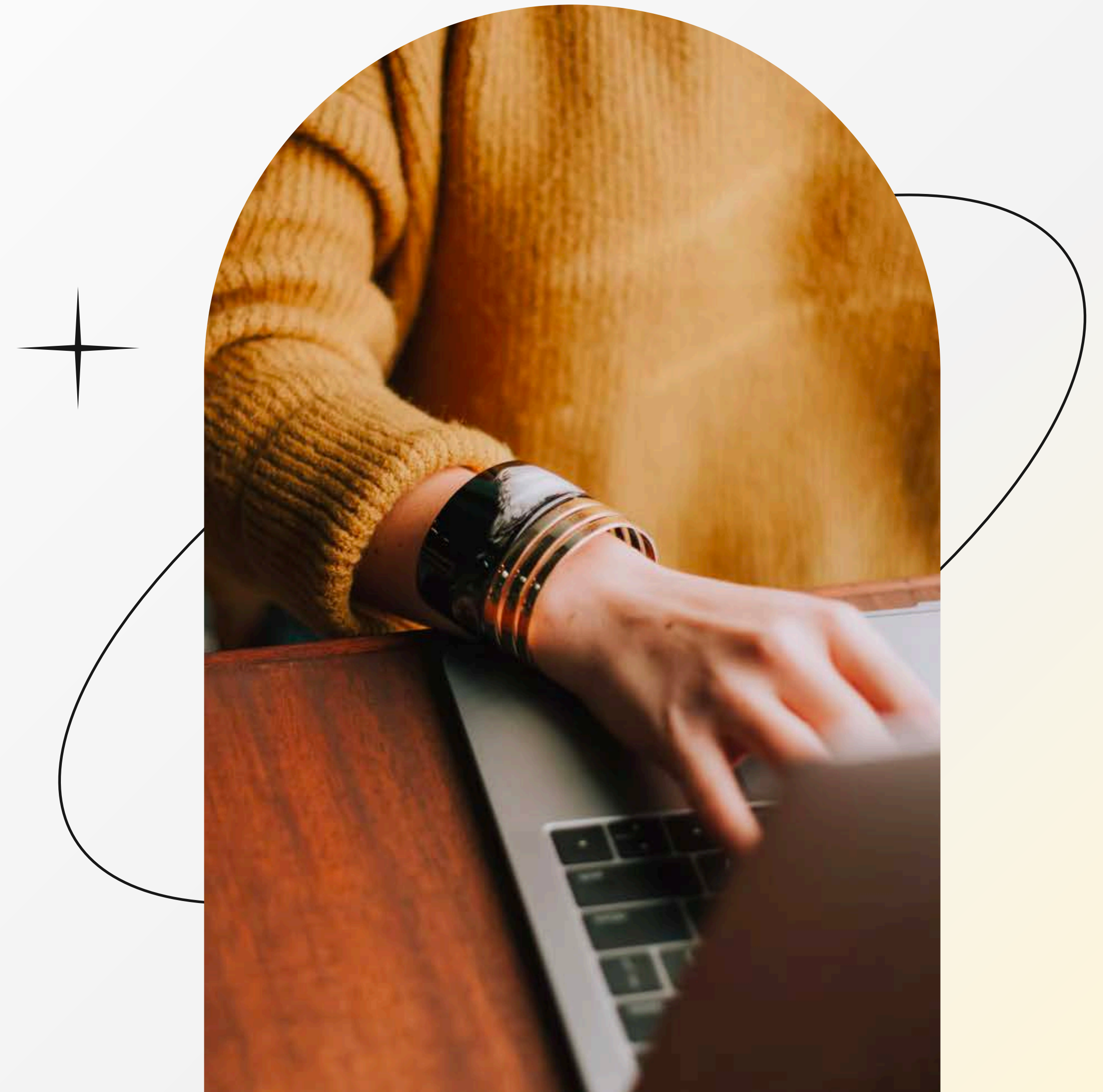


We ran a survey

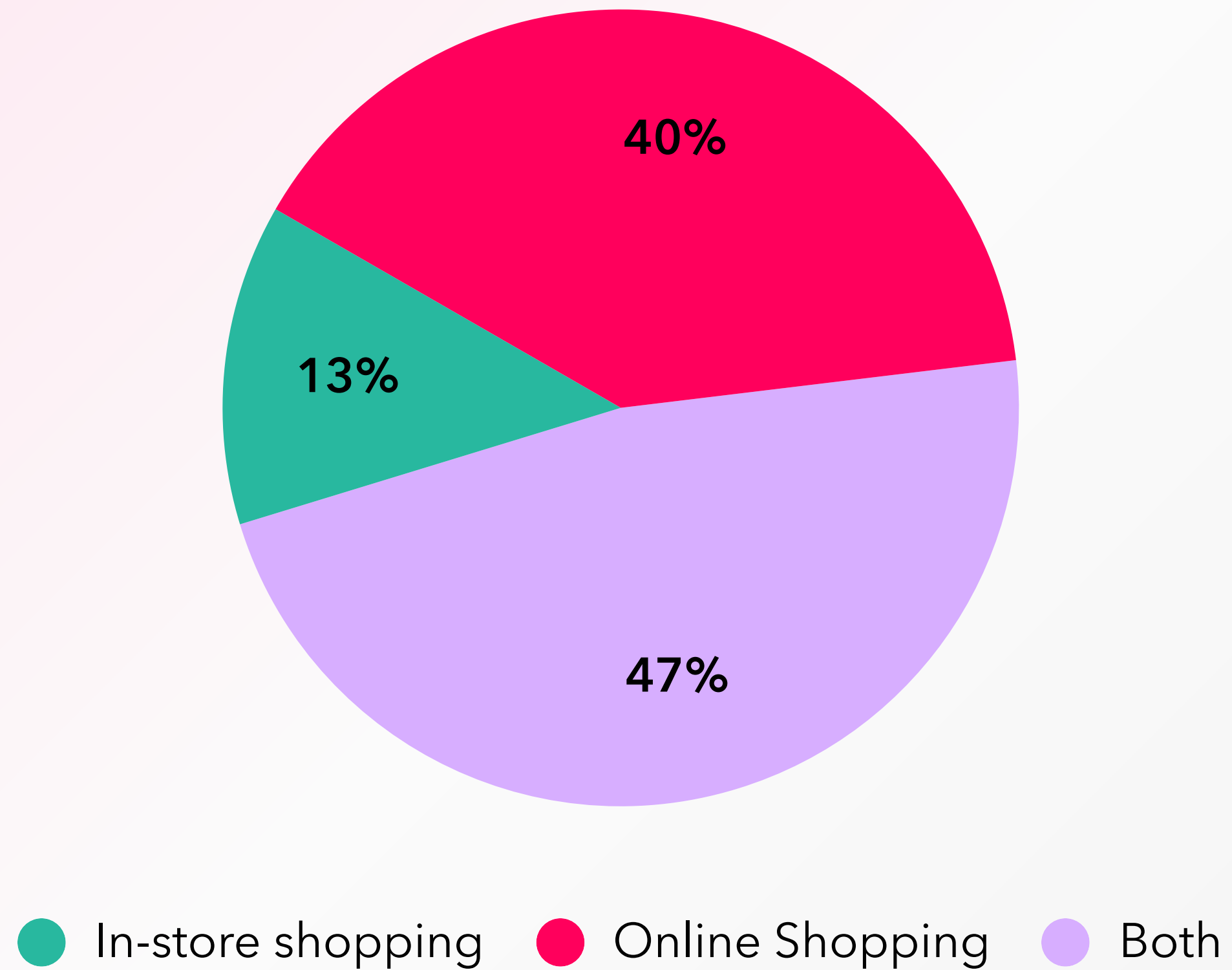
Methodology:

The survey data presented in this report was collected from 1,000 users based in the US who submitted their responses between Dec 9, 2021 and Dec 14, 2021. Our target audience was users between 16 and 54 years old, with a focus on Gen Z and Millennials.

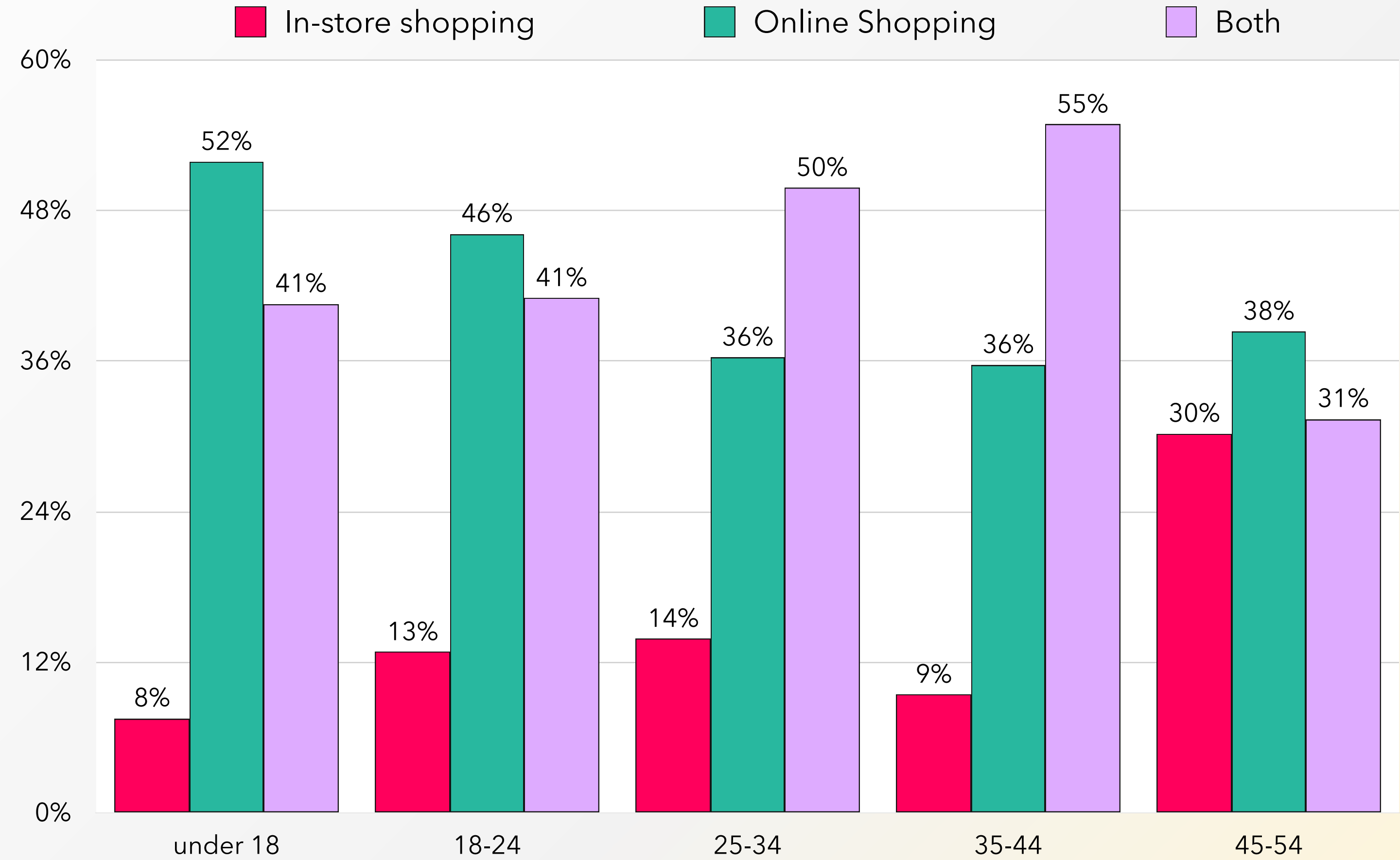
Our goal was to understand their preferences when it comes to social commerce usage, online shopping behavior and preferences, livestream shopping approach and, overall, if and how they shop on social media.



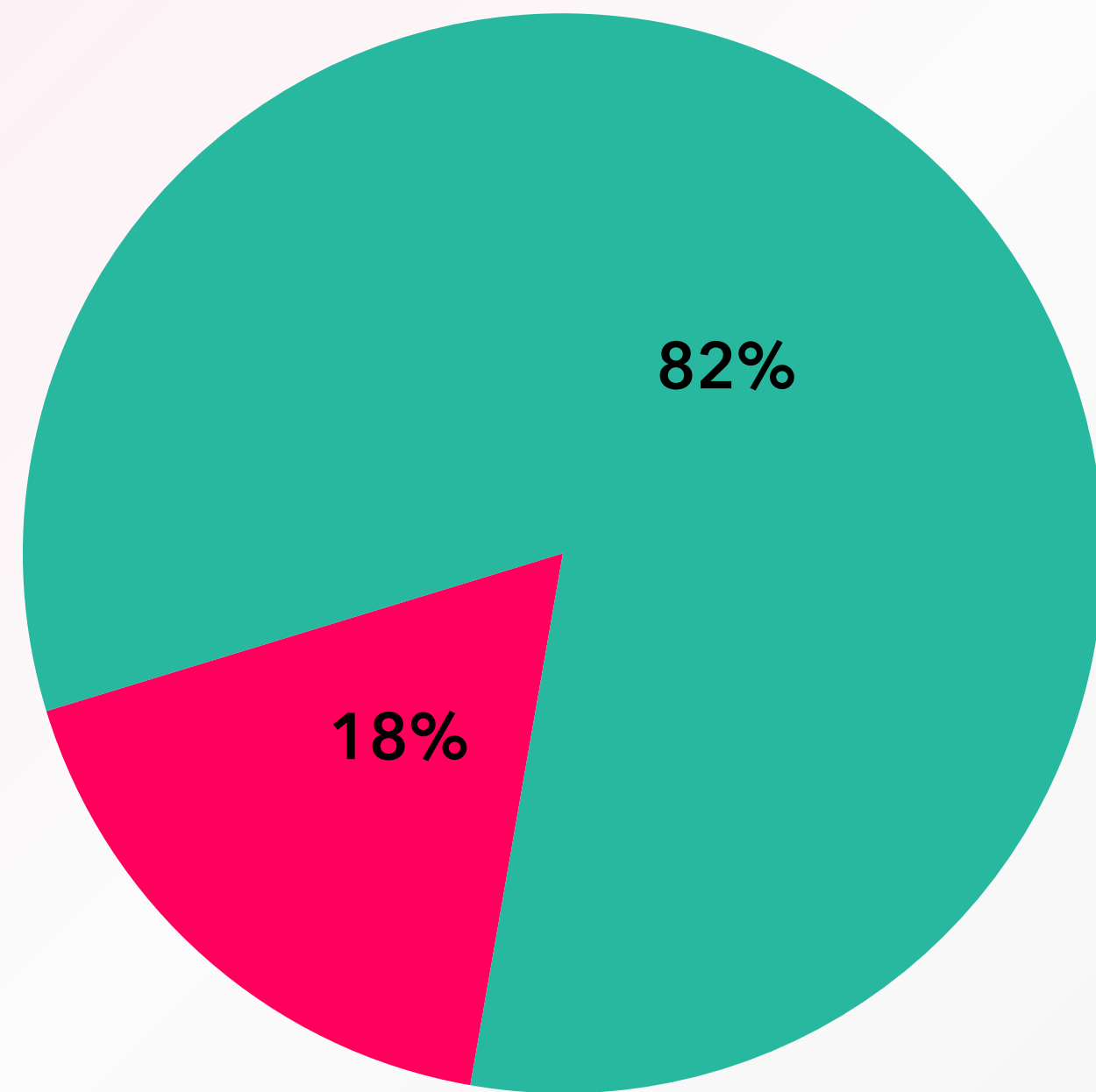
Overall, what do you prefer?



Breakdown by age



Have you ever discovered a product on social media and purchased it directly on your phone?



● Yes ● No

Rank these 3 players based on how they helped you to make a purchase via social media:

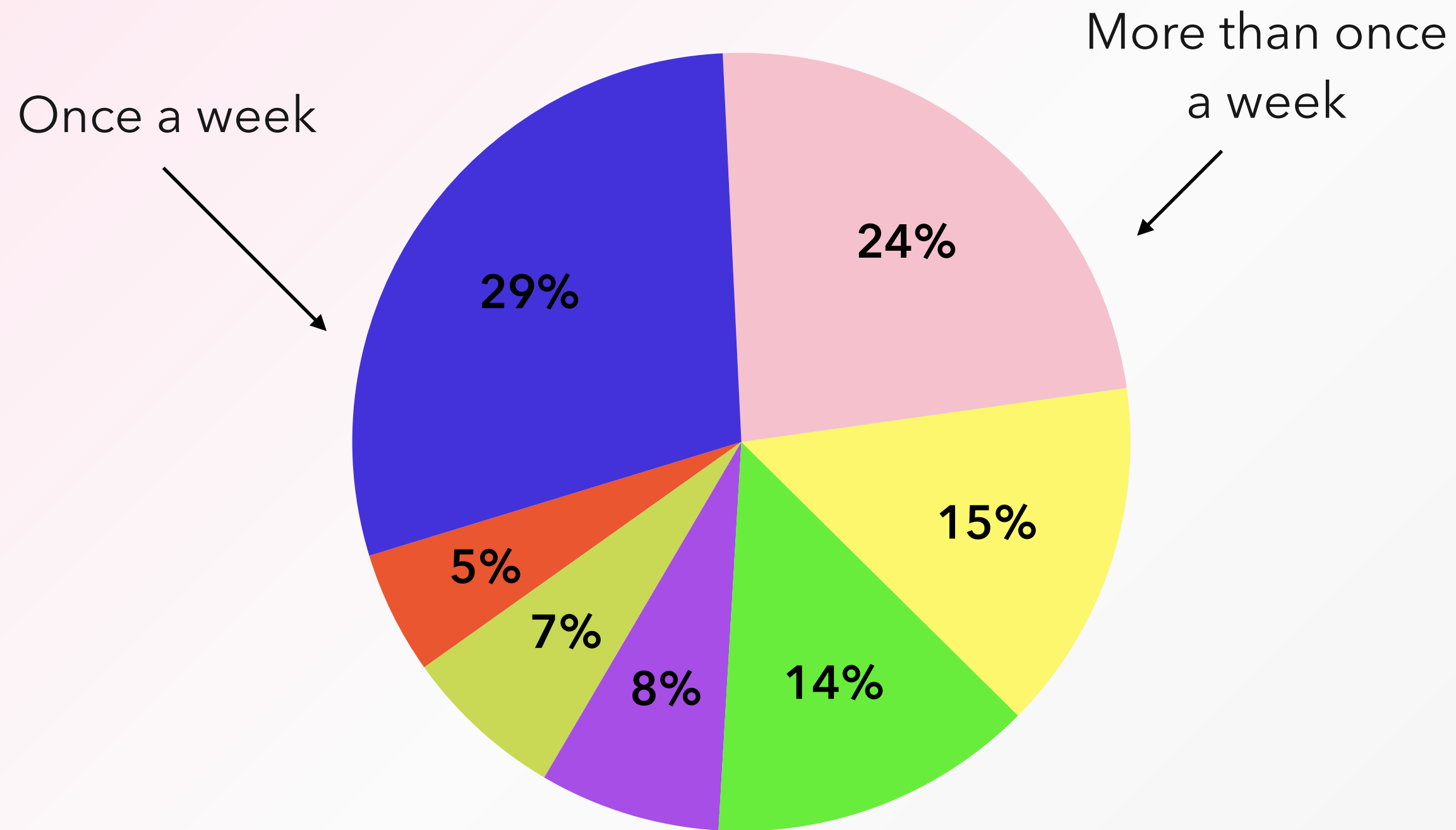


Influencer
Content creator

Brand Account

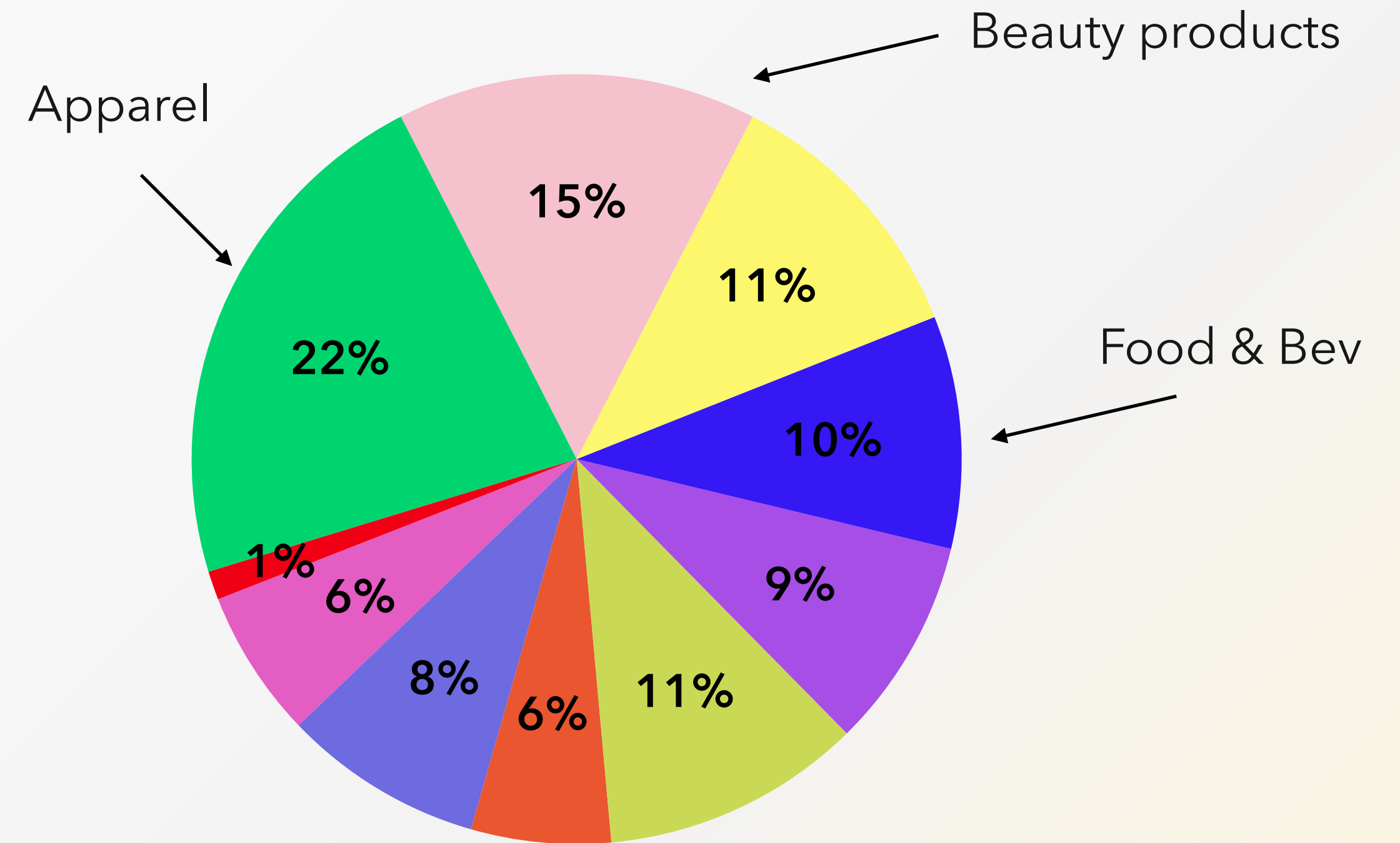
Family and friends

How often do you shop on social media?



- Once a week
- More than once a week
- Once a month
- Every few months
- 1-2 times a year
- Never
- Never, but I will in the near future

What type of product do you buy more often on social media?



- Apparel/Clothing
- Personal Care/Beauty
- Home products
- Food and beverage
- Pets (toys/food)
- Electronics
- Office products
- Fitness products
- Toys
- Other

Ashley Crowder

Founder & Chief Executive Officer
VNTANA



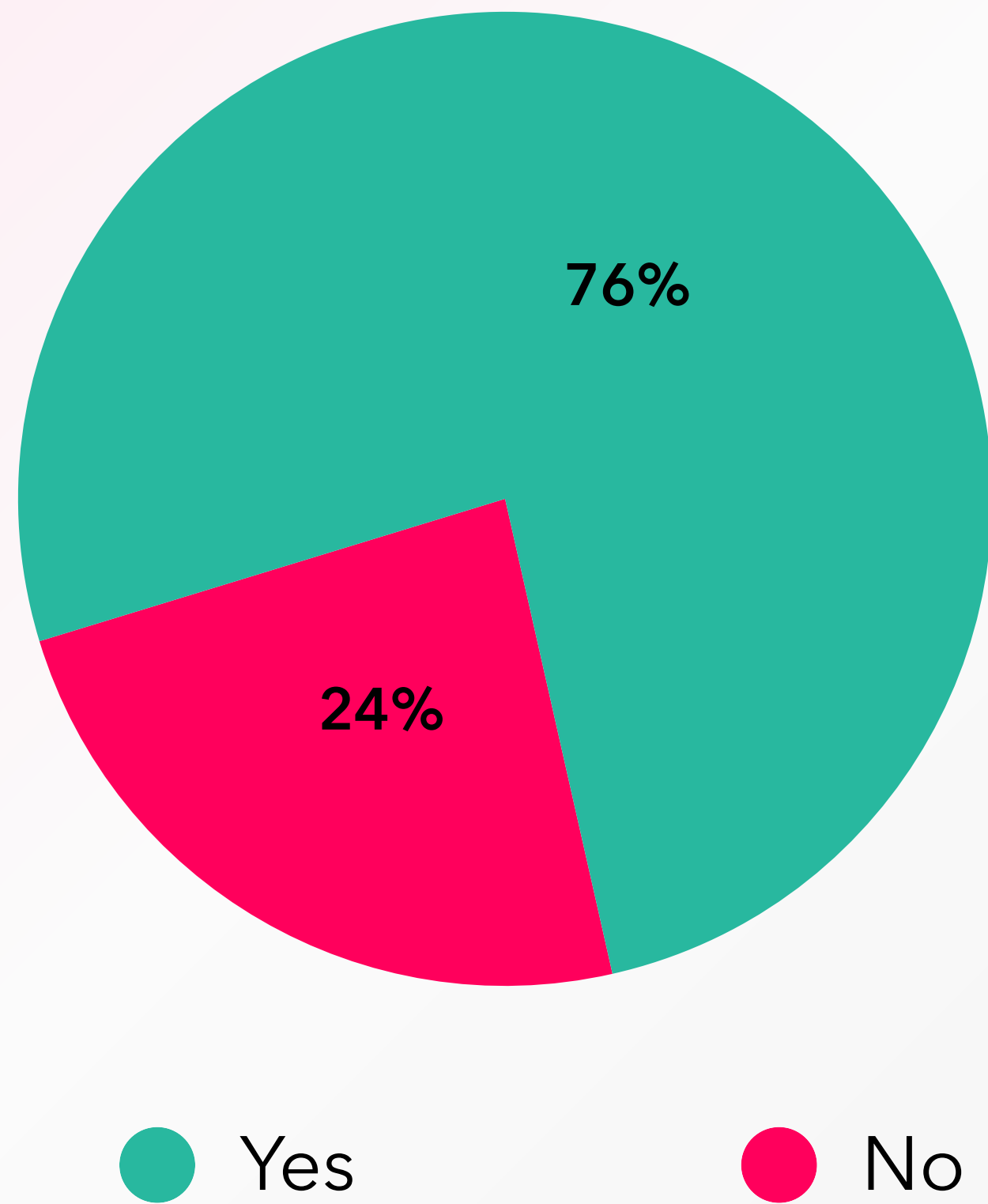
“

Studies show that 45% of consumers research products on social media before making a purchase and 20-30% of consumers depending on age discover new products via social media. **Social commerce is a huge opportunity for brands to grow their online sales** and many of the platforms provide out of the box 3D and AR templates to create unique user experiences which are proven to increase conversion rate. VNTANA helps brands easily create 3D and AR experiences across eCommerce and social media platforms to increase sales.

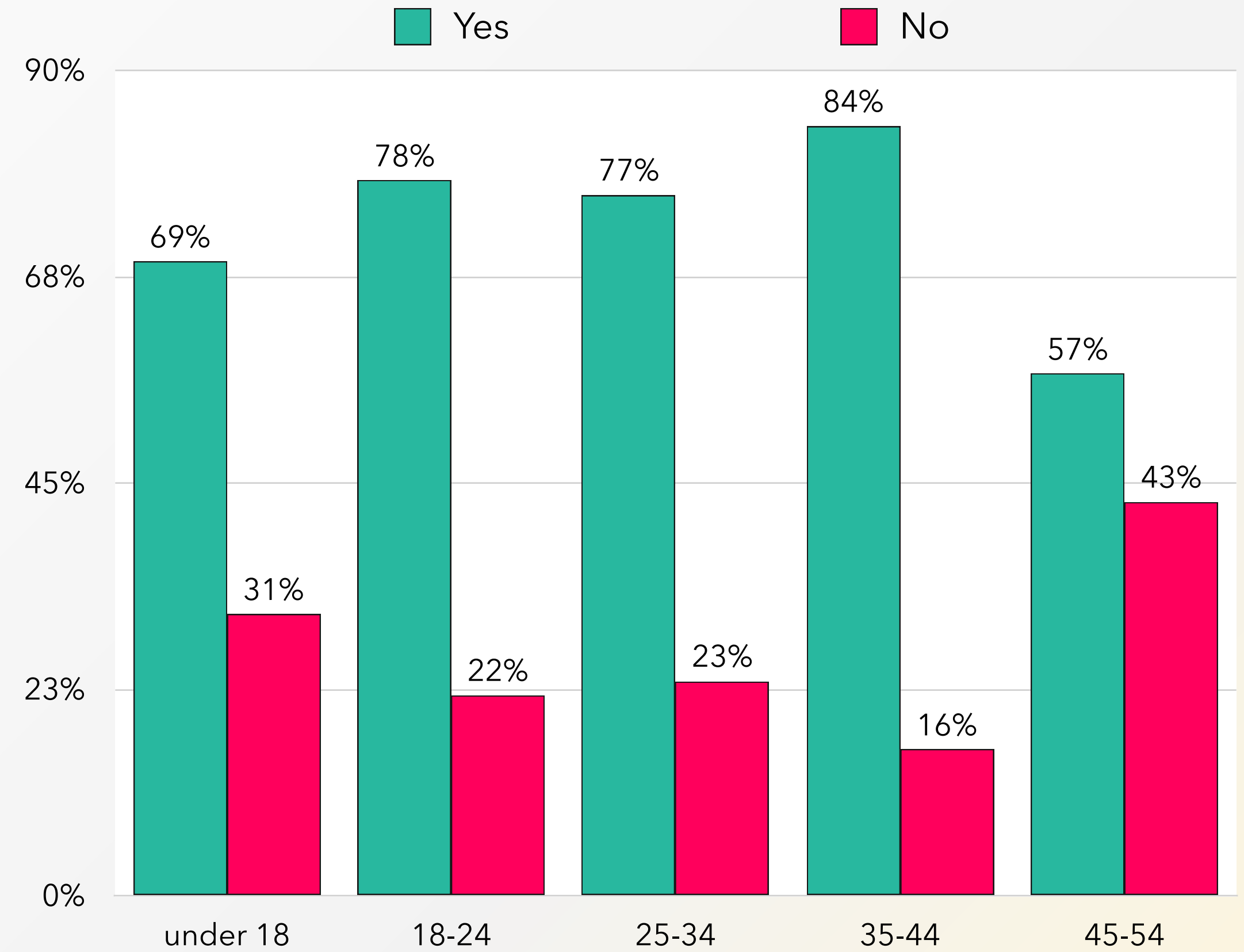
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Have you bought at least 1 item on social media during 2021 holidays?

E.g.: Black Friday, Cyber Monday, Hanukkah, Christmas

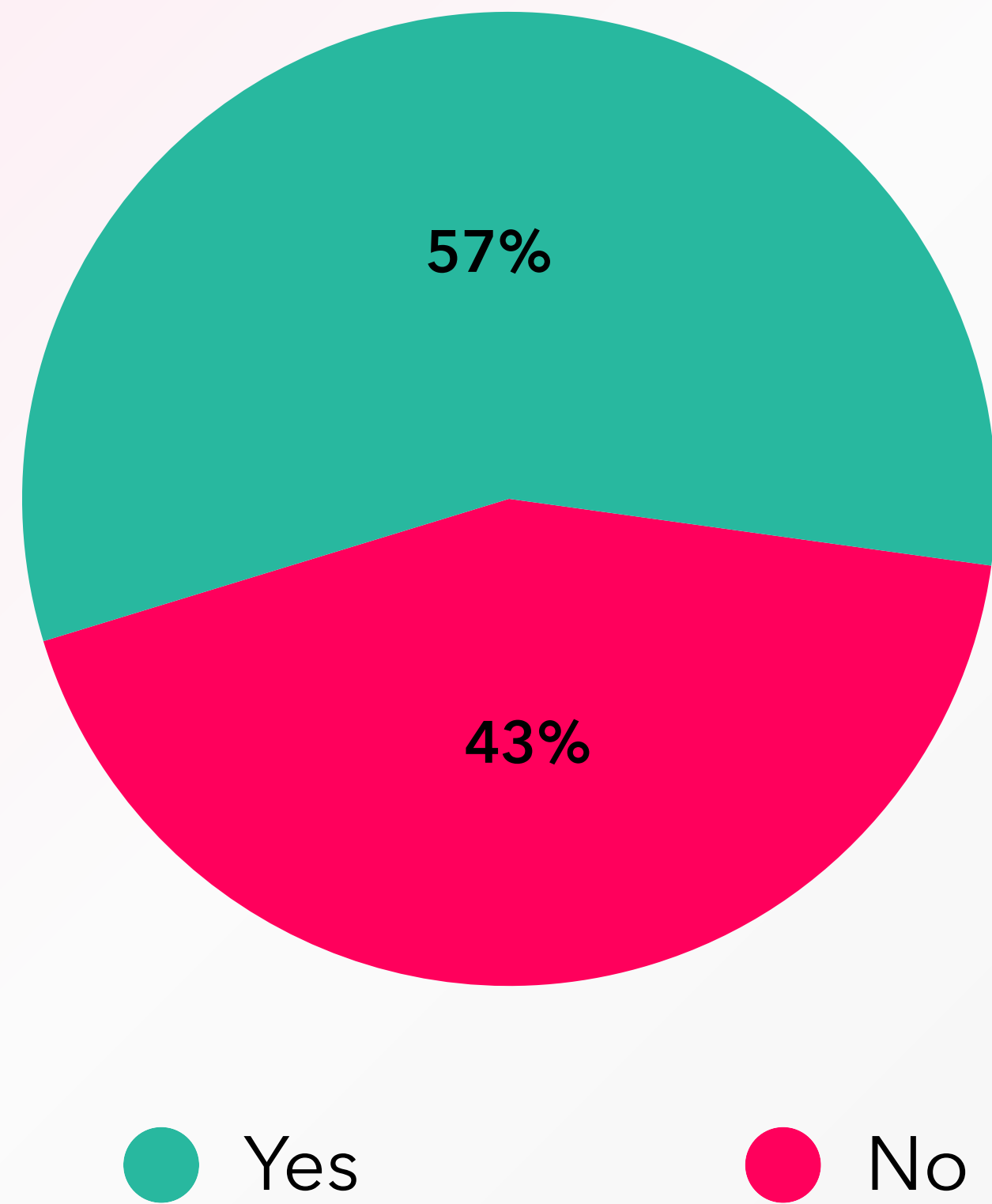


Breakdown by age

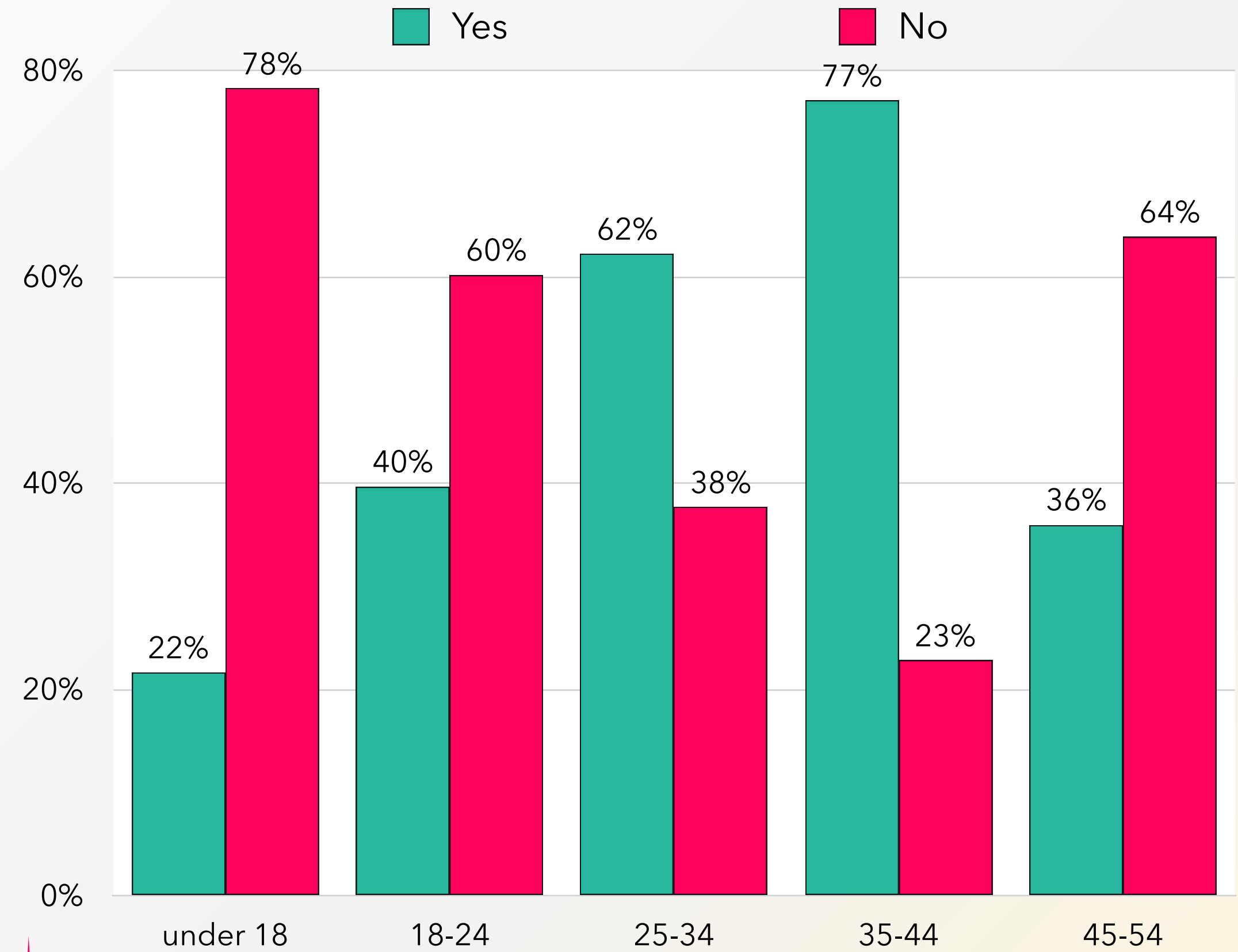


Have you ever purchased something during a livestream shopping event?

E.g. Amazon Live, Instagram Live, TikTok Shopping Event

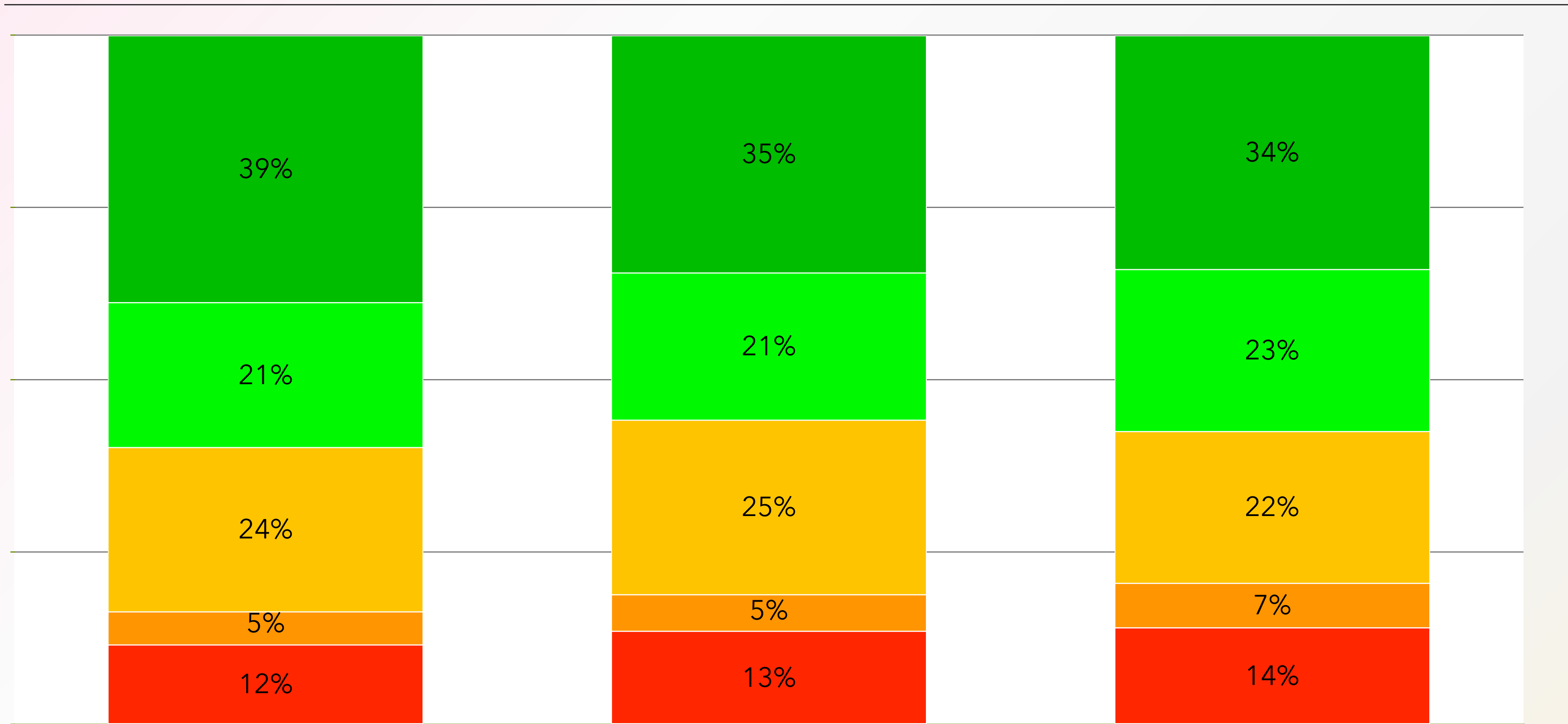


Breakdown by age



Between 18-24 and 25-34 there's almost an opposite trend when it comes to livestream shopping purchase behavior.

Livestream shopping experience:



I like to discover new products during live shopping events

I like to shop during live shopping events

I am more likely to purchase something if it's showcased by someone in live streaming

Strongly disagree

Somewhat disagree

Neutral

Somewhat Agree

Strongly Agree

Sharon Gee

VP of Revenue Growth &
General Manager of Omnichannel
BigCommerce



“

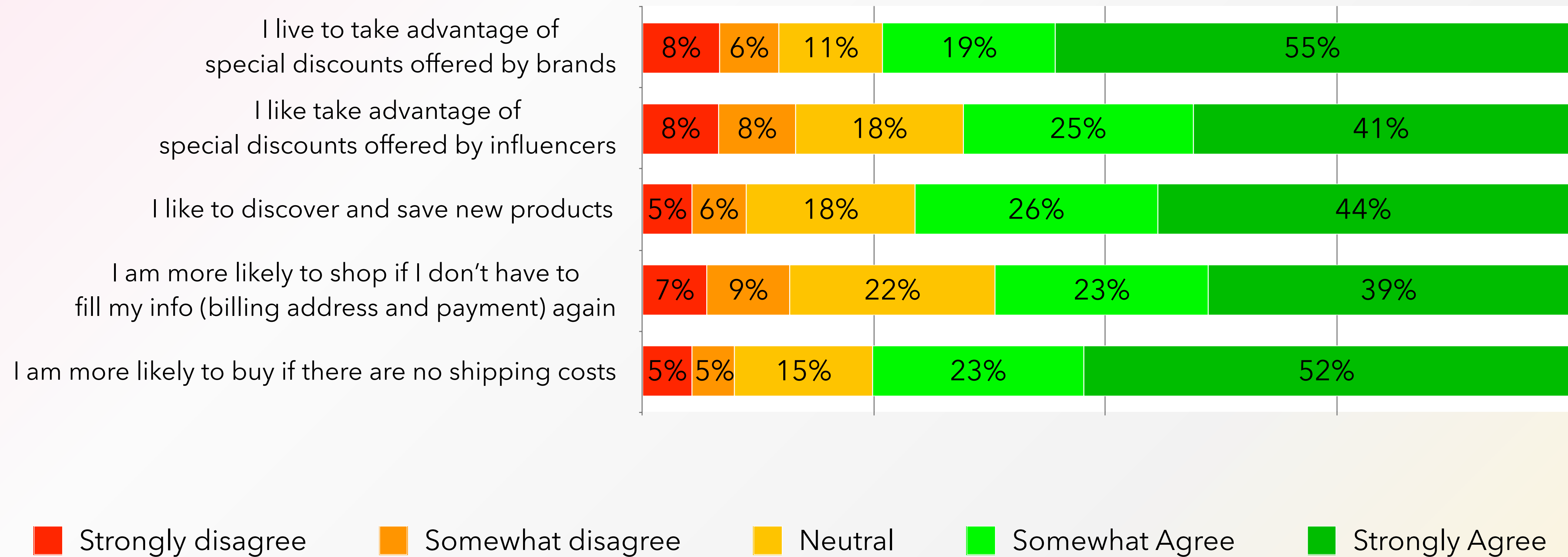
Optimized data will be the key to omnichannel success. Having an omnichannel strategy used to mean running both a physical store and an online store. Today, omnichannel has come to mean selling through an eCommerce storefront combined with a mix of third party ads and marketplace platforms like Google, Amazon, Walmart and Mercado Libre, and social commerce channels such as Facebook, Instagram and TikTok. **And this momentum will not slow down in 2022 and beyond.** If anything, omnichannel marketing will need to be amplified as part of every merchant's strategy in order to remain even more competitive than ever before.

Merchants will have to push harder to meet consumers where they are spending their time, where they start their shopping journeys and where it is easy and convenient to click the buy button. The trick for merchants will be having a strategy that harmonizes managing their products, pricing and fulfillment offerings across all channels a shopper might find them on, requiring product data (and supporting systems) to be coordinated behind the scenes.

As retailers have been adding more channels to sell on, they've learned that each varies in what information is required and how it is presented. Trying to manually manage those data differences, in real time, for a large volume of products across multiple channels is not realistic or efficient. Merchants will need to invest in technology solutions that can automate the optimization and syndication of quality product data across channels in order to drive their omnichannel growth.

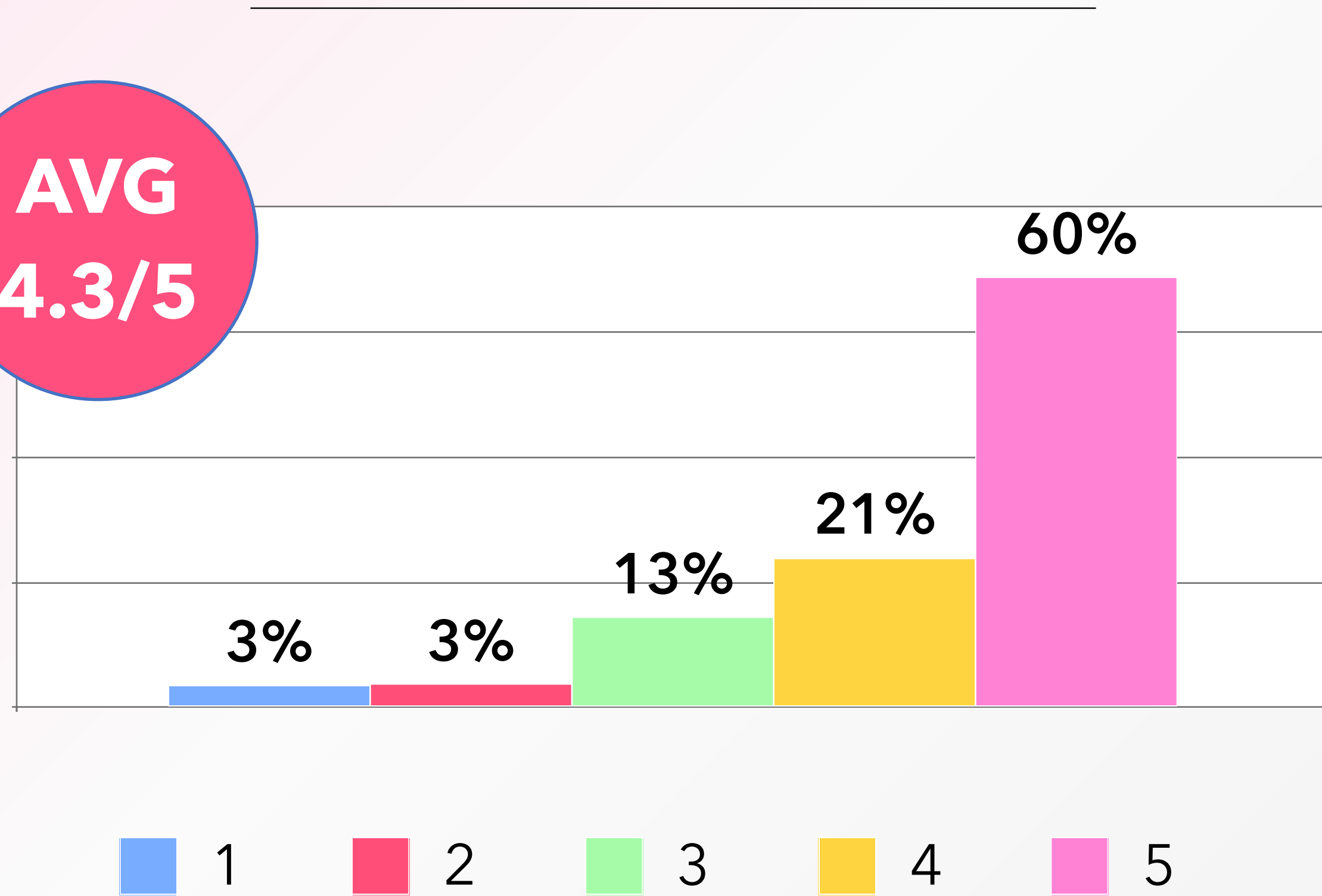
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Online shopping experience:

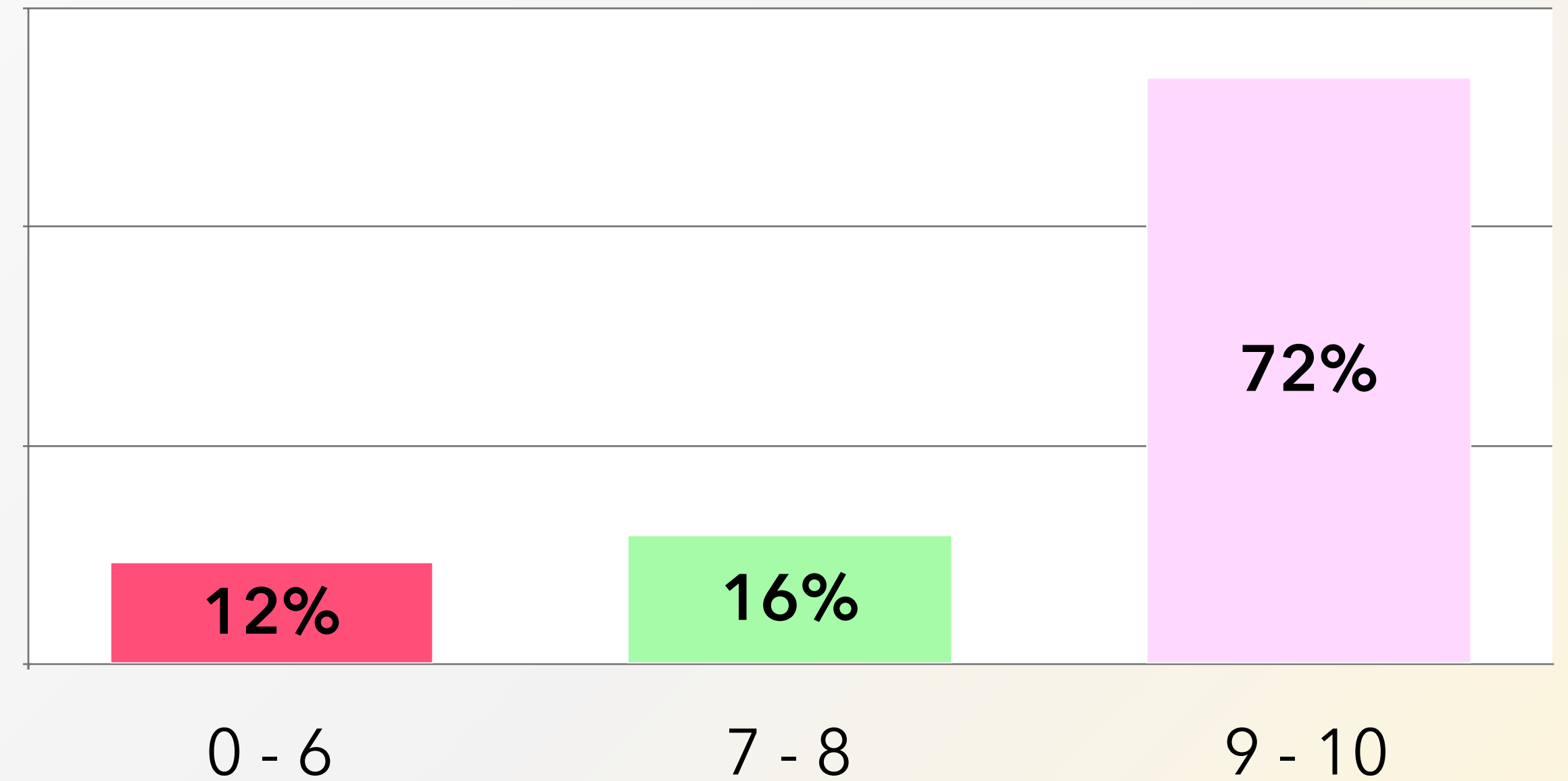


On a scale from 1 to 5 how important are online product reviews?

**AVG
4.3/5**



How would you rate your livestream shopping experience from 1 to 10?



Chloe Cox

Social Strategy and Insight Consultant
Wunderman Thompson Commerce



“

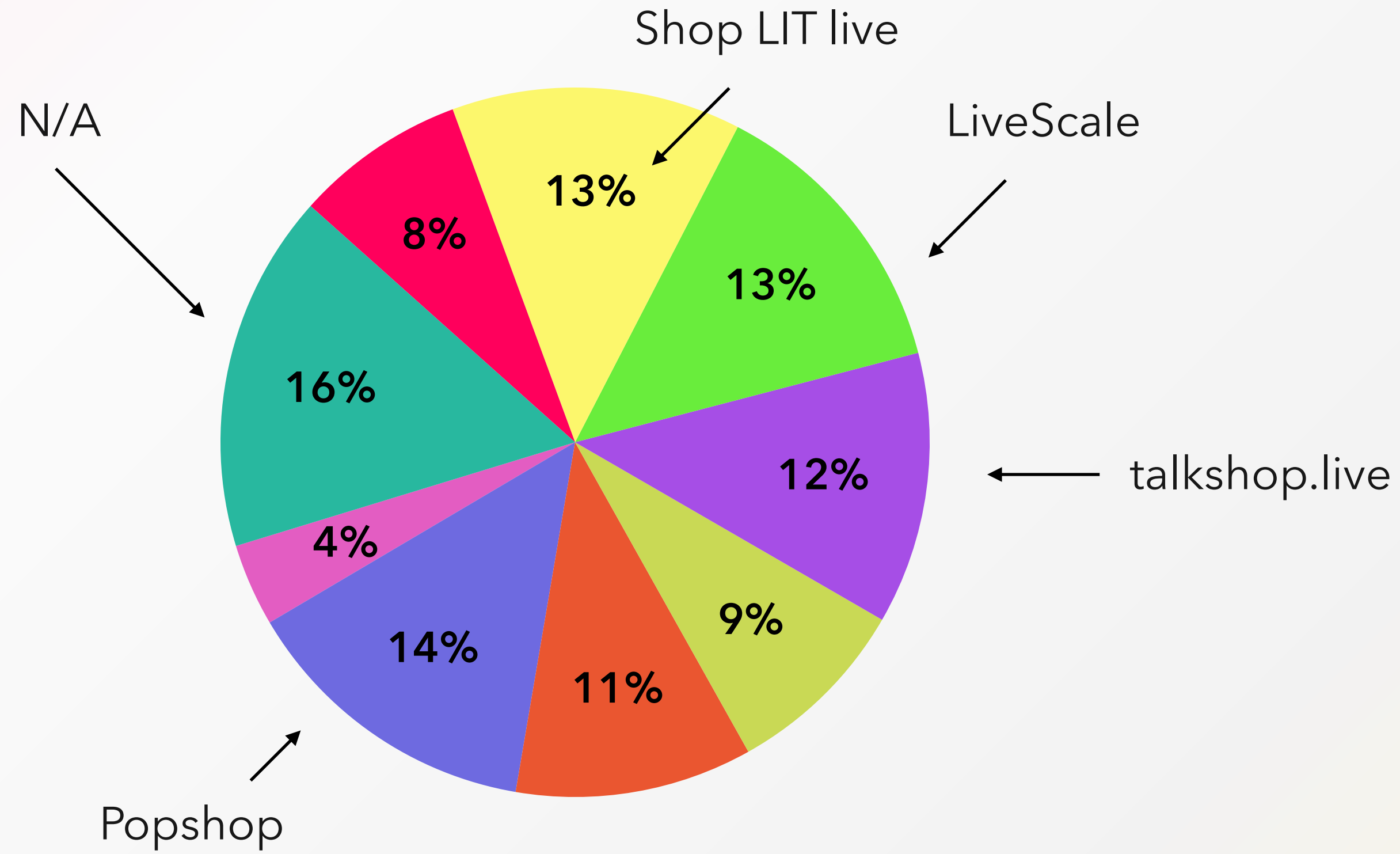
The ‘Social Commerce’ buzzword has been around for a while now, but finally, we are starting to see some tangible developments in the industry, with platforms experimenting with checkout features, and brands embracing these developments. Social media platforms have performed a key role throughout the pandemic, with shoppers spending more time on social media channels. Undoubtedly, social channels will become even stronger when it comes to commerce, not just for inspiration and search, but for transaction too.

Social media is no longer a place to advertise, and advertise only. Instead - **social platforms need to provide a rich and engaging experience to entice the audience to shop in the first place.** And it’s not just down to branded content itself - so called ‘social media influencers’ are becoming ever more prevalent, with consumers engaging with products because their favorite social media star or blogger is doing so. But the role of the influencer is changing. It’s not just about those hi-profile celebrities anymore, but about those niche influencers who are providing a much more authentic voice that the consumer can trust. Because after all, we’re all influencers in some way, shape or form - it’s all about the messaging, the authenticity and the trust that they give to consumers, meaning that it’s not just brands that are the big players in social commerce, but influencers, or social creators, too.

When it comes to the future of social commerce, the sky is the limit, and the race to becoming THE social commerce leader is on, whether that be a brand, a social platform, or a social creator. My advice? Watch this space - and make sure you’re not simply a passive bystander.

”

Have you ever interacted with live shopping apps? If so, which one(s)?



- N/A
- LiveScale
- Buywith
- Bambuser
- talkshop.live
- Popshop
- Shop LIT Live
- NTWRK
- Others

Our Full Survey Infographic

[theinfluencermarketingfactory.com/social-commerce](https://www.theinfluencermarketingfactory.com/social-commerce)

MARKET SIZE IS HUGE
 The global Social Commerce Market that was estimated at \$89.4 Billion in the year 2020, is projected to reach a revised size of \$604.5 Billion by 2027, growing at a CAGR of 31.4% over the analysis period 2020-2027.

The number of US social commerce buyers grew by 25.2% to 80.1 million in 2020 and will grow another 12.9% to 90.4 million in 2021.

US retail social commerce sales will rise by 34.8% to \$36.09 billion this year, representing 4.3% of all retail e-commerce sales.

"The [BUY NOW] feature is a necessity for me to purchase when I browse online on a social media app"

AVG 3.15/5

*Where 1 star equals to "Strongly disagree" and 5 stars to "Strongly agree"

78% has never used a "Buy Now Pay Later" service
 (e.g. Klarna, Affirm, etc)

How often do you shop on social media?

What type of product do you buy more often on social media?

Apparel/Clothing Personal Care/Beauty
Home products Food and beverage
Pets (toys/food) Electronics
Office products Fitness products
Toys Other

Have you bought at least 1 item on social media during 2021 holidays?
 E.g.: Black Friday, Cyber Monday, Hanukkah, Christmas

Breakdown x Age

Shopping behaviors

Strongly disagree Somewhat disagree Neutral Somewhat Agree Strongly Agree

CHECK IT OUT HERE

Melanie Bedwell

eCommerce Manager
OLIPOP



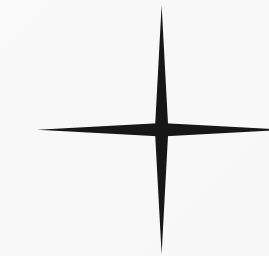
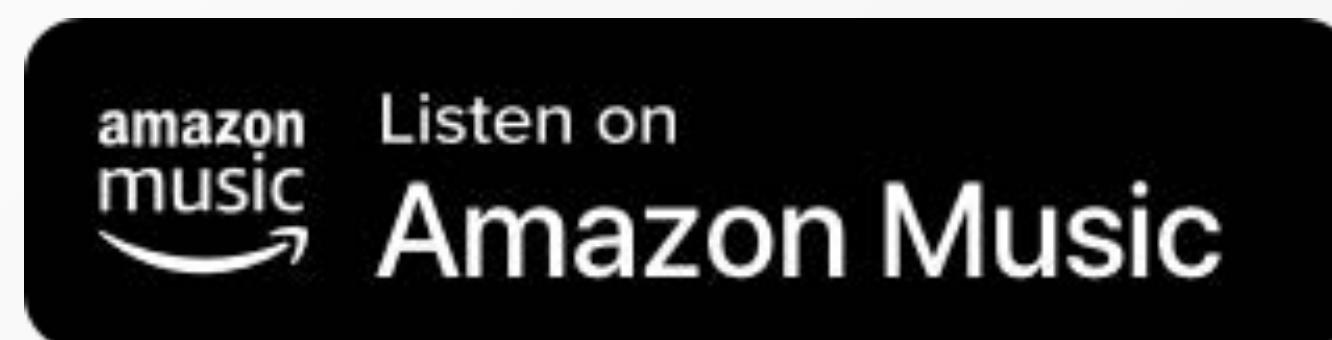
“

Social Commerce has greatly impacted our sales, and I believe has greatly impacted our consumer's experience as well. We use Instagram often to engage with our target audience. We post about our new products, current promotions, partnerships, giveaways, and more. Our customers are comfortable reaching out to us on this platform, either to ask us questions, encourage us to place our product in stores near them, or just to provide general feedback. For an eCommerce business, social commerce is imperative for engagement. If you can't interact with your customers face-to-face, then connecting through Instagram, Facebook, Twitter, or TikTok is crucial. It **builds brand awareness** for those just discovering your company, and **builds customer loyalty** for those who have already purchased your product.

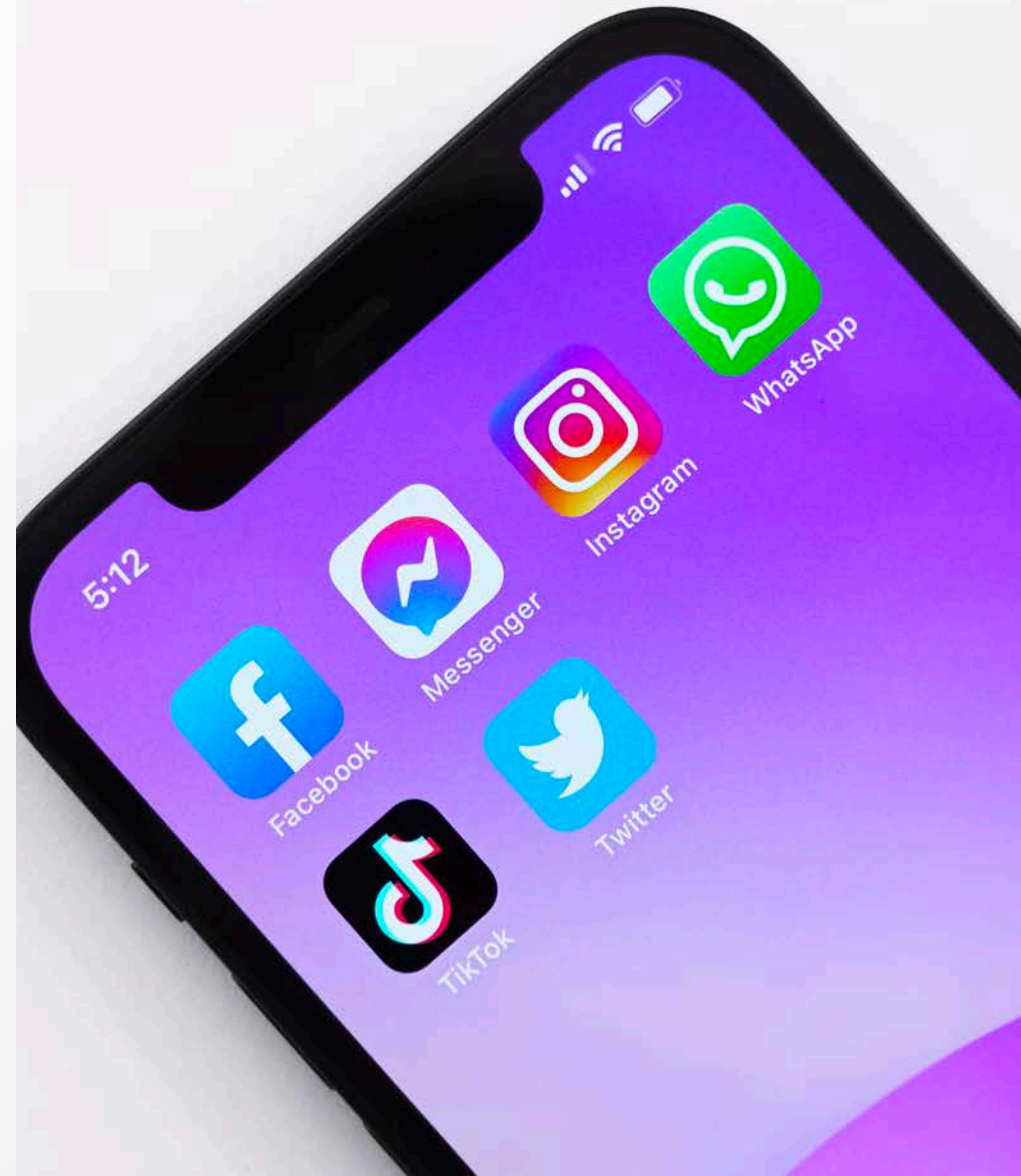
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Check out our Podcast The Influence Factor

Listen to our monthly podcast about influencer marketing, the Creator Economy, social media, social commerce and much more!



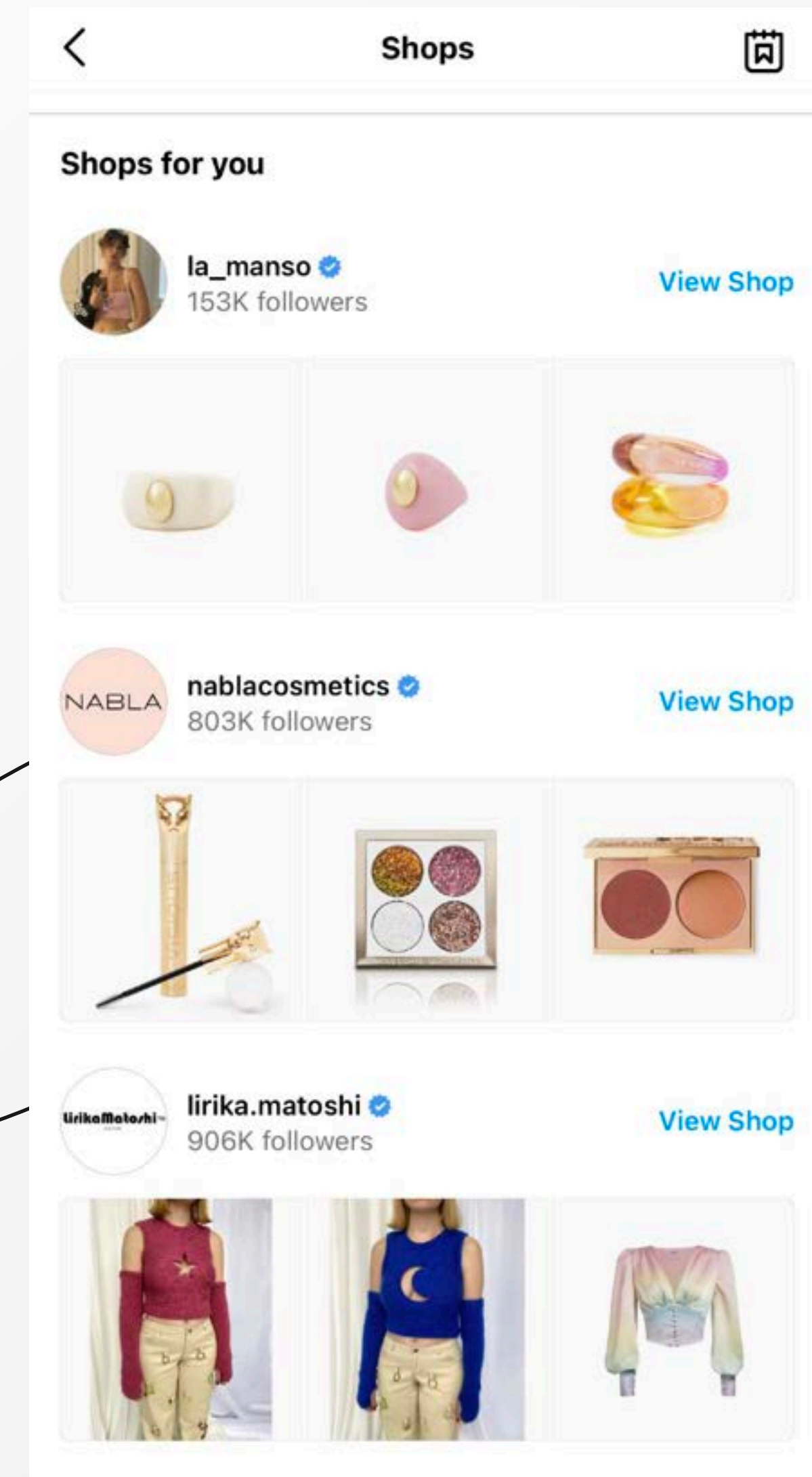
Social Media and Social Commerce



Instagram

According to Instagram, every month, 130 million people tap on an Instagram shopping post and over 1 in 4 (27%) teens and young adults are expecting to shop directly through their social media feeds and special in-app features.

- **Explore Tab Shopping:** users can discover products and brands across Instagram. The listing is personalized based on accounts they follow and businesses using products listing.
- **Shoppable Posts:** businesses and influencers can tag products directly in their posts and with the feature “Instagram Checkout” users can buy products directly on Instagram without leaving the app.



Jason Wong

Founder
PugHaus



“

To solve the live shopping issue we need to solve two things first. One is pre-registration to the live shopping event and second is the format of the live shopping needs to be redesigned. Live shopping is often compared to a QVC channel but what people don't talk about is that the type of people that are watching QVC aren't the same type of people using social media, so inherently there's a disconnect of the product and market fit. Consumer behavior needs to change and it's going to take time to evolve because social media users don't like interruptions in their browsing flow to watch someone sell them something. They need to be committed to the live shopping as an event like they're attending a webinar. For this to work, live shopping need to be marketed like how brands would market a sales period, and there needs to be incentives to shop live like discounts or exclusive products. On the second adjustment, live shopping right now doesn't facilitate the shopping process for the customers. People still need to leave the app to go to the site to buy or text a number to initiate the order. The social media apps right now aren't making it easier for merchants to sell, leaving tons of gaps for live shopping to be viable.

Who do you think are the future big players other than social media in social commerce?

Facilitating purchases through communities like discords, SMS, facebook groups. I don't think there'll be another new social media app in the near that can take people's attention off what already exists, so it's up to the major players today to reinvent their app to embrace social commerce.

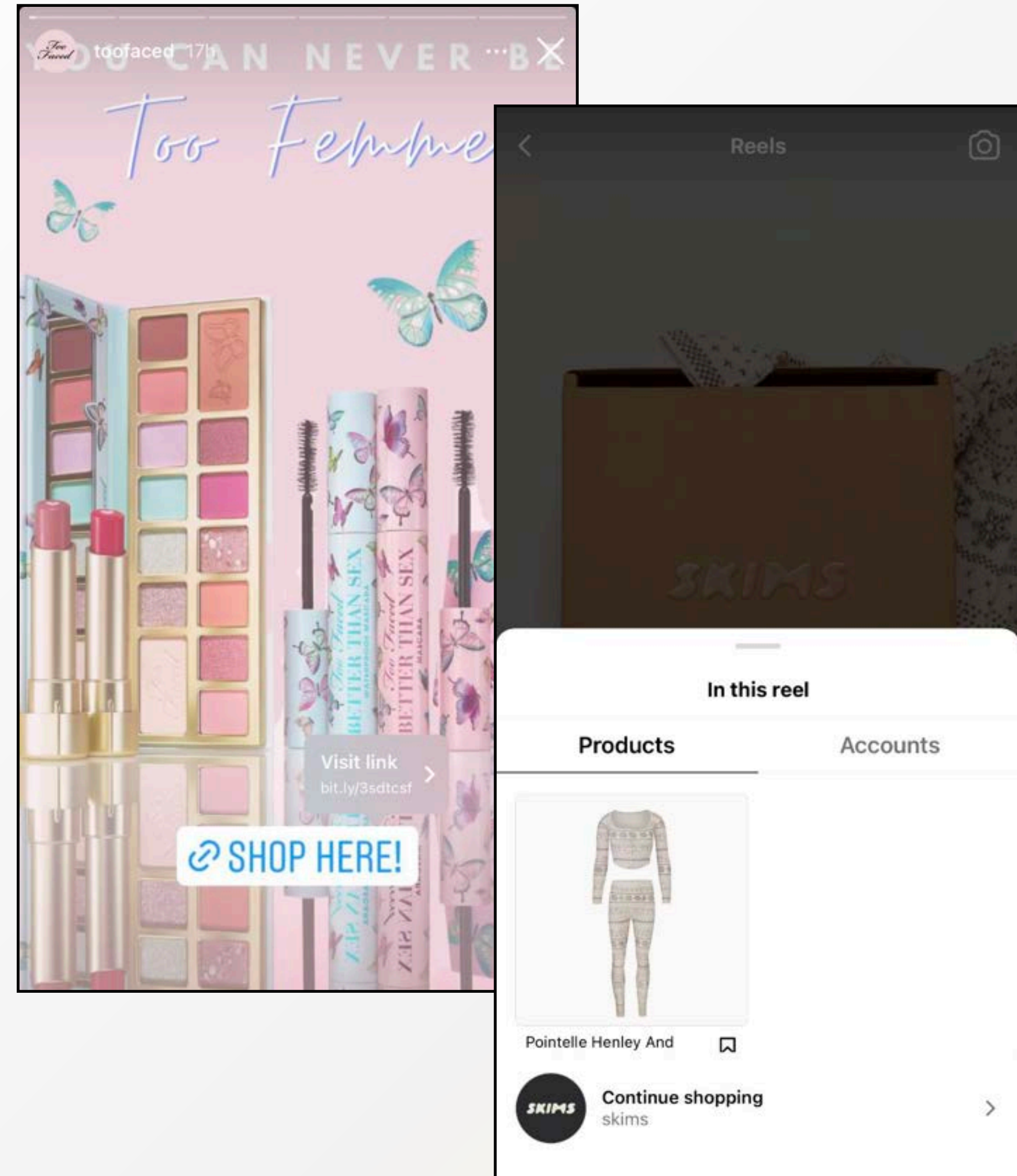
Why is social commerce important for (emerging) brands?

It bridges the gap between the brand and the end user by providing a more personalized experience that emulates shopping in store. Often times, the relationship that brands and customer build face to face in-store is lost in eCommerce, so social commerce brings elements of that back.

”

Instagram

- **Shoppable Stories:** businesses and influencers can tag products in Instagram Stories to drive traffic to their website, promote a catalog or invite to make a purchase.
- **Instagram Reel Shopping:** businesses and creators can tag products in Reels, which showcases the products in motion.



Jonathan Roque

Digital Marketing & Content Strategist
Zapiet



“

One of the ways we shopped that increased in just one year along was the intersection of social media and e-commerce. **Mobile commerce is an increasingly popular way of shopping habits** continuing to grow as more brands become in line with a social media strategy and give users the ability to shop directly on these platforms.

From Instagram Shop to Facebook Marketplace to TikTok's partnership with Shopify, social media is becoming a fast-growing channel for e-commerce brands and a great way to get exposure to new audiences. One way we see Shopify merchants using social commerce and additional ways to reach customers is through the emergence of new services like curbside pickup and local delivery being a way to shop through social media. More merchants are advertising these new services and are relying on social commerce to connect customers shopping online and getting their products offline.

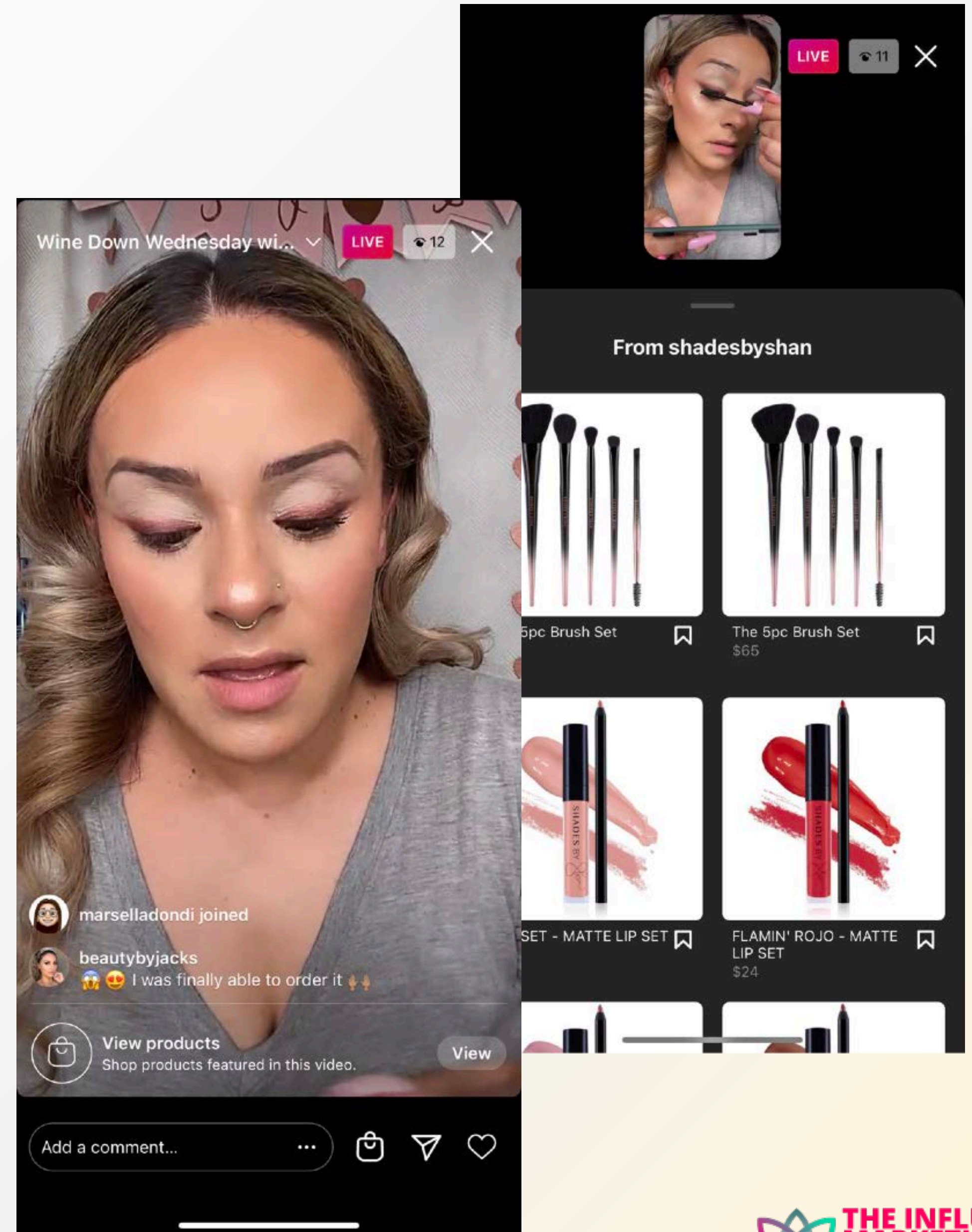
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Instagram LIVE shopping

Brands can tag products directly in the Live broadcast for viewers to tap and purchase.

Businesses can tag up to 30 products from their Facebook Shop before going live.

During the broadcast, the host can pin one product at a time to the screen.



Kayla Darcey

Strategic Account Manager
MikMak



“

We see social commerce make purchase experiences smoother every day. Even before shoppable media, social media platforms were already organically becoming a place where users would share purchases they love, discover products they want to buy, and provide recommendations on how to buy them. Adding shopping capabilities helps them get to their next desired step easier. **This year, we've seen rapid growth in TikTok as a driver of shopper traffic and purchase intent.** YouTube is particularly successful with long-form content at the top of the funnel.

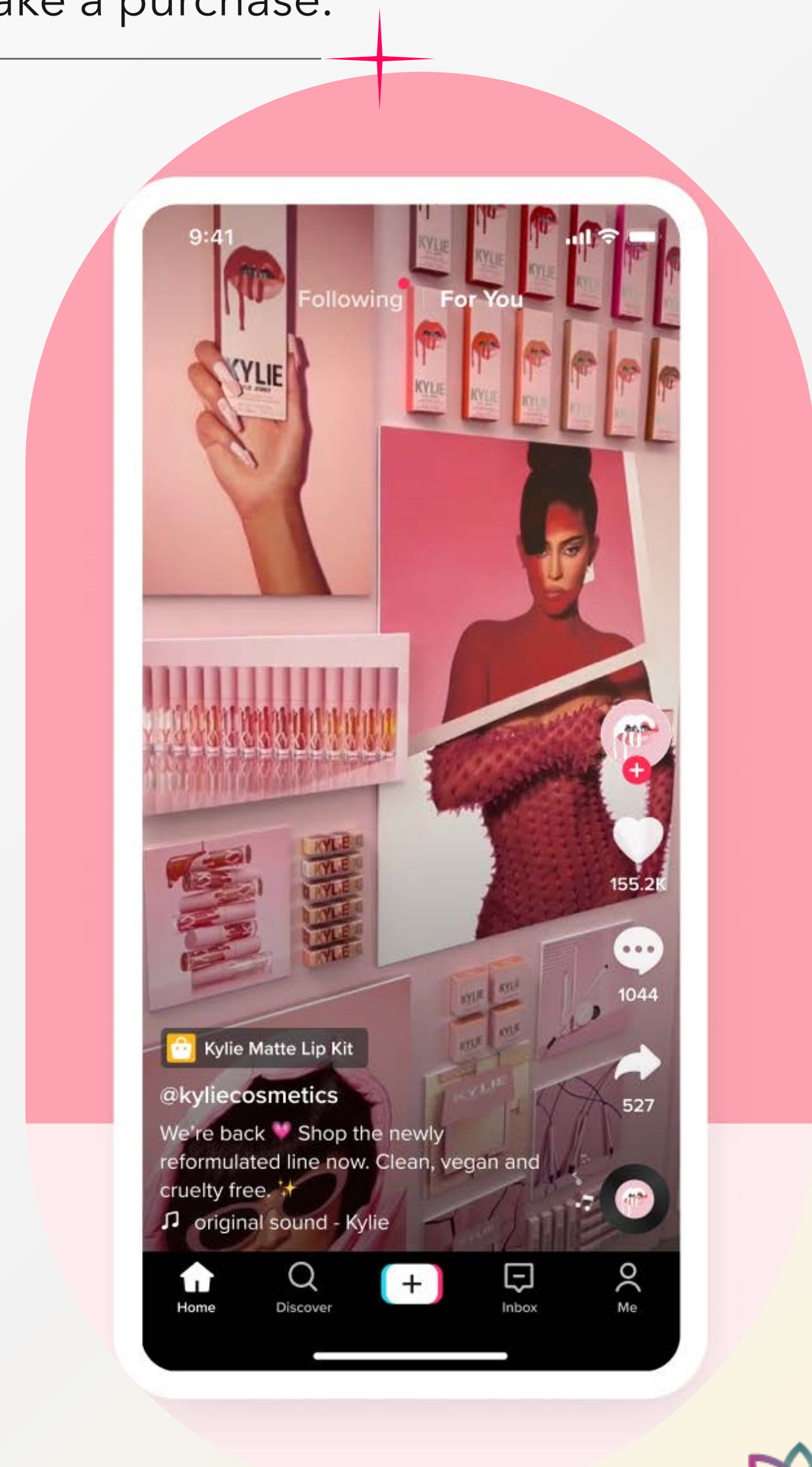
Consumers' willingness and desire to engage in social commerce is promising for brands. The best way to take advantage of this behavior is to think of each creator as a potential partner with their specific audience. Learn more about the engagements that are taking place between consumers and creators and match them to the shoppers that have high intent to purchase your product, and use this to design your marketing initiatives and influencer strategies.

”

TikTok Shopping

According to market research firm Kantar, 83% of consumers browsing TikTok say seeing trending content has inspired them to make a purchase.

- **TikTok partnered with Shopify, Square, Ecwid, PrestaShop** and more so merchants can set up a dedicated Shopping tab in their profile (shopping bag icon) and sync their product catalogs to the app.
- **TikTok Shopping API:** allows businesses to integrate their product catalogs directly into TikTok and include products into organic content.
- **Product Links:** These allow merchants to highlight the products they feature in their videos, so users can purchase what they see in organic content. TikTok can either direct people through the brand's storefront to complete the purchase or within TikTok.



Nick Shaw

Chief Revenue Officer
Brightpearl



“

In the pre-internet age, retailers gradually realized shopping can be a form of entertainment, and a wider social activity, which is not only fun for consumers but also results in more sales. As such, traditional stores made more effort to make shopping ‘an experience’ – a form of leisure. **The ‘new normal’ for commerce this Holiday season and beyond is now likely to be framed by many non-traditional ways of shopping** – from Instagram, to TikTok, to Livestream – which provides a huge choice to consumers and retailers.

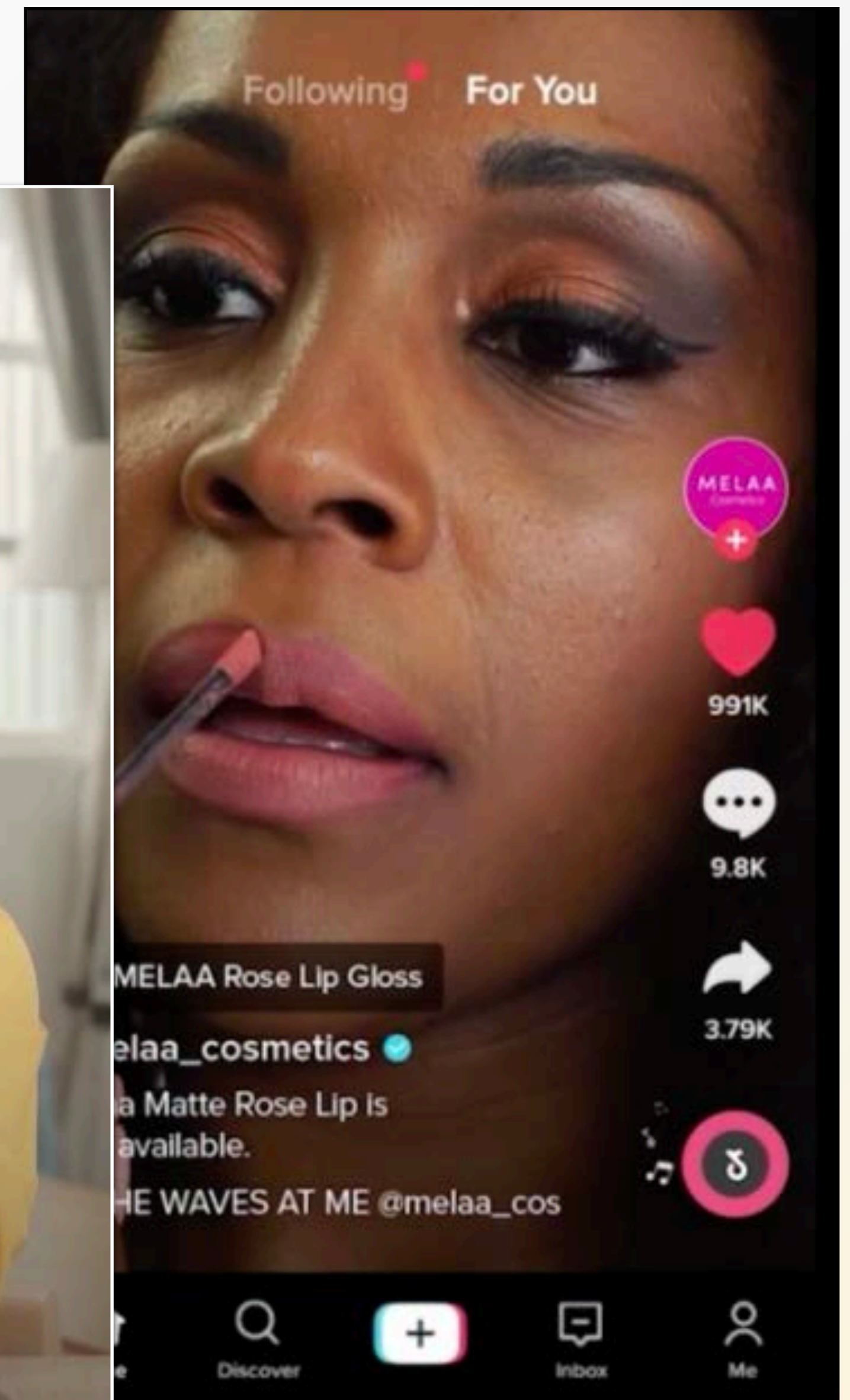
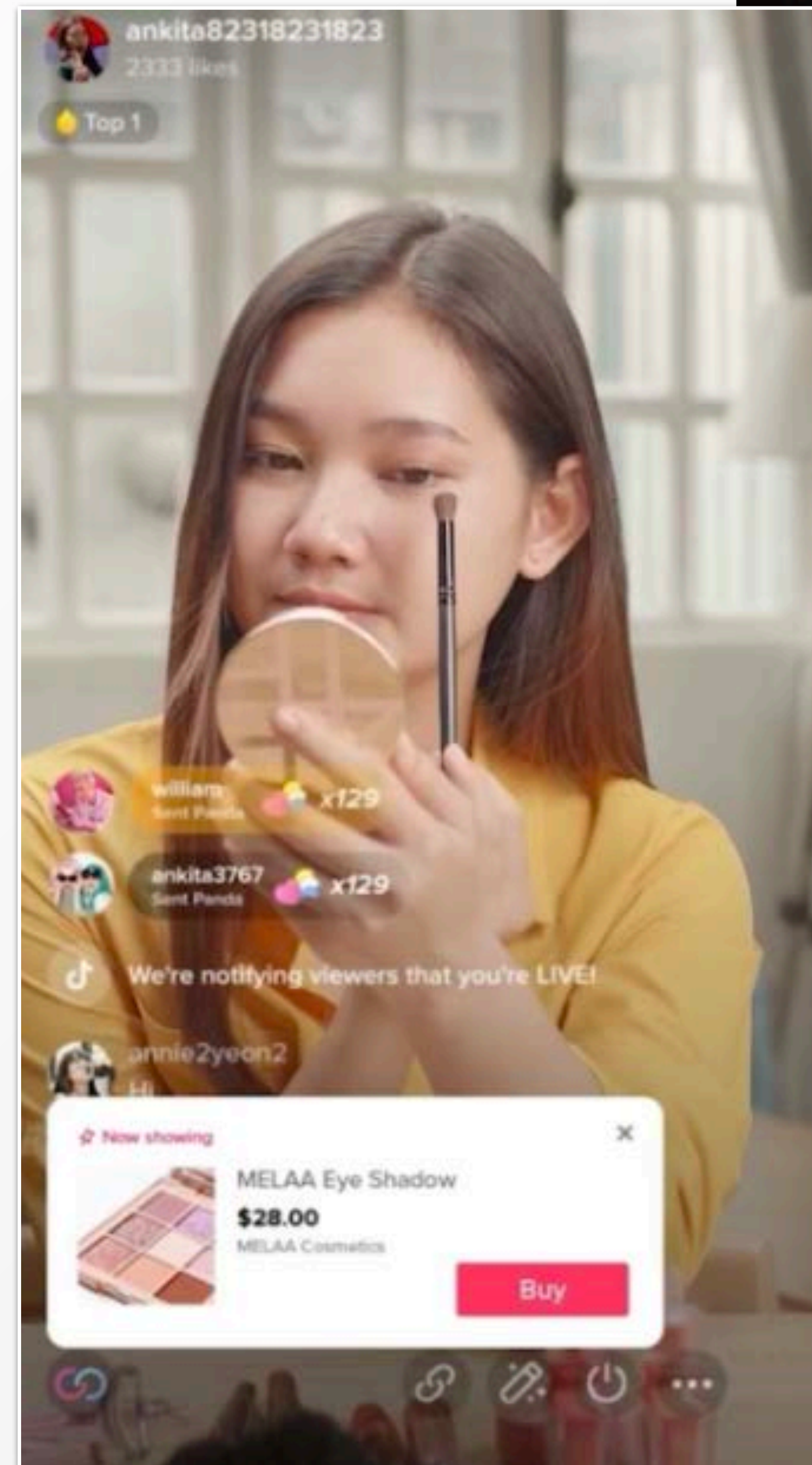
We really are at the beginning of a new trend and things are changing quickly in the world of online shopping. It is inevitable that more and more shoppers will buy and spend online in a variety of ways – especially this Holiday season. Unfortunately, many retailers will miss out because they aren’t set up to quickly add the new selling channels or payment methods that their customers now prefer.

”

TikTok Shopping

- **LIVE Shopping:** LIVE lets merchants connect with their audiences in real time and LIVE Shopping tools help users buy what they discover while watching a brand's stream.

Compared to competing platforms, TikTok users are 1.7x more likely to have purchased the products they discover through the app



Frost Li

Chief Executive Officer
Social Chat



“

Over the last few years, we've observed customers desire richer and more interactive ways of shopping experiences. **They want to be social:** sharing reviews, asking questions, participating in live events and engaging with brands as if they are in physical stores.

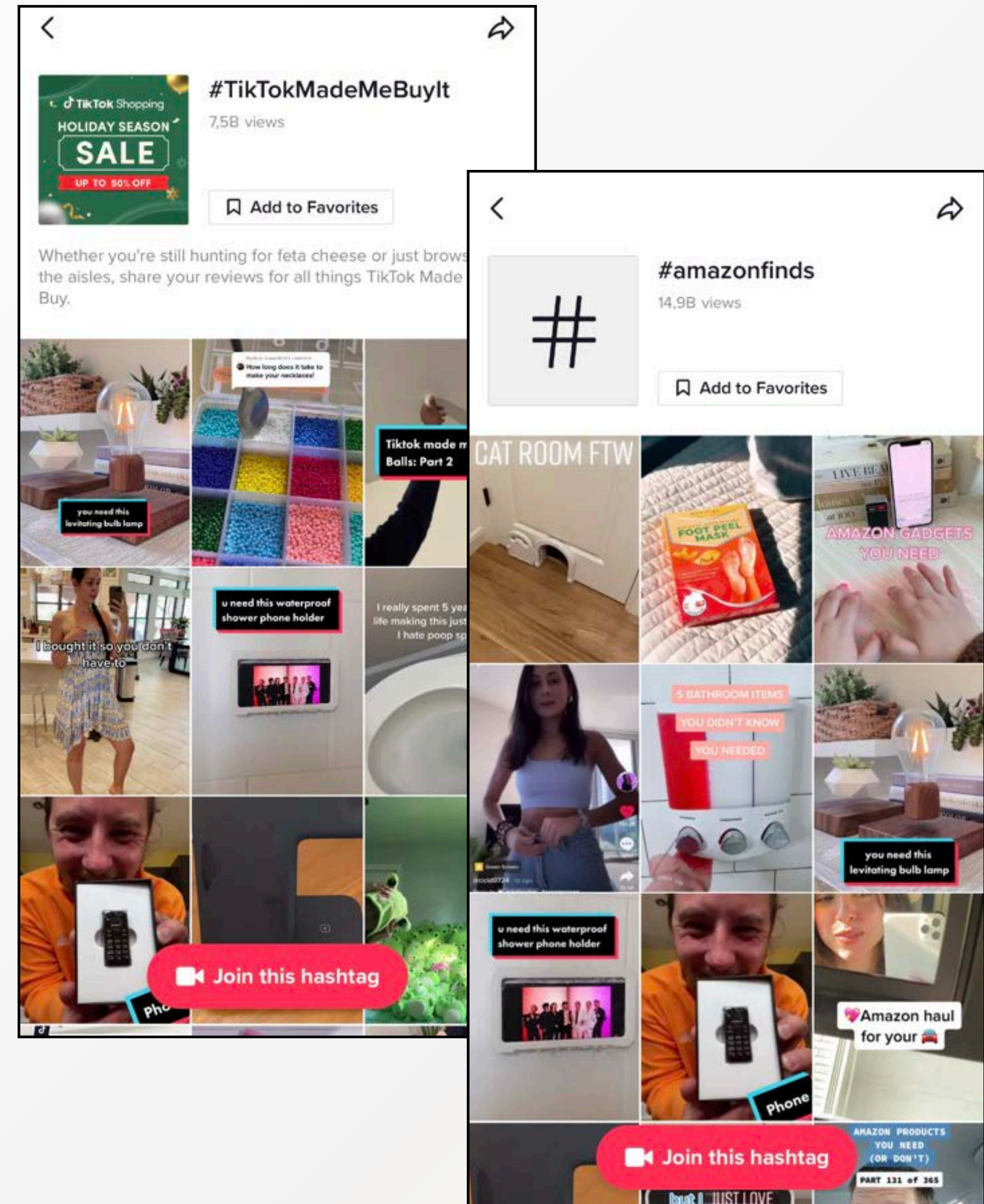
Brands work with power users, influencers and brand ambassadors to tell their stories live that other users can directly interact and shop with social proof. This gives brands an amazing opportunity to build a deeper and longer relationship with customers online instead of one-time discount-driven shoppers.

”

TikTok Shopping

The hashtag #tiktokmademebuyit has more than 7.6 Billions views on TikTok and the hashtag #amazonfinds more than 14.9 billion views.

An AdWeek survey found out that **49% of TikTok users purchased a products after seeing it advertised, promoted, or reviewed at least once on the short form video platform.**



Kashif Zaman

Founder & Chief Executive Officer
Uptok



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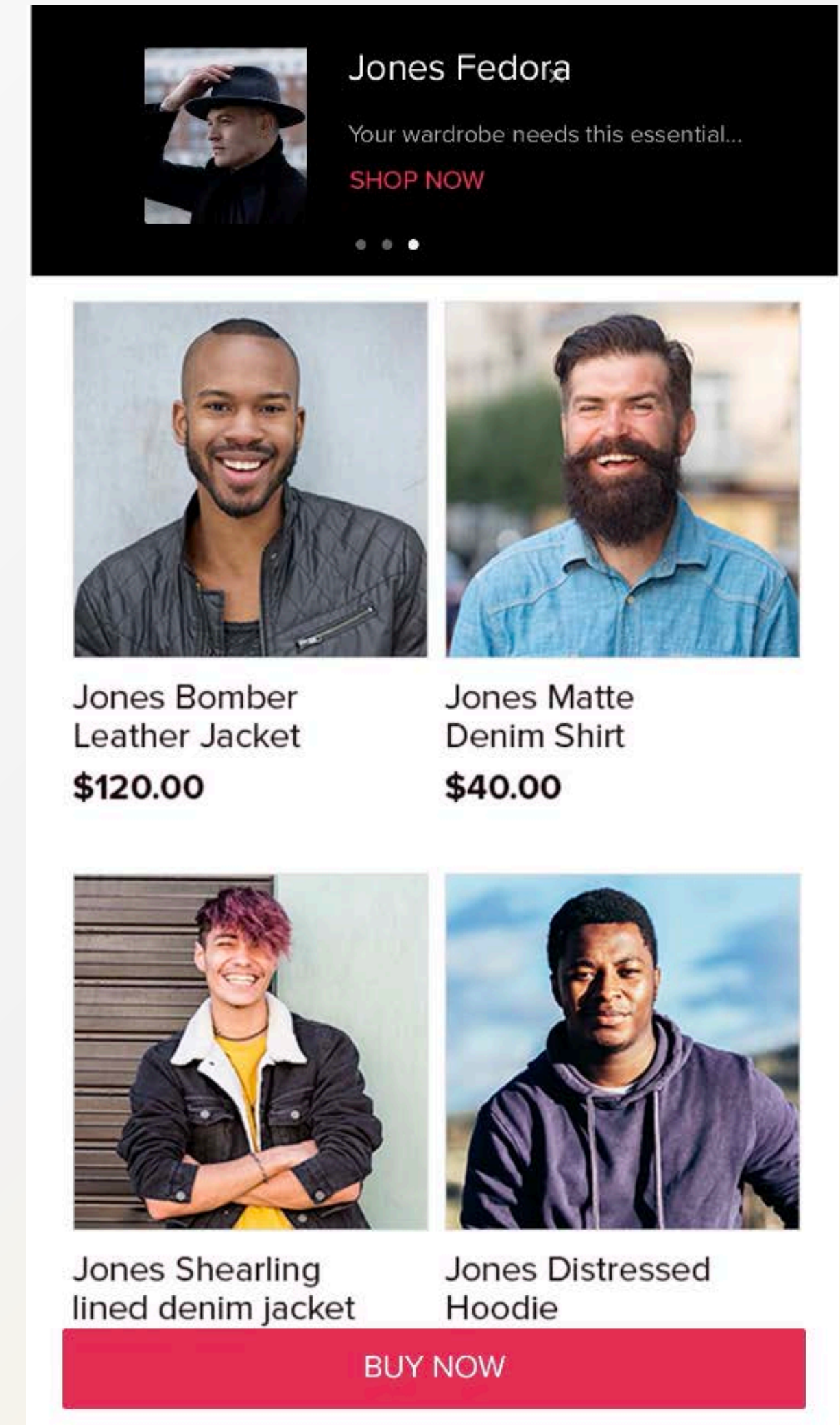
We, at Uptok, are gearing up for a completely new paradigm of social commerce that is yet to be unlocked. Today, social commerce is about influencing purchase decisions but we see a future where, a creative individual in the social universe who happens to be a brand aficionado, is not just a content creator or an influencer. We see a future where they have a much bigger role: they will be empowered to trigger transactions on behalf of the brand and draw intrinsic value out of that transaction. We hope to redefine the very definition of social commerce by realizing our vision. **Today we call it direct-to-consumer but tomorrow it will be about direct-with-consumers.** Uptok is the platform that brings video as the primary medium to orchestrate such a paradigm shift in the market. The future of social commerce is glowing and we, at Uptok, are pumped about it.

”

TikTok Advertising Solutions

In-Feed ad solutions that allow users to discover products and shop from brands right in the FYP.

- Lead Generation:** For products that may have a longer sales lead time, Lead Generation helps build, grow, and convert a brand's customer base. Users provide contact information to brands in a secure and frictionless way through "sign up" buttons that appear in In-Feed video ads.
- Dynamic Showcase Ads:** DSA generates video ads that speak to audiences' interests based on their activity, such as adding to cart or viewing a product. TikTok partnered with Productsup to integrate their product catalogs to create Dynamic Showcase Ads.
- Collection Ads:** this allow brands to include product cards in their In-Feed Videos. When a user taps on an item featured in a card, they're brought to a fast-loading Instant Gallery Page, where they can browse through more products—and make a purchase.



Francesca Gargaglia

Chief Operating Officer
Amity



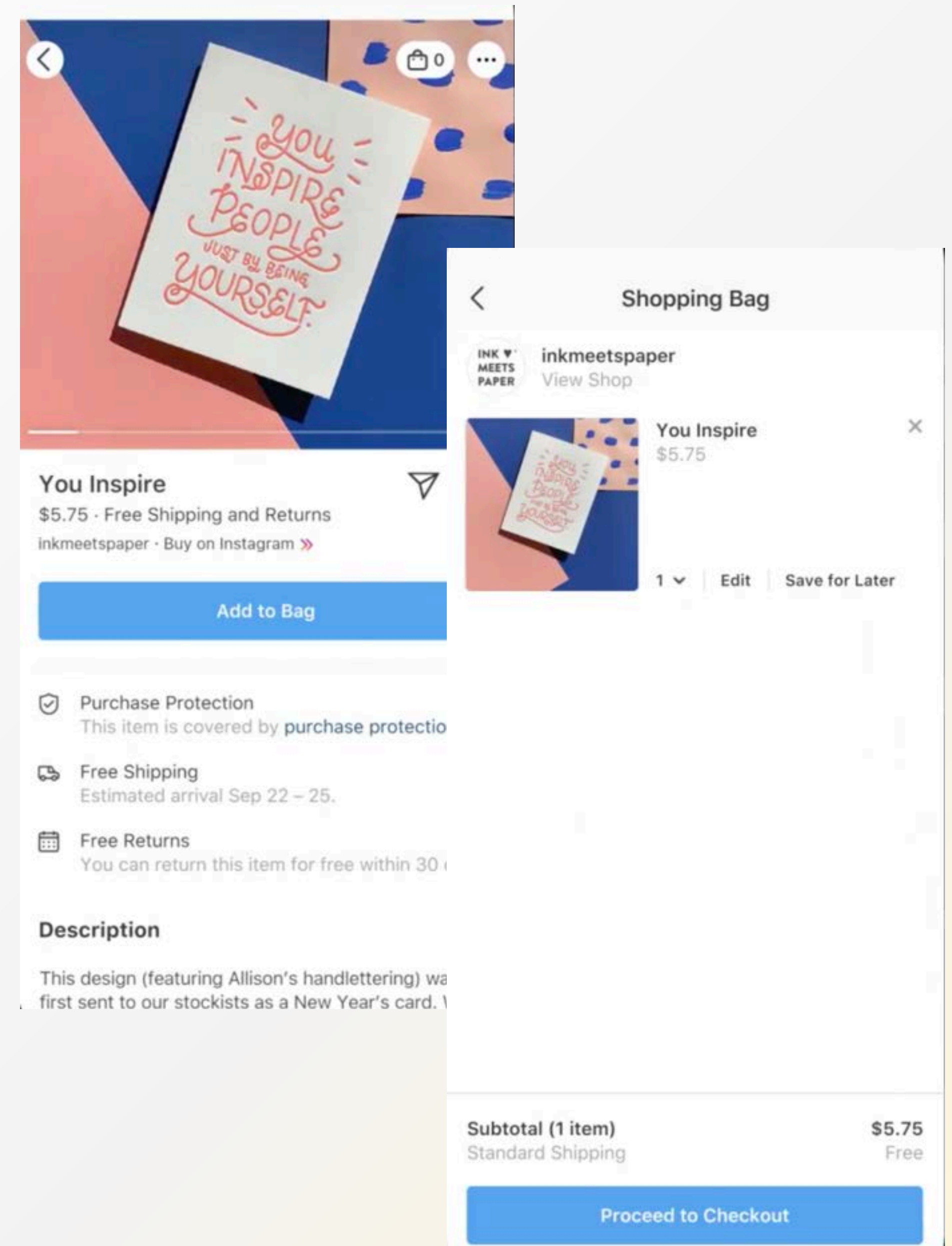
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The future of social commerce will not take place on the mainstream social media platforms, as brands will want to enable engaging social commerce features on their own platforms. We found that **72% of the consumers are more likely to return to a brand that creates a strong online community** and two-thirds (**63%**) admit they are more likely to buy from a brand that **leverages engaging social features on its own app**. Companies that take advantage of integrating online communities will benefit in the long run because their users will stick to their platform. Amity's products power positive digital experiences and communities. We are offering a complete suite of advanced social features in a plug-and-play format. Highly engaging and social features will become increasingly common in applications, making the user experiences more rewarding while giving companies a better chance to market themselves and connect directly with their user base.

”

Facebook

- **Facebook Shops:** online storefront where people can browse, explore and purchase your products directly on Facebook and Instagram.
- **Collections:** businesses can create collections of products to help customers find the products that are right for them when they visit the shop.
- **LIVE shopping:** people can buy products directly from the live shopping broadcast with Checkout or see more details about each product while they watch.
- **Shoppable content:** brands and influencers can tag products in Facebook posts.
- **Custom Audience:** brands can create targeted ads for people who have shown interests in their products. Businesses can also reach potential customers with a lookalike audience that shares similar interests, behaviors or demographics with current customers.



Henson Tsai

Founder and CEO
SleekFlow



“

Shopping online has never been easier. A report from Insider Intelligence stated that 35.9% of internet users in the US would make at least one social commerce purchase in 2021. We have seen **more and more companies**, from established enterprises to emerging leaders, **are making a significant investment in social commerce** in the hope of seizing business opportunities.

While influencer marketing is proven to be an effective way to boost brand awareness, businesses need more to ensure potential customers go through the sales funnel from top to bottom. More people are messaging businesses to get support and make purchases.

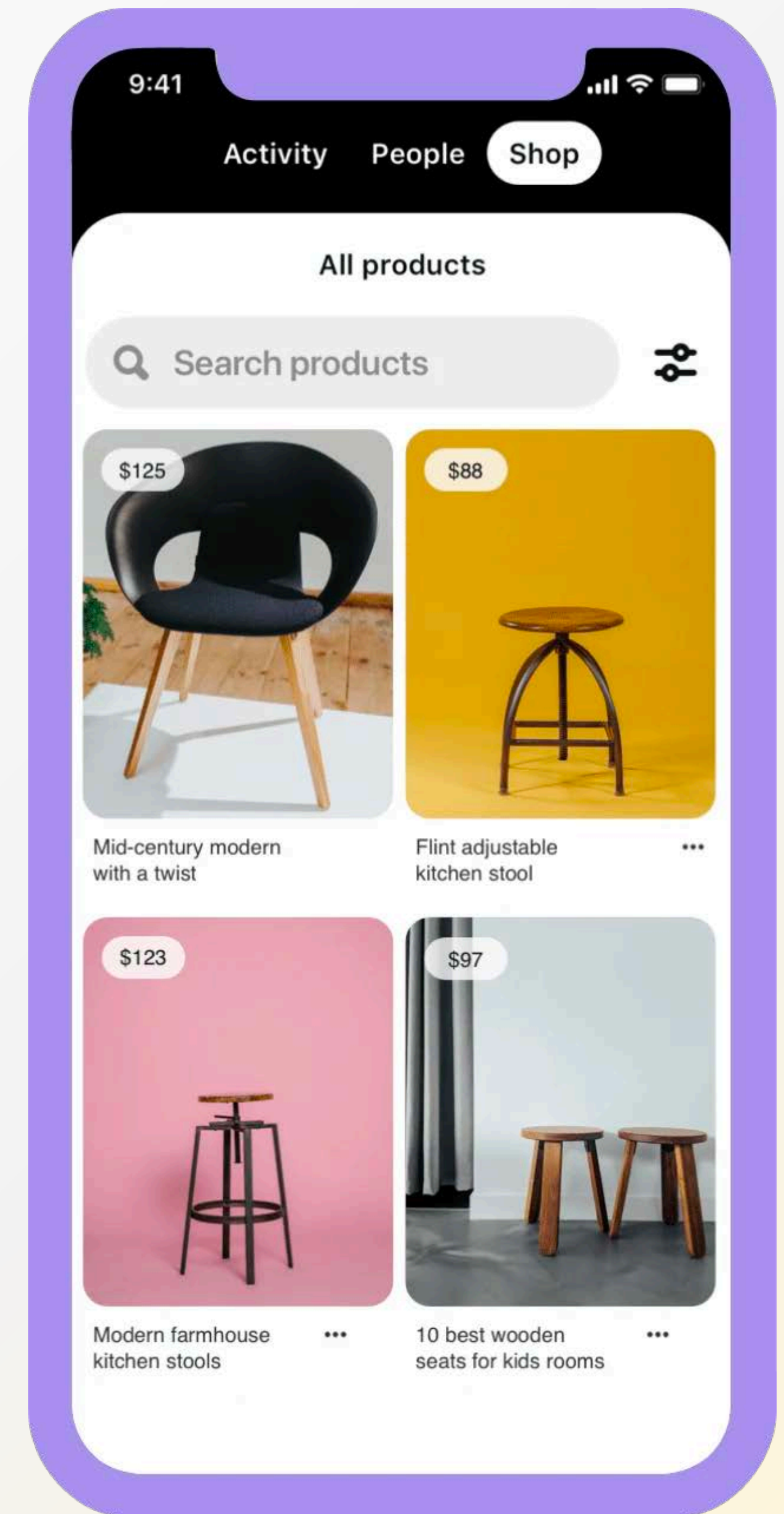
Omnichannel messaging platforms therefore will act as the vital component of the industry in the coming years to support the growth. Integrated with many available tools such as HubSpot, these platforms, which allow businesses to deliver a personalized experience to potential leads, are revolutionizing how companies sell on social media platforms.

”

Pinterest

Pinterest is a visual discovery platform, perfect for reaching new audiences. 89% of users are on Pinterest for purchase inspiration and more than 25% of time on Pinterest is spent shopping.

- **Shop from search:** If people search for "summer outfits", they'll find a shop tab with 100% shoppable results. Users can also shop by price and brand to find the right products for their style and price point.
- **Shopping list:** Pinner can have their product Pins automatically saved in one place, making it easier for them to come back and shop the items they've been eyeing when they're ready to buy. Pinner will also be notified when they can get a good deal on products they've saved with price drop notifications.
- **Shop with Lens:** When Pinner see something that inspires them out in the real world, they can take a picture using the Pinterest camera and run a visual search for similar in-stock home decor and fashion products.



Adi Itach

Chief Marketing Officer
Sayollo



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Sayollo's Gen-Z gamer-focused gComm is an in-game purchasing space of real-life DTC products sold inside mobile games.

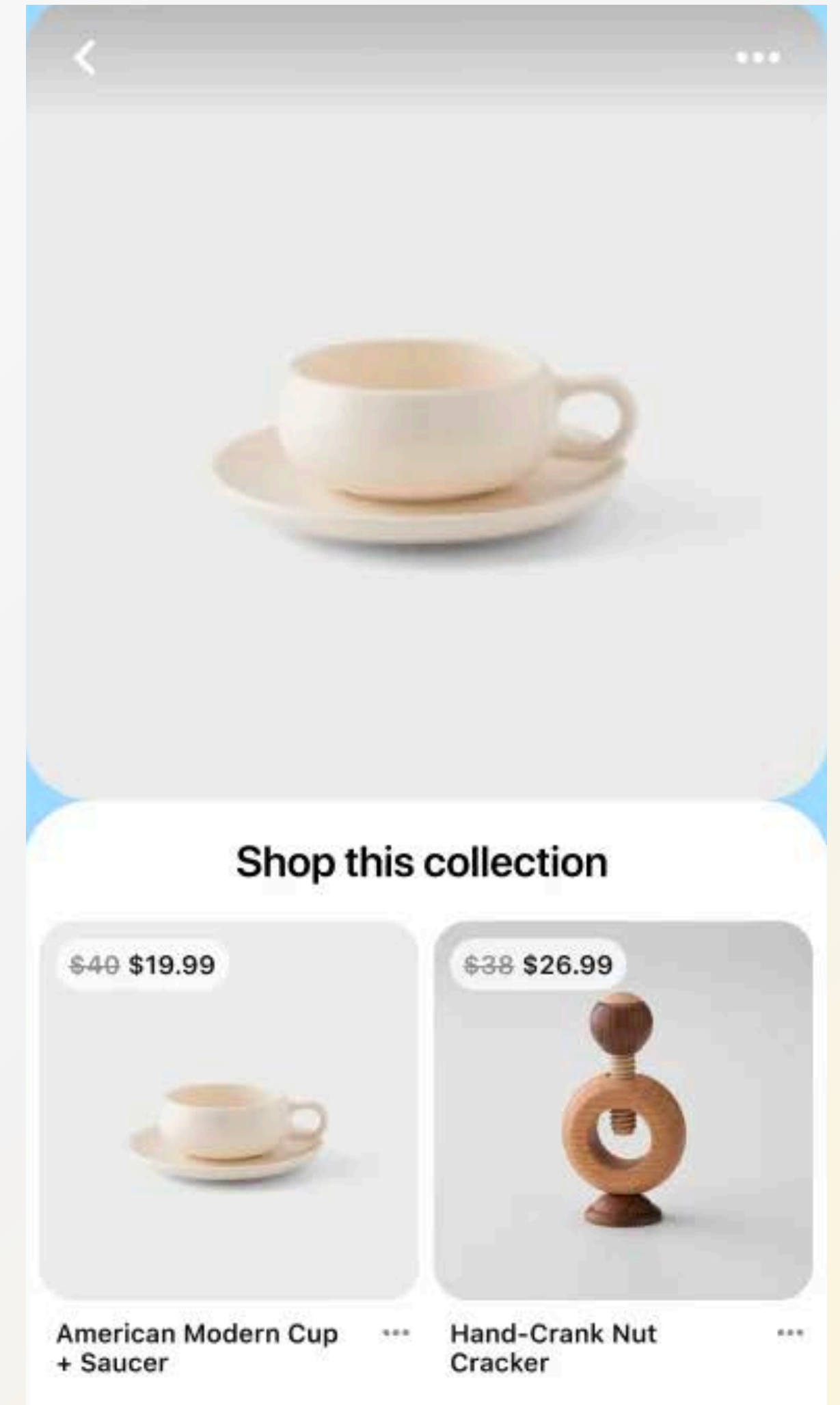
We consider mobile games to be a closed social space for Gen Z gamers and our purchasing platform essentially allows them to shop while they play in a gamified and non-intrusive way possible. So to us, in-game commerce is an advanced Social Commerce avenue and our gComm is this Social Commerce platform.

Gen Z marketing and influencers are a huge part of our marketing strategy and in 2022 we intend to introduce live commerce within mobile games.

”

Pinterest

- **Shop from Pins:** When Pinners tap on a Pin they're interested in, Pinterest shows products and shoppable categories that are featured in the image. Through visual search technology, Pinners can shop the aesthetic of the Pins that inspire them.
- **Product Pins:** additional details like price, shipping, and reviews are shown directly from the retailer.
- **Shopping Spotlights:** expert-selected, trending content to inspire Pinners to shop and discover new brands.
- **Shop from Boards:** Pinners can see a dedicated Shop section on their boards, featuring in-stock product ideas from and inspired by their saved content.
- **Try On Products Pins:** Try-on feature uses augmented reality to let people on Pinterest virtually try on products they find on the Pinterest app using Pinterest Lens. Try on is accessible through different parts of the Pinterest app such as Lens, the search bar, and is enabled on some Product Pins.



John Lietsch

Chief Operating Officer
Bloo Kanoo

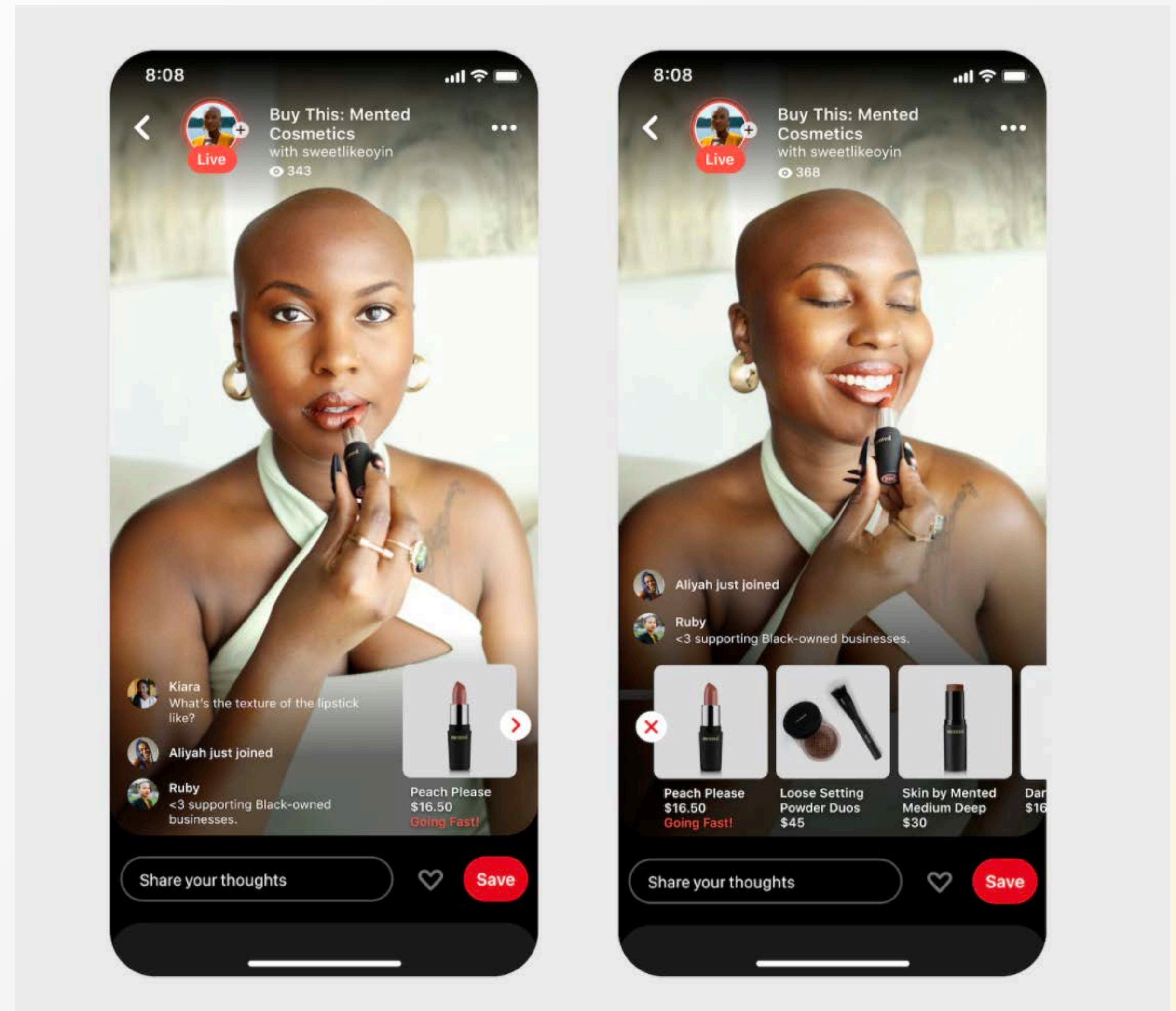


E-commerce has gone through three decades of evolution and significant growth despite original fears that a lack of human presence and social interaction would discourage online shopping. However, e-commerce accounts for less than 20% of global retail sales and most online conversion rates are five to ten times lower than in-person rates. Is the key for e-commerce to be more, “brick and mortar?” **Social Commerce is just the beginning of the humanization of e-commerce.** By adding “shopping” to a “livestream,” technology has given us the ability to finally add the missing human element to the convenience of online shopping. Live Commerce, Social Commerce and Conversational Commerce are all testaments to this evolution. These advancements in livestream shopping will play a crucial role in increasing e-commerce’s share of total global retail sales. The question for most online retailers is whether to leverage integrated third-party livestream shopping platforms, extended third party livestream shopping platforms or proprietary livestream shopping platforms. And it doesn’t end there. The introduction of a metaverse or multiple, digital universes will further blur the line between digital and IRL (in-real life). Gamers of all ages are already engaging in digital universes and it’s not difficult to extrapolate that “virtual reality” to a larger, mass-market user base. Today’s successful online retailers are adept at creating seamless, omnichannel experiences; tomorrow’s successful online retailers may need to master both omnichannel and omniverse experiences to be equally successful.

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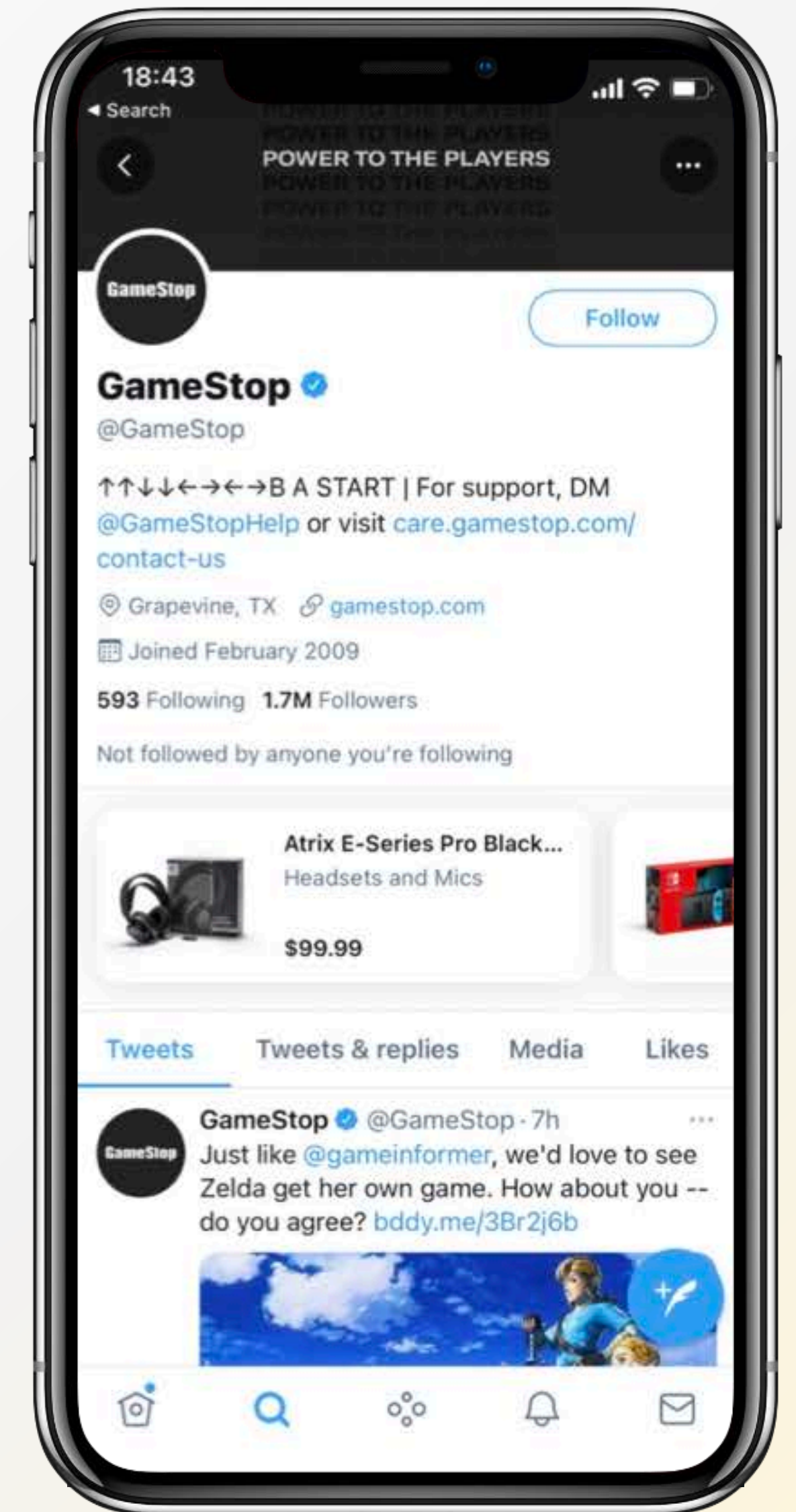
Pinterest TV

- In October Pinterest announced Pinterest TV, a series of live, original and shoppable episodes featuring creators right on Pinterest. Creators can showcase and tag products so Pinners can shop and purchase on the retailer's site. Hosts will have a shopping toolbox to enable live shopping experiences including a product drawer with prices, product details, product drops, brand collaborations, a display of how much is left and a limited-time-offer module to offer discounts.



Twitter

- **Twitter Live shopping:** While watching a Live Shopping stream on Twitter, people can take several actions such as:
 - Check out the Shoppable Banner and Shop Tab on the Live event's page
 - Continue to watch the livestream on the merchant's website within an in-app browser, so they don't miss a thing while making a purchase
 - Toggle back and forth between the Latest Tab and the Shop Tab throughout the livestream, allowing them to be a part of the conversation as they check out products
- **Shop Module:** is a dedicated space at the top of a profile where businesses can showcase their products. When people visit a profile with the Shop Module enabled, they can scroll through the carousel of products and tap on a single product to learn more and purchase in an in-app browser, without having to leave Twitter



The first Live shopping event took place November 28, 2021 in collaboration with Walmart hosted by Jason Derulo.

Brian McMahon

Founder & Chief Executive Officer
Pickle Poll



“

Brands and online retailers are looking to engage better with people on their sites by adding chat functionality and style experts who are accessible to customers at all times. The video game industry is integrating social commerce throughout the gaming experience with virtual shops and character skins that allow brands to be worn by customized characters.

Social commerce is the next evolution of online shopping, meaning **every purchase will have a social aspect** to it, whether that's communicating with an in-store expert, discovering popular items from influencers, or sourcing feedback from the wisdom of the crowd. Pickle allows people to shop socially and gain validation for potential purchase decisions by better connecting users to people of influence, which includes fashion influencers, trusted personal sources, and/or other Pickle users who share similar style preferences.

”

Snap

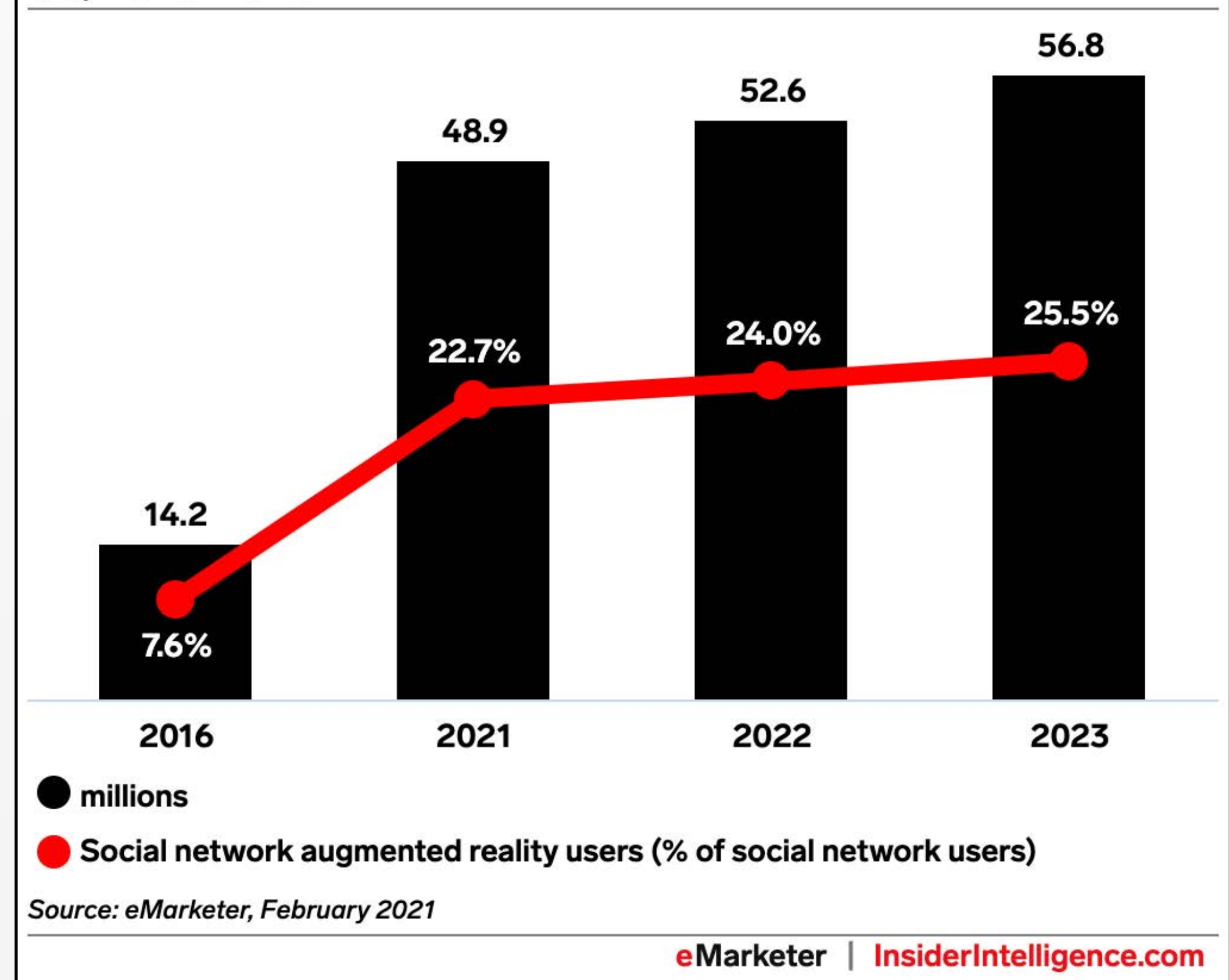
Snap is investing in AR technology to win at Social Commerce by letting users try products on before they buy it. With Shopping Lenses brands can recreate the in-store experience.

Snapchat says that over 1 in 3 users play with Lenses everyday on average.

In 2021 the company acquired Screenshop, to help viewers identify the clothes users are wearing and direct them to an eCommerce store, and Fit Analytics a company that helps consumers pick the right size of clothing when they shop online.

Social Network Augmented Reality Users

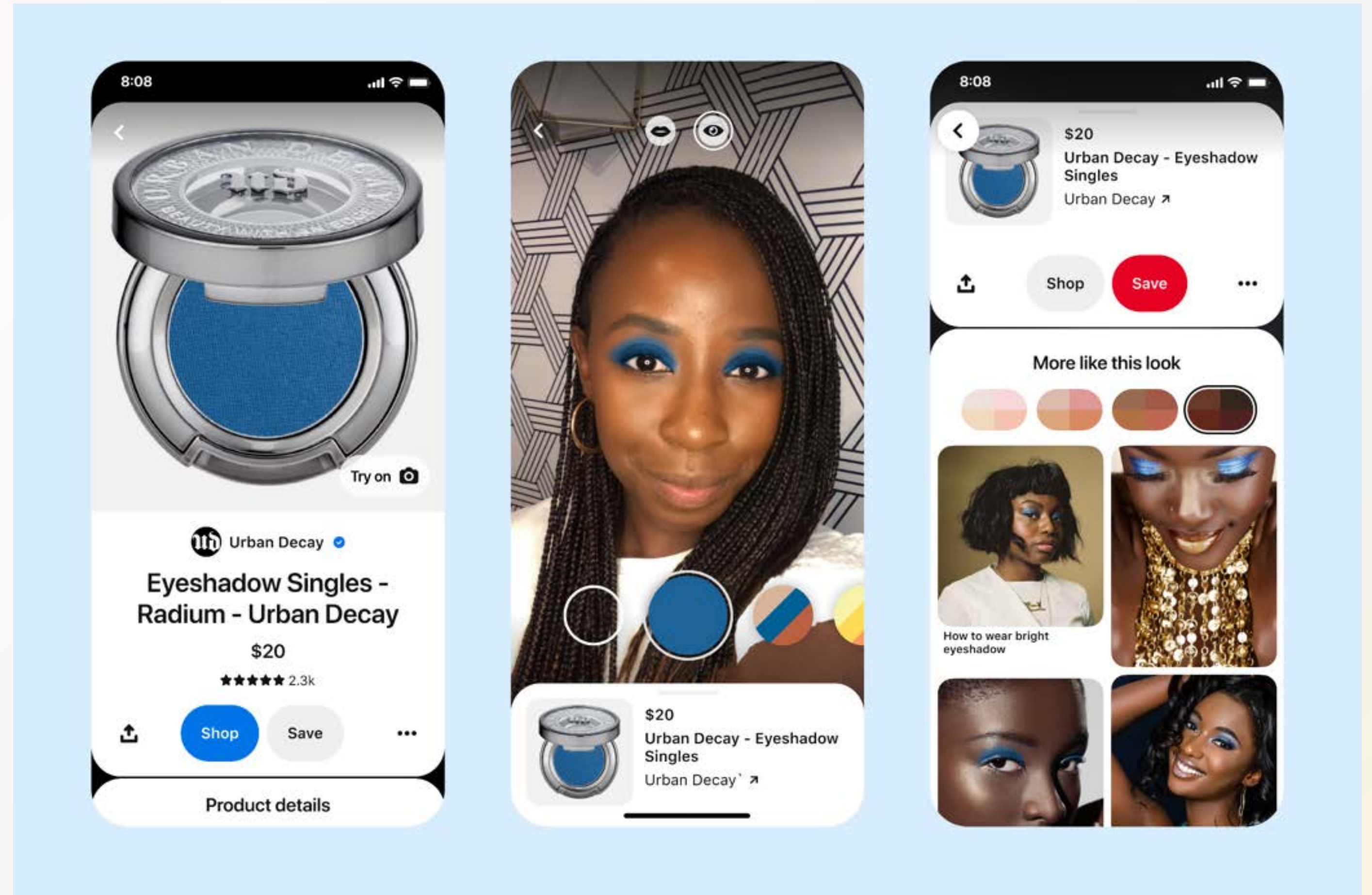
US, 2016-2023



AR Try On

AR can help brands, not only to better engage with their customer but also help users interact with the product and replicate the in store experiences. Conversion rate is improved and returns are reduced.

According to eMarketer, Snapchat is the most developed AR platform, but Instagram is a major contender. Pinterest's AR tools are designed for beauty brands, while TikTok promises to be a prime venue for creator-led AR.



With Pinterest Lens users can discover new products and try lipsticks on or eyeshadows (by skin tone too) from different brands before they buy it. It's easy to save your favorites with just a pin!



Using gesture recognition capabilities, shoppers use their hands to swipe through different purses, and can checkout when ready to buy.



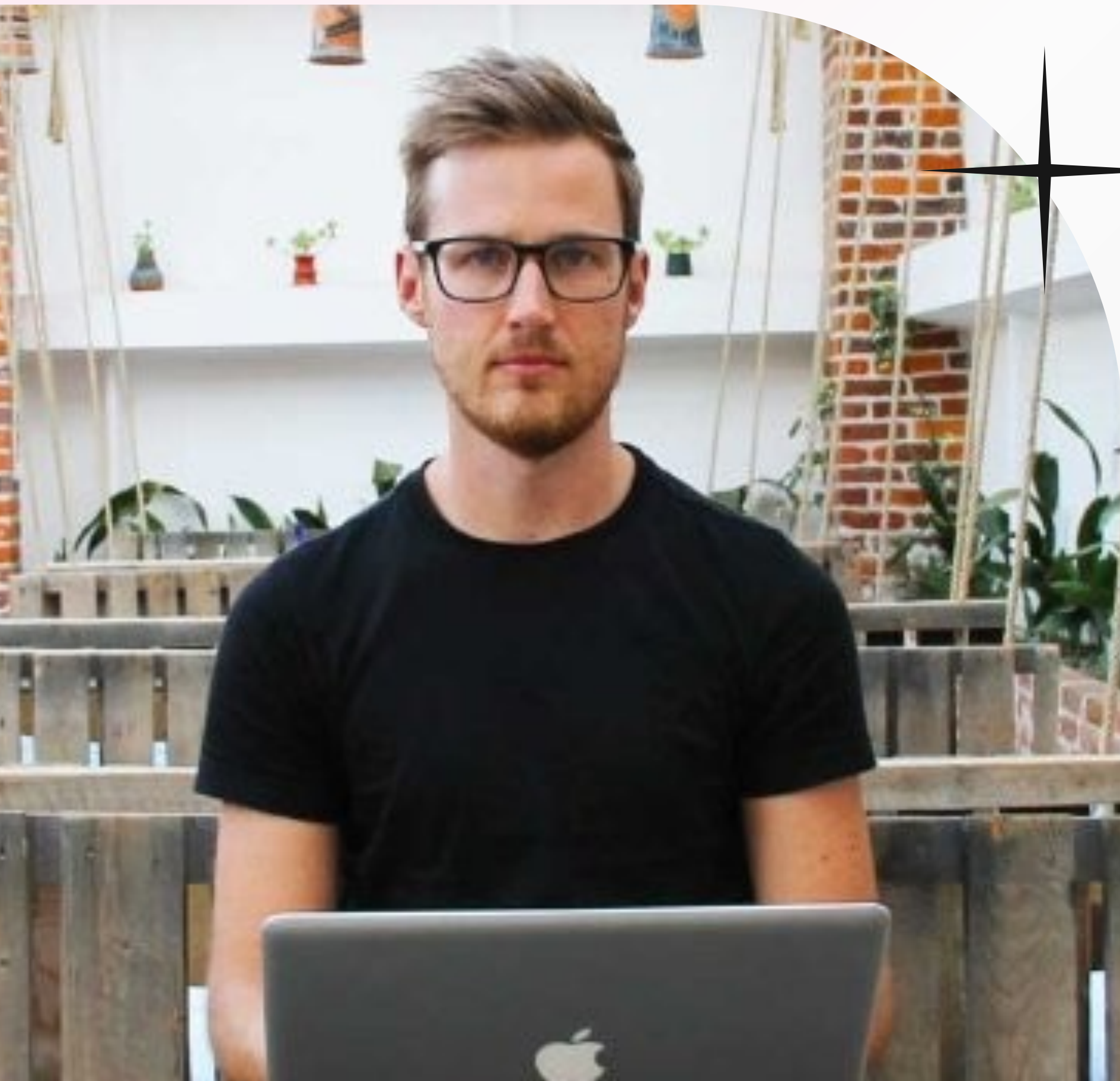
Zenni optical drove a 7.9x return on ad spend with their Shoppable AR try-on Lens.



Using new voice-enabled controls, check out a range of jackets from Off-White by just saying what color you like best.

Nick Drewe

Founder & Chief Executive Officer
Wethrift



“

Global tech leaders developing the Metaverse (i.e., Facebook, Microsoft, NVIDIA) will dominate social commerce in 2022. Social commerce was introduced in 2021. However, it will only reach its full potential in Web 3.0 once digital users have wholly integrated social commerce into their daily cyber activities. I believe that AI will further streamline social commerce. **Online shopping in an immersive, real-life web surfing platform enables you to test and see products like they were actually in front of you.** Also, new marketing tactics will arise. While short-form videos and reels dominate the retail industry today, a more interactive, engaging form of advertisement will likely arise.

”

Livestream shopping



Livestream is the new normal

Entertainment + influencers + instant purchase = value

Livestream shopping is already a popular way to shop in China, developing a \$300 B industry in 2021 and accounting for 11.7% of all retail commerce sales. It's an emerging trend in US too, where the live-streaming market is expected to surpass \$25 B by 2023.

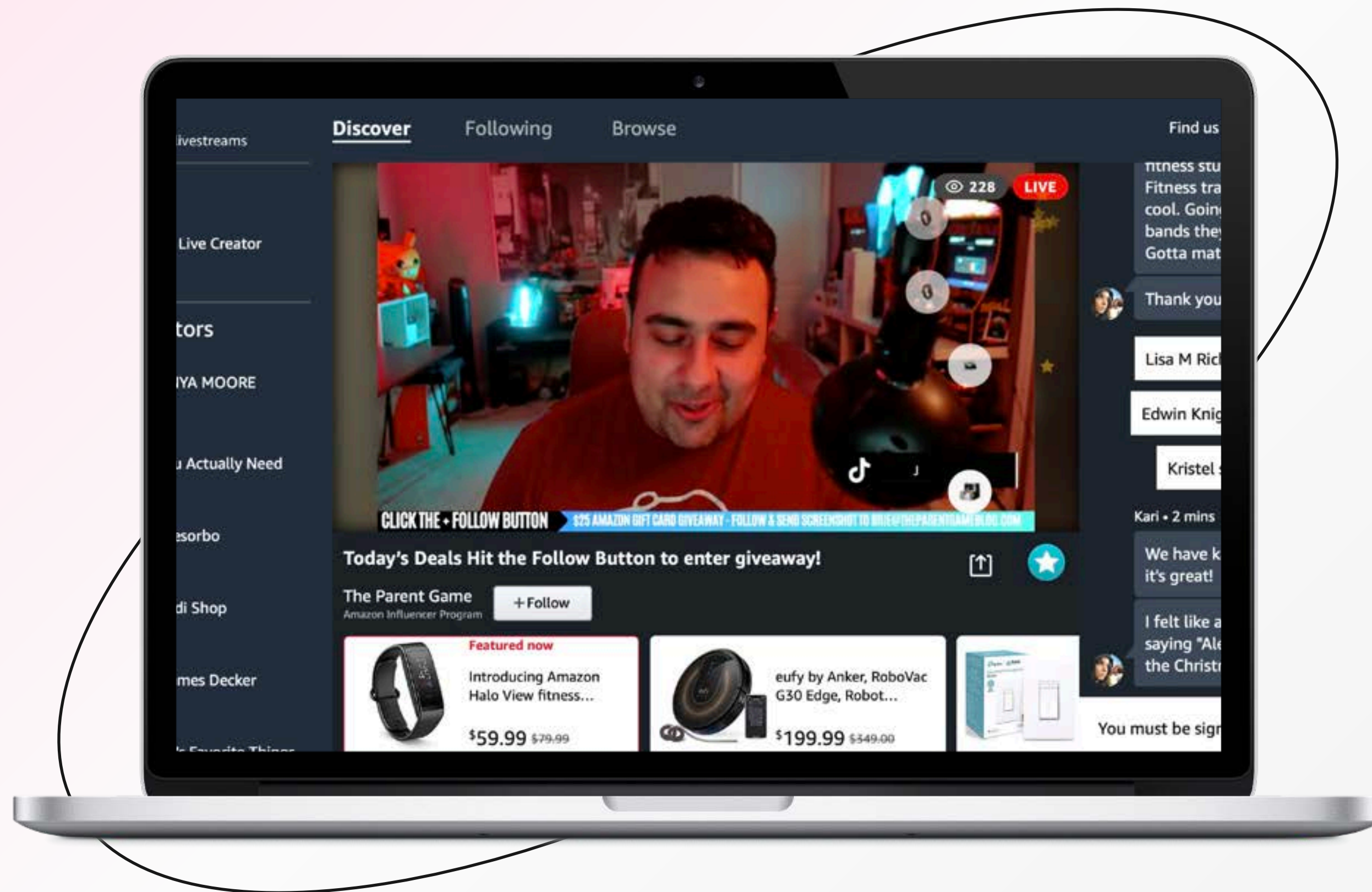
According to a McKinsey study, conversion rates are approaching 30% up to ten times higher than in conventional e-commerce. The most showcased product categories are: apparel and fashion (36%), beauty products and food (7%), consumer electronics (5%), home decor (4%).

In China the most trusted source are KOL'S (Key Opinion Leaders), mostly from tier 1 or 2 cities and women from lower tier cities see them as their close friends that are giving good advice.



Austin Li - also known as "Lipstick King" sold \$1.7 B worth of goods in a 12-hour livestream for Alibaba's Singles Day

Amazon Live



Why livestream?

- Customers can join the event from anywhere
- Live streamers can show more than just products
- Live poll to engage with customers
- Interaction with shoppers
- It's educational and informative
- Fun and exciting for both customers and hosts

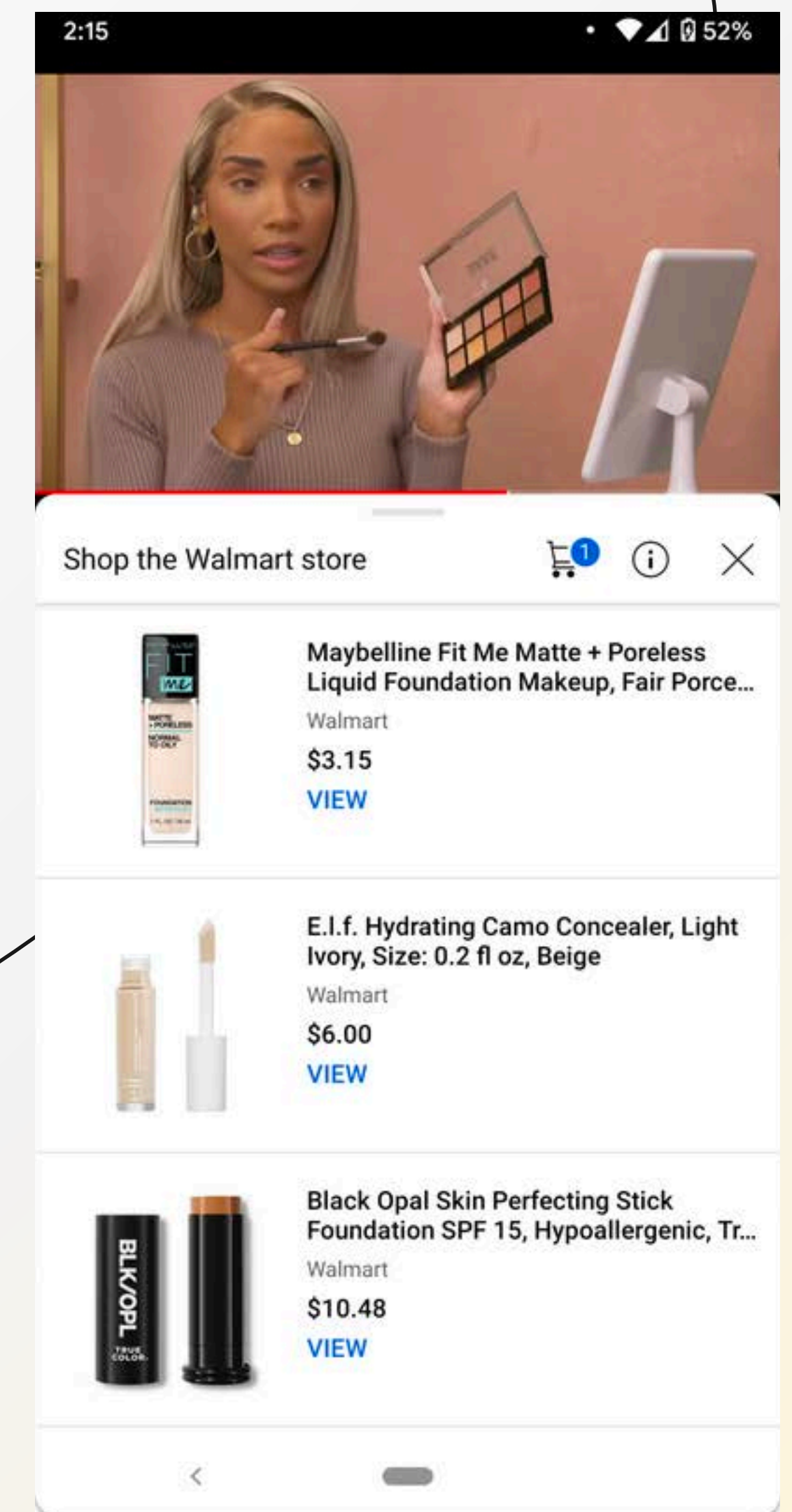
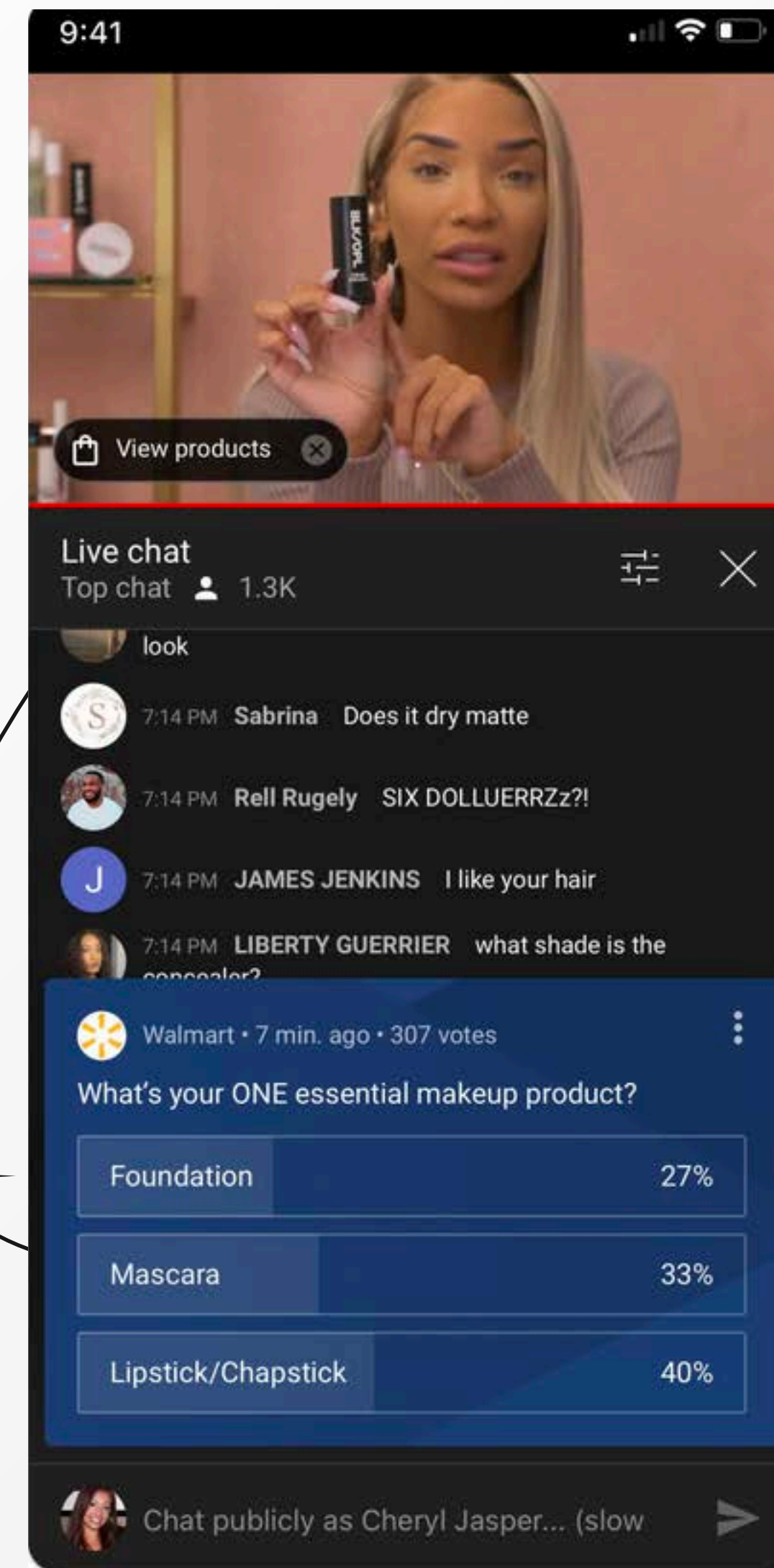
YouTube Live

YouTube decided to partner with creators to launch their YouTube Holiday Stream and Shop event with livestream events.

It's easier for their viewers to discover their products, build deeper relationships with their brands and easily make purchases.

Once the store is connected to their YouTube channel, creators can tag their favorite products and set up a live shopping stream.

YouTube's ultimate goal is to build a platform that allows anyone with a mobile device and a product to easily host a live shopping stream.



Everyone is going live

CLARINS

bambuser

After a successful pilot program in Hong Kong where Clarins saw conversion rates of up to 30% and engaged viewers for up nearly 17 minutes, Clarins has established long-term agreements across 10 markets. Clarins is now able to leverage Bambuser's 360-degree offering, which includes both the One-to-Many and One-to-One solutions, to engage shoppers, elevate customer service and drive sales in all of their markets.



Walmart partnered with Buywith for an influencer-led shopping experience. Influencers and content creators based in the U.S. were able to apply to host live shopping sessions with their followers on Walmart.com.

Zappos also teamed up with Buywith to promote products through influencer hosts to their followers using the platform.

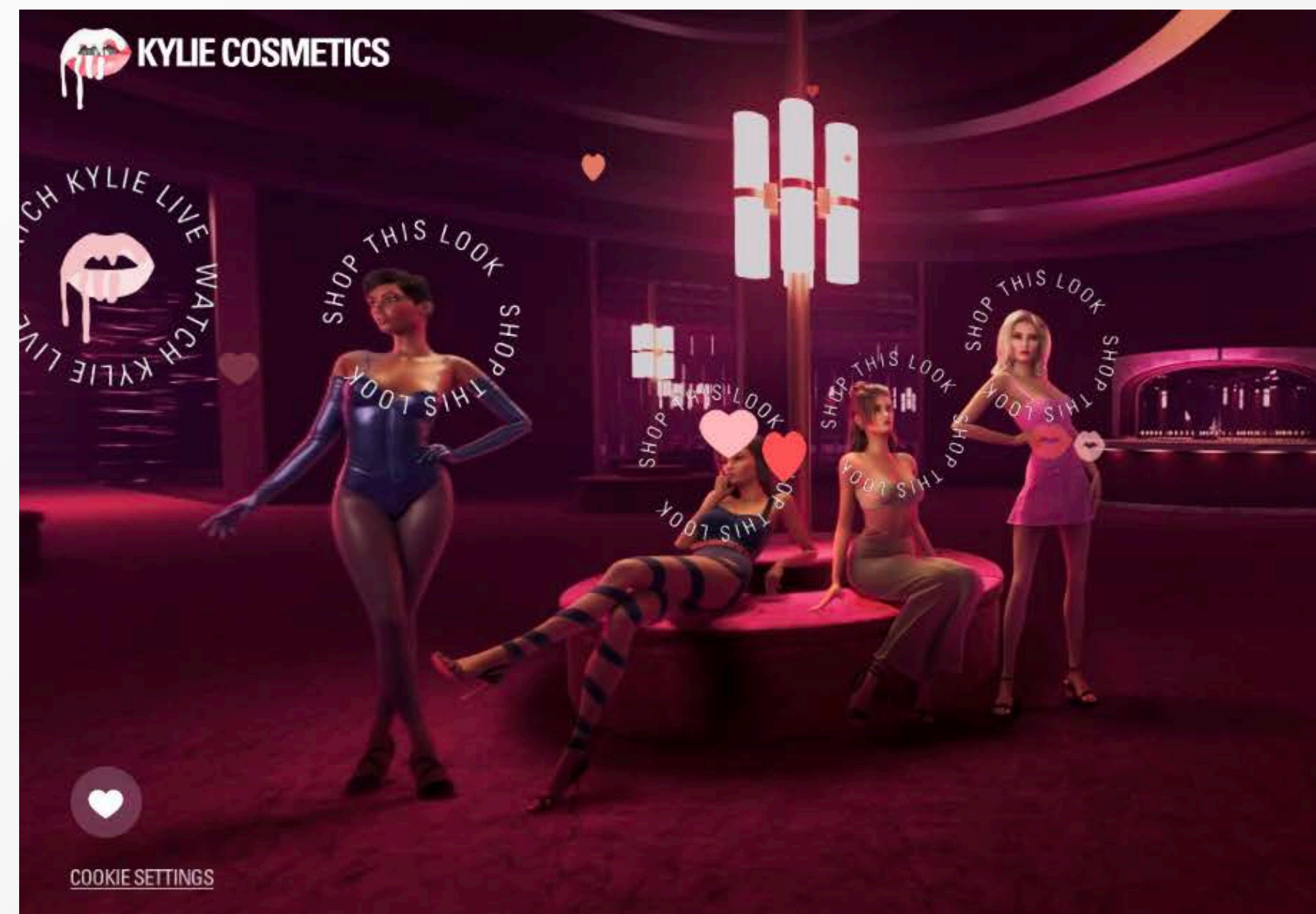
The influencers received a commission on any sales they made, whilst on the platform.

Shopping goes virtual



Adidas collaborated with Bored Ape creators Yuga Labs and others in the space to launch the “Into the Metaverse” collection via its lifestyle label, Adidas Originals.

The 30,000 NFTs went on sale on December 17 for 0.2 Ethereum (about \$800) each, selling out in minutes and making the company more than \$22 million in the span of an afternoon. The digital and physical wearables for NFT owners will be made available in 2022.



In the virtual experience of Kylie Cosmetics, users can click around in a virtual nightclub to see makeup looks on digital avatars and then click to go to featured products’ listings.



Nike recently acquired RTFKT, a non-fungible token (NFT) studio that produces digital collectibles, including virtual sneakers.

John Donahoe, CEO of Nike said: "This acquisition is another step that accelerates Nike's digital transformation and allows us to serve athletes and creators at the intersection of sport, creativity, gaming and culture."

This year Balenciaga became the first luxury brands to drop in Fortnite.

Players can buy digital outfits inspired by real-life Balenciaga pieces in a virtual version of a bricks-and-mortar Balenciaga boutique and the game's Item Shop.

Moreover fans who purchase the real-life apparel will unlock the Balenciaga outfits in Fortnite.



Hannah Zheng

Head of Business Development
Shop LIT Live

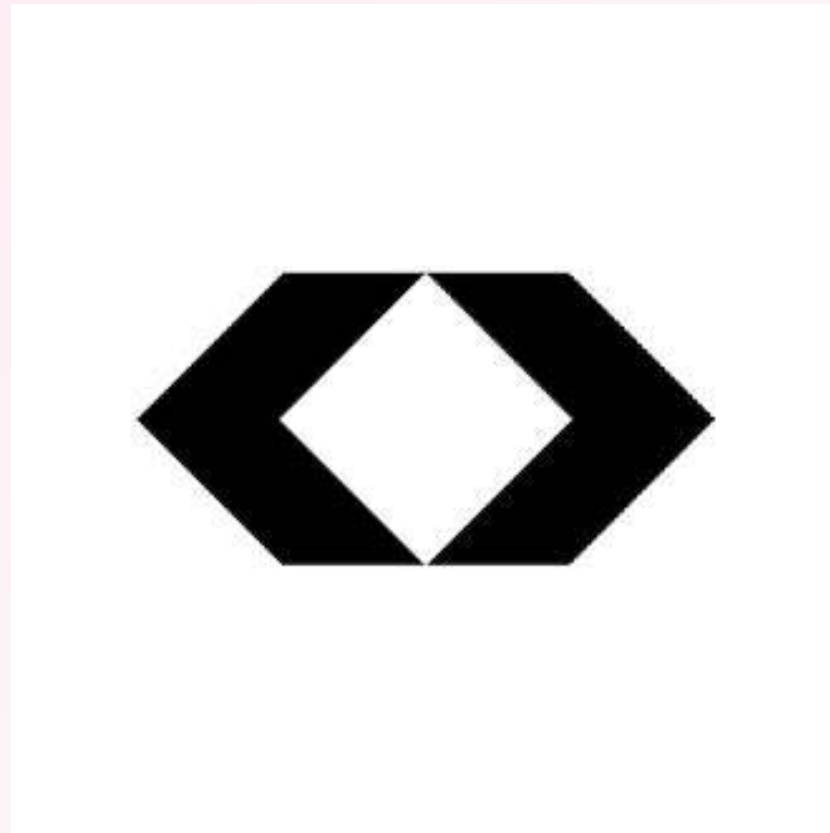


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Our livestream technology helps to bridge the gap between the offline and online shopping experience and solve the critical challenge of customer engagement, retention, and direct-to-consumer conversions. **We see average conversion of 10-15% during livestreams, which is significantly higher than typical e-commerce.** Without leaving the convenience of their homes, customers can get questions answered live, see products demo'ed, go live with the host, participate in fun activities and giveaways - all of which makes for a fun and satisfying shopping journey. This is why we truly believe live shopping is the next frontier in the retail sector.

”

Social Commerce Apps



NTWRK

Exclusive drops for streetwear lovers that get notified when the new collection is available. Products are often showcased through livestream events hosted by celebrities or influencers. On NTRK, users can also find virtual festivals.



LTK

A shopping discovery app that allows shoppers to buy apparel, beauty, home decor via influencers photos and videos. Some numbers: 8M monthly shoppers and \$2.9B annual online sales.



FLIP

Creators and users can create short form content by sharing opinions and reviews on products. You can also shop via ethically sourced brands or live streaming with special hosts.

Madison Schill

Director of Marketing & Communications
LiveScale



“

At Livescale, we envision social commerce to bleed into a very intangible, effortless ecosystem, studded with various features, elements and modes of interaction between brands and the people that love them. Specifically at Livescale, we really see **Live Shopping as the next big sales channel, but also as a way for brands to own, understand, and engage with their audiences**; and to do it within the Livescale ecosystem as we grow and expand into more offerings that compliment the Western Live Shopping experience.

”

Social Commerce Apps - China



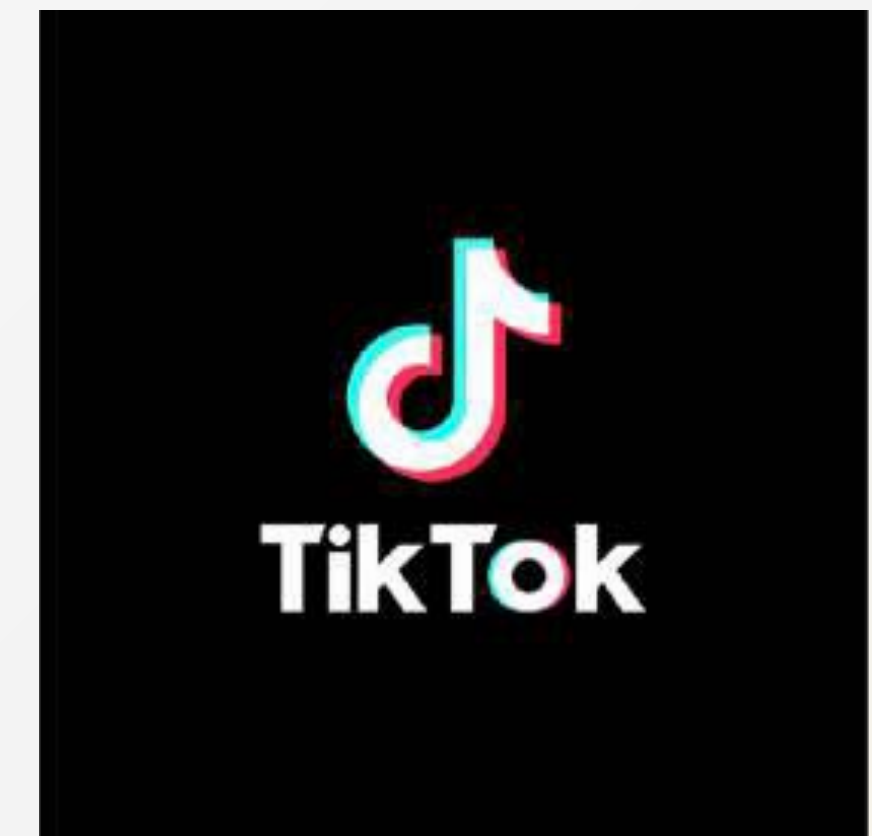
WECHAT

Brands can create their store and shoppers can pay in one click via WeChatPay. The app includes Mini programs, "sub applications" built within the app.



XIAOHONGSHU

Also known as "little red book", this is an all user-generated content app where customers can discover and share products. Users can place orders and give reviews. It includes also live-streaming and mini programs. Users can even add stories with the function "HEY".



DOUYIN

The Chinese version of TikTok is a must for brands. In March 2021 the app launched official flagship stores for brands accounts. Merchants are provided with different tools like vouchers and brand recommendations. Livestream is a core feature, all the purchases are made inside the app with mini-programs.

Matthew Brennan

Author
Attention Factory



“

China has pioneered social commerce for years now. In the local Chinese market barriers between traditional content platforms, social networks, and marketplaces have broken down. The infrastructure is in place to make commerce happen almost anywhere. Discovery, consideration, and purchase have become deeply intertwined with entertainment and education. Customers are frequently incentivized to recruit friends and share in the buying process. Trust is driven by the vast and deep ecosystem of niche KOLs and influencers.

”

Mini-Programs are mega useful

WeChat, developed by the Chinese company Tencent is used by almost 1.2 billion users every month in China.

Not only to message friends and family but also because it includes Mini-Programs, which are apps in the app. Users don't need to download additional app to shop online, translate, or play a game!

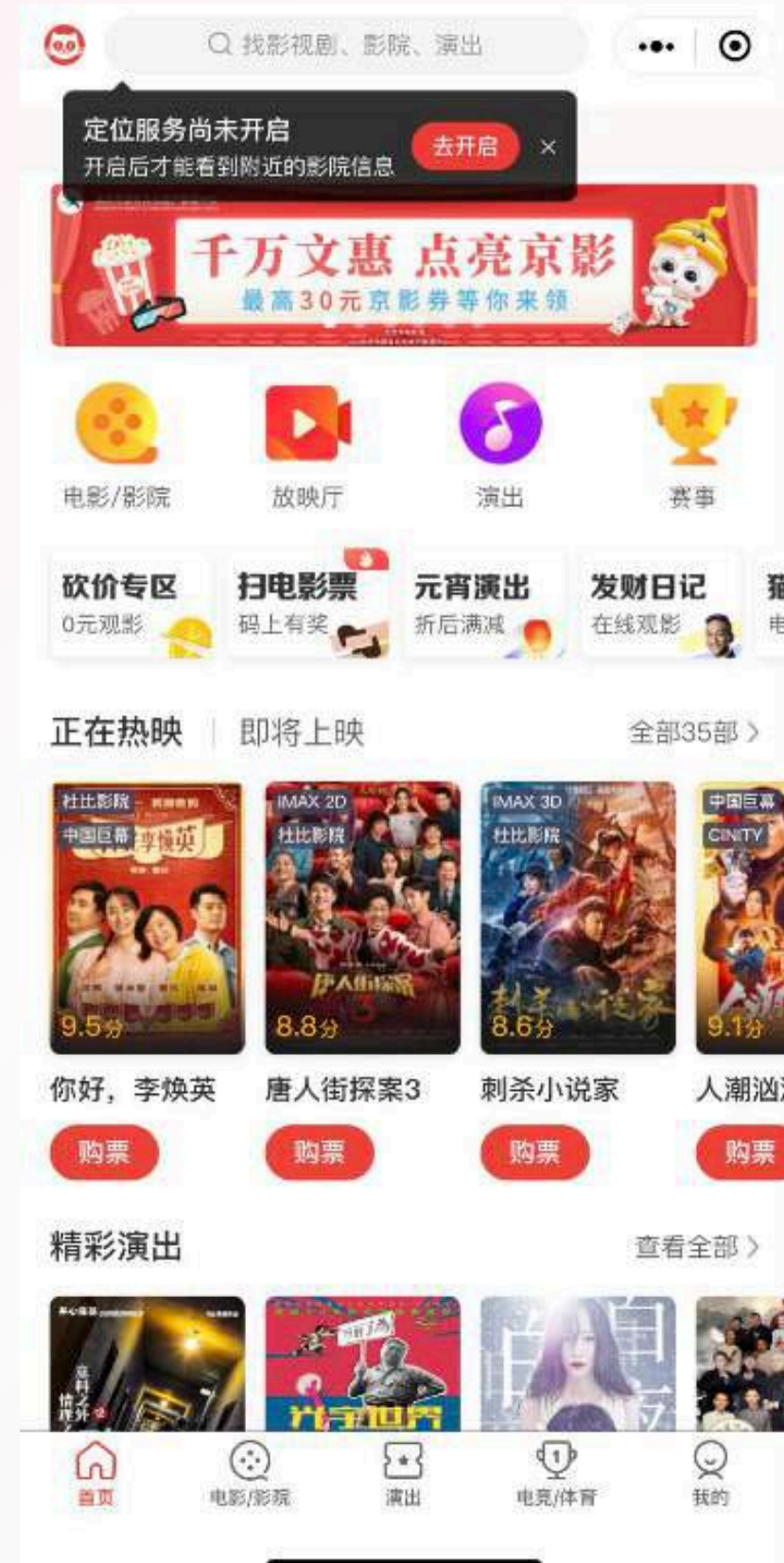


That's why WeChat is called "Super App" and it's one of the most used App in the world.





EAT



ENTERTAINMENT



HOUSE SHOPPING



SHOPPING JUST FOR WOMEN



SECOND HAND SHOPPING

Liel Anisenko

Head of Marketing
buywith



After its booming success in China, the Livestream shopping trend is speedily gaining momentum with Western brands. In 2021 we have seen an increasing number of global brands and retailers start experimenting with Livestream shopping. **Thanks to its influencer-led nature, this new channel brings a lot of value to brands and retailers, aside from the ROI - brand awareness, customer loyalty, acquisition of new customers, and the acceleration of the buyer's journey.** All these benefits have a substantial and lasting impact on brand growth, and this is why brands and retailers recognize Livestream shopping as one of the growth vehicles to invest in.

We expect to see significant growth in 2022, with more brands utilizing Livestream shopping and the growing number of content creators becoming live shopping experts. We expect to see buyers getting more accustomed to shopping live with hosts they trust, enjoying unique and intimate experiences, and access to exclusive offers - discounts, giveaways, and other promotions.

Buywith sees content creators playing a central part in growing this channel; that is why we have launched a marketplace of influencers and live video shopping hosts experienced in hosting engaging, entertaining, and educational sessions. Hosting Livestream sessions requires unique skills, and brands that work with buywith can utilize our marketplace, knowing that content creators that we partner with will bring maximum value to the sessions.

Livestream shopping in China



💰 **Chinese users don't just buy things..**

They ask for informations on the sellers' live streaming 🗨️

One of the most famous platform is Taobao

Viewers can comment and buy the product in a few clicks

👏 **REVIEWS** 👏 **ARE** 👏 **I - M - P - O - R - T - A - N - T** 👏

Chinese users heavily rely on them!

Don't forget the spice ✨

Discounts are key factors when it comes to purchase

Lynn Power

Co-Founder & Chief Executive Officer
MASAMI



“

MASAMI is clean premium haircare with a Japanese ocean botanical that's all about hydration. We launched in February 2020 and have been active on several social selling platforms including TalkShopLive, ShopLIT Live, Spin Live, Amazon Live, ShopShops, FlipFit and more. For us, **these platforms have been a great way to hone our brand story and engage with our customers in a deeper way.**

We have the opportunity to interact and answer questions which helps us better understand our customers' needs. We also are reaching different customers than we would with more conventional means (Facebook ads for example). We like platforms that leverage influencers for content and not just us doing the livestreams and that added credibility of a customer endorsement can really help -- as long as its authentic and they genuinely love the product (you can tell if they don't). These platforms have also given us a lot of content to share out which helps with awareness and engagement on our social channels.

”

Ari Evans

Founder & Chief Executive Officer
Maestro



“

Social media platforms have drastically improved social commerce. While it's more seamlessly integrated within each platform, we're just scratching the surface on what social commerce can be.

I see more and more opportunities for content creators to build a one-stop shop where fans can both consume and engage while simultaneously being able to purchase the products they see. On Maestro for example, our customers can integrate their Shopify accounts to sell merch during shopping shows or product-review content. We've also seen customers offer products alongside live concerts or fashion shows. To make it an even richer experience, audiences can engage through chat, polls, and Q&As, and depending on the format of the content, they **can receive a direct response from the brand or creator they love in real time**. This drives deeper fan affinity, increased sales, and stronger communities.

”

Anna Dato

Marketing Manager Asia
Intercos



“

China's ability to accelerate change and live the future before the rest of the world is closely connected with its digital vision. But in a world with an unlimited offering, curation is becoming increasingly necessary... hence the success of the KOL!

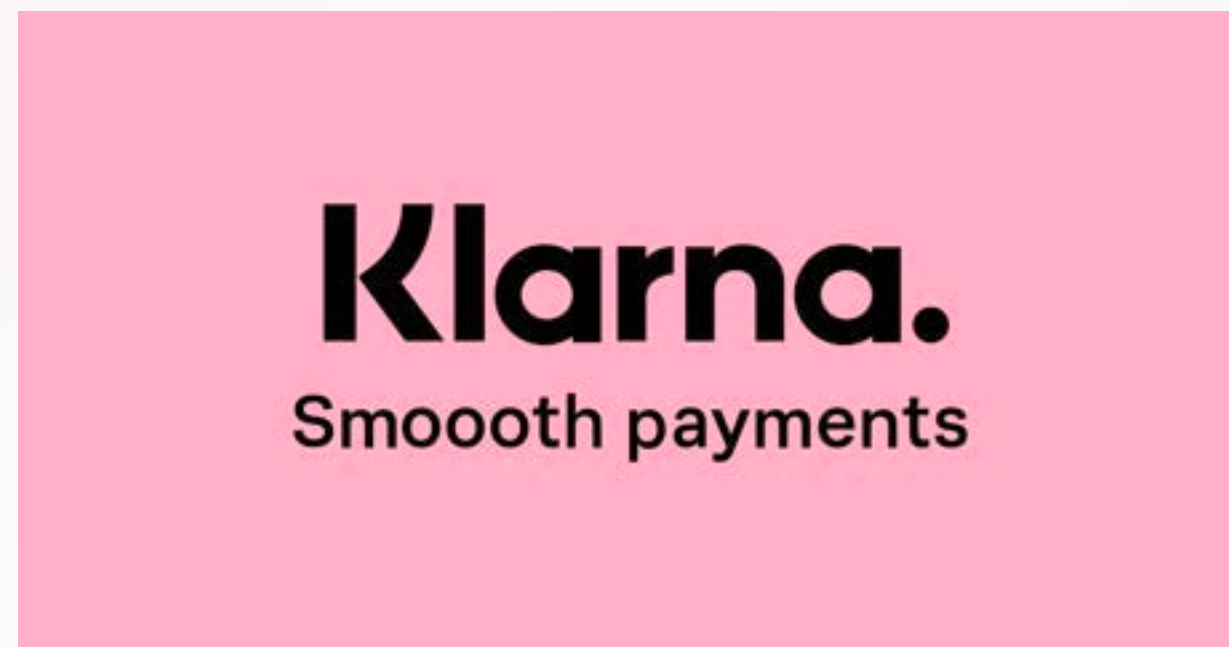
The Chinese leading influencers built their image and reputation on the **ability to authentically interpret the domestic demand**, and channel the consumer voice with the brand to build a stronger offering, with a direct-to-consumer approach. This value is extremely precious for the international luxury brands, that are depending on Asia for over 50% of their overall sales.

”

Buy Now Pay Later (BNPL)

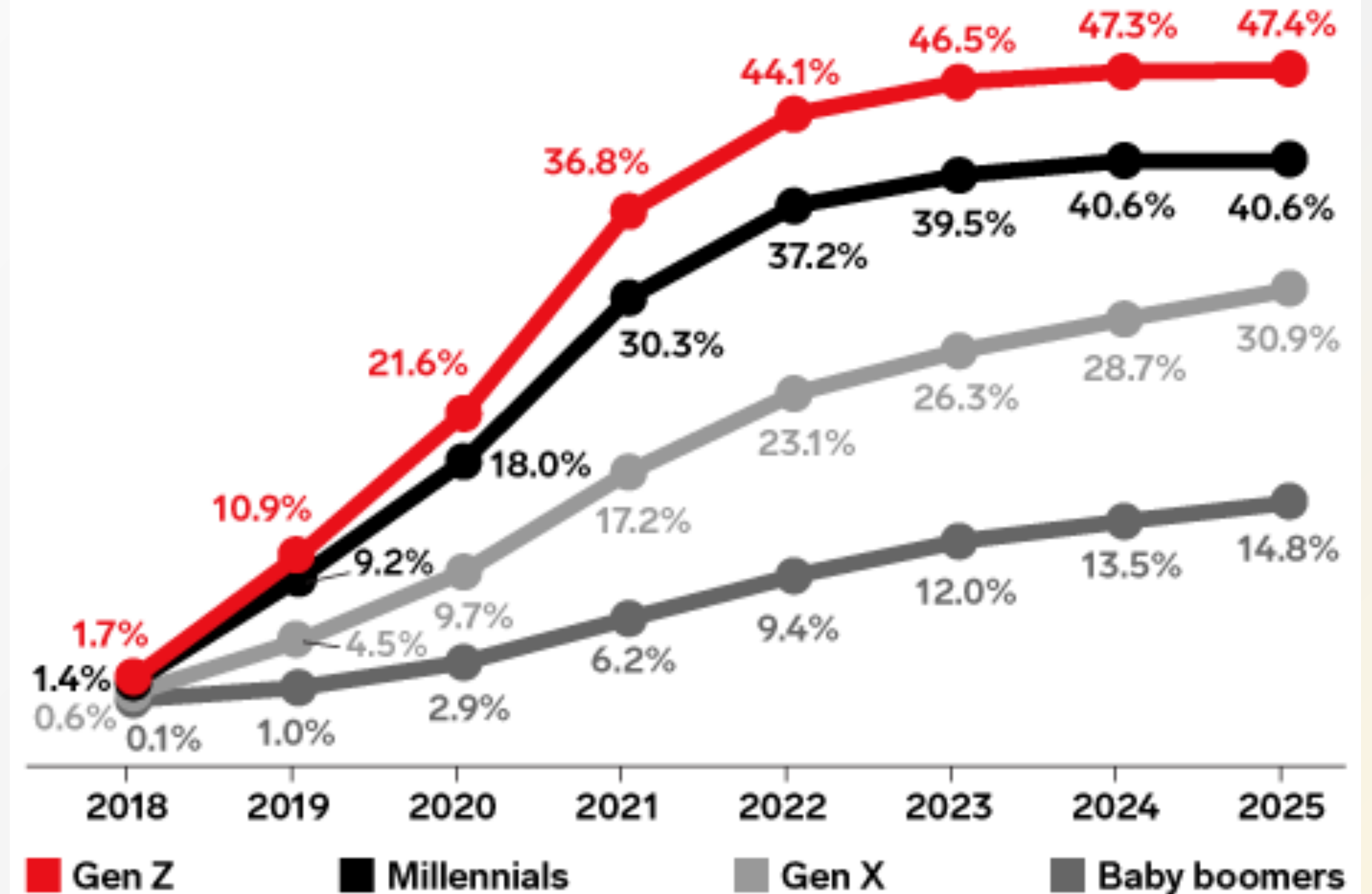
These services are becoming popular among the online shopping platforms because they let customers split payments without paying interest.

According to eMarketer by the end of 2022, 44.1% of Gen Z digital buyers ages 14 and older will have used BNPL services at least once that year, compared with only 37.2% of millennial digital buyers.



US Buy Now, Pay Later (BNPL) User Penetration, by Generation, 2018-2025

% of digital buyers in each group



Note: internet users who have accessed a BNPL account digitally and have made a payment toward a purchase at least once in the past year; includes purchases of goods and services; Gen Z are individuals born between 1997 and 2012; millennials are individuals born between 1981 and 1996; Gen X are individuals born between 1965 and 1980; baby boomers are individuals born between 1946 and 1964

Source: eMarketer, May 2021

267143

eMarketer | InsiderIntelligence.com

Avery Wolff

Media Relations
Sezzle



“

To reach success on social media, retailers can apply BNPL data, both creative and pricing, directly to product images featured in ad campaigns on leading social media platforms. This allows both the retailers and the BNPL companies to benefit.

The future of social commerce is now. It helps aid creativity within a company and gives them an overall story to describe who they are and what they believe in, in addition to what they are selling. Social commerce allows companies the ability to customize products to reach the average consumer's changing needs.

”

Aman Khurana

Co-Founder & Co-Chief Executive Officer
Go Instore



“

Live commerce is the future of online shopping. It has already made significant headway in Asia and is swiftly taking over the Western market. Retailers are captivating their audiences across their social channels with product launches and seasonal campaigns, either using influencers or their own in-store experts.

These live streams are breathing new and exciting life into online shopping. Viewers can interact with presenters and each other using the chat function, helping to create dedicated online communities. Go Instore's technology enables these live video experiences, either **connecting online shoppers directly with in-store experts**, or powering live streams which can be broadcast across social channels and their site. Ultimately, this provides both retailers and social platforms with a new channel to reach audiences, providing engaging and personalized shopping experiences online. Looking ahead, social commerce's role in online shopping will only continue to grow. Retailers would be ill-advised to neglect their social channels as legitimate transactional platforms. Finally, not only does Go Instore's technology allow retailers to create and grow loyal customer bases, but it aids them in staying agile in the face of ongoing supply chain and COVID-19 uncertainties.

”

Sophie Frères

Co-Founder & Chief Executive Officer
LiSA



“

The most fundamental shift we see happening in e-commerce is essentially a re-clustering of offers around communities.

What do we mean by this? As an increasingly large amount of people (77% according to a study by NYU) view the social groups that they are part of online to be more valuable (!) to them than those offline, e-commerce has to shift from a needs-based transactional business model to one where it puts the values and desires of such communities at the center of its offering. As a result, the siloed e-commerce ecosystem as we know it in the USA and Europe - the one where, for example, e-retail, social media, other media players, and creator platforms each exist in their own bubbles / walled gardens - will start to see more cooperation. These stakeholders will find ways to work together to allow communities and thus customers evermore seamless transitions across platforms from inspiration to discovery to purchase.

Though live commerce makes up a very large proportion of social commerce, we see that there are a large range of social experience features which nicely complement a brand's or e-retailers live shopping activities. Therefore, **in 2022, we are beginning to build a "one-stop-shop" for all an e-retailers' social commerce** SaaS needs in one place.

”



READY FOR YOUR NEXT INFLUENCER MARKETING CAMPAIGN?

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UNIVERSAL
UNIVERSAL MUSIC GROUP

Unilever

amazon

WARNER MUSIC GROUP

SONY MUSIC

SnapChat

UnitedHealth Group™

DUNKIN'

discovery+

BUD LIGHT

freal

ablo.

GRUBHUB

Chips Ahoy!

BenQ

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BIISK
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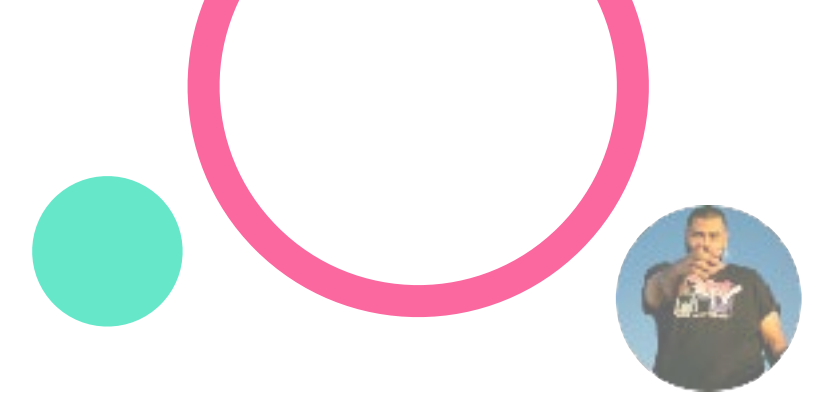
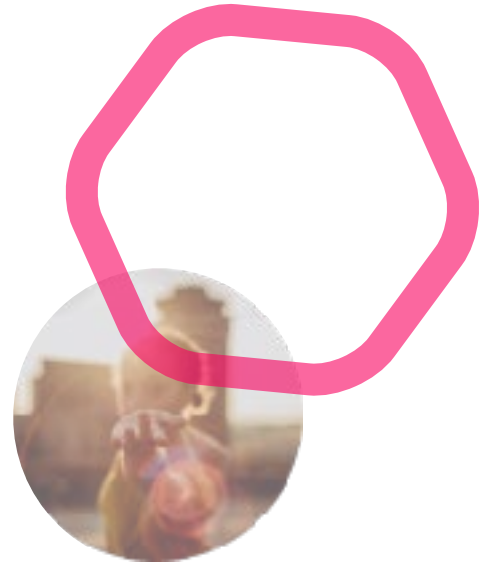
GET IN TOUCH!



Resources



- <https://www.insiderintelligence.com/insights/social-commerce-brand-trends-marketing-strategies/>
 - <https://www.statista.com/statistics/1231944/social-commerce-global-market-size/>
 - <https://www.emarketer.com/content/evolution-of-livestreaming-shopping-china-what-means-on-global-scale>
 - <https://www.emarketer.com/content/social-commerce-forecasts-2021>
 - <https://global.tiktokworld21.com/event/pdf/TikTokWorld2021-ProductGuide-FINAL.pdf>
 - <https://sproutsocial.com/insights/pinterest-statistics/>
 - <https://newsroom.pinterest.com/en/post/introducing-pinterest-tv>
 - <https://www.emarketer.com/content/snapchat-s-push-augmented-reality-shopping-set-up-success>
 - <https://seoagencychina.com/douyin-new-e-commerce-strategy-to-reach-chinese-millennials/>
 - <https://daxueconsulting.com/douyin-e-commerce-functions/>
 - <https://www.tiktok.com/business/en-US/blog/tiktokworld-commerce-solutions-tiktok-shopping>
 - https://blog.twitter.com/en_us/topics/product/2021/twitter-shopping--testing-shoppable-profiles-on-twitter
 - <https://www.prnewswire.com/news-releases/clarins-expands-bambuser-live-video-shopping-implementation-across-global-markets-301376455.html>
 - https://www.glossy.co/fashion/walmart-partners-with-live-shopping-platform-buywith-on-an-influencer-led-shopping-experience/?mc_cid=5edbd7ff30&mc_eid=13cdb9dd3f
 - <https://www.contagious.com/news-and-views/campaign-of-the-week-balenciaga-drops-fashion-collection-inside-fortnite>
 - <https://news.nike.com/news/nike-acquires-rtfkt>
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