

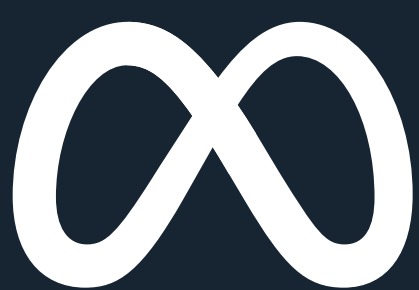
The State of Social Commerce



Social Commerce is changing how we shop and sell

Social shopping has become a fundamental part of modern retail. Platforms like Meta, TikTok, and Pinterest are seamlessly integrating social interactions with purchasing processes. In this infographic, we break down how these platforms turn browsing into buying.

 Meta



Crafting a Seamless Ecommerce Experience

Meta harnesses its extensive network to seamlessly integrate shopping into social experiences, offering brands a comprehensive toolkit for consumer engagement and conversion.

Global Engagement Unmatched

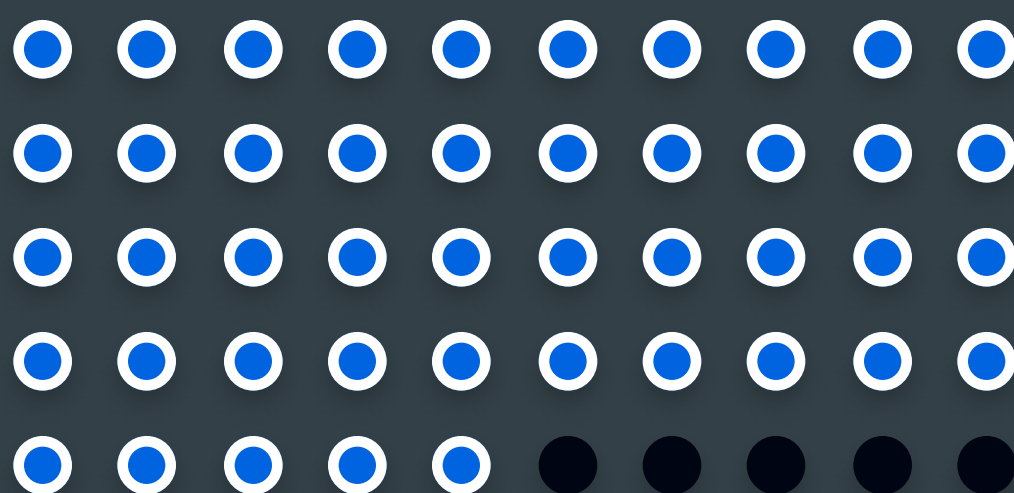


3.65 Billion

Active monthly users across Meta platforms, setting a benchmark for digital ecosystem reach.



+90%



Over 90% of brands on Facebook, with Instagram following closely, showcases Meta's dominance in digital branding and marketing.



facebook



Facebook: a Social Commerce Pioneer

Creating personalized shopping journeys through advanced ecommerce tools, Facebook excels at catering to a vast, active user base.



3 billion monthly active users worldwide as of January 2024, marking Facebook as the most used online social network.



20.6%



of U.S. digital shoppers choose Facebook positioning it as the top social network for commerce.



91%

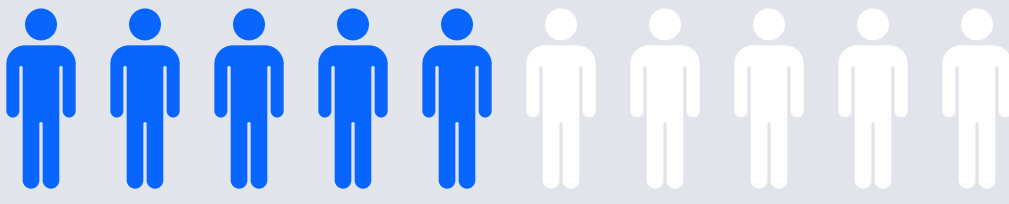


of organizations mark their presence on Facebook, highlighting its indispensable role in digital marketing strategies.

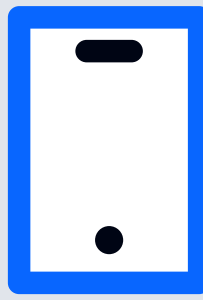


Demographics & User Interaction:

49% of Facebook's user demographic falls within the **25-44 age range**, aligning with the core consumer segment.



81%



of Facebook's users access the platform exclusively via **mobile**, emphasizing the importance of mobile-first marketing strategies.



33 minutes

average time users spend on Facebook daily, offering a substantial window for brand engagement.

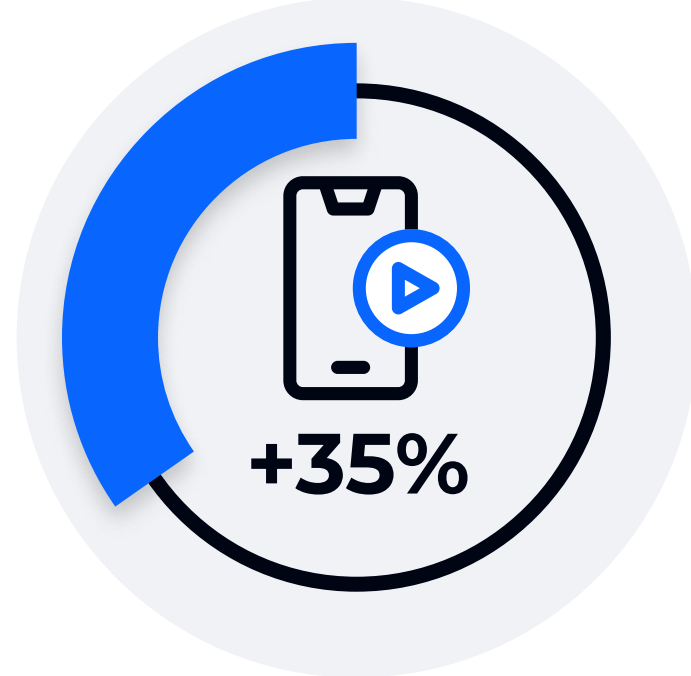


Ecommerce & Advertising Impact:



65.7 Million

users are projected to make purchases via Facebook showcasing its leadership in social commerce in the U.S.



\$55

Average order value on Facebook, indicating the significant purchasing power of its users.

5 posts a week

Brands actively engage on Facebook, posting an average of 5 times a week, while vertical videos see a 35% higher CTR, revealing effective engagement tactics.



1.98 Billion

Ad reach and an average click-through rate (CTR) of 1.4% for ads, underscoring its vast marketing potential.



Facebook's ecosystem, characterized by its extensive reach, engaged demographics, and robust ecommerce capabilities, offers a **prime platform for marketers aiming to maximize their return on investment.**



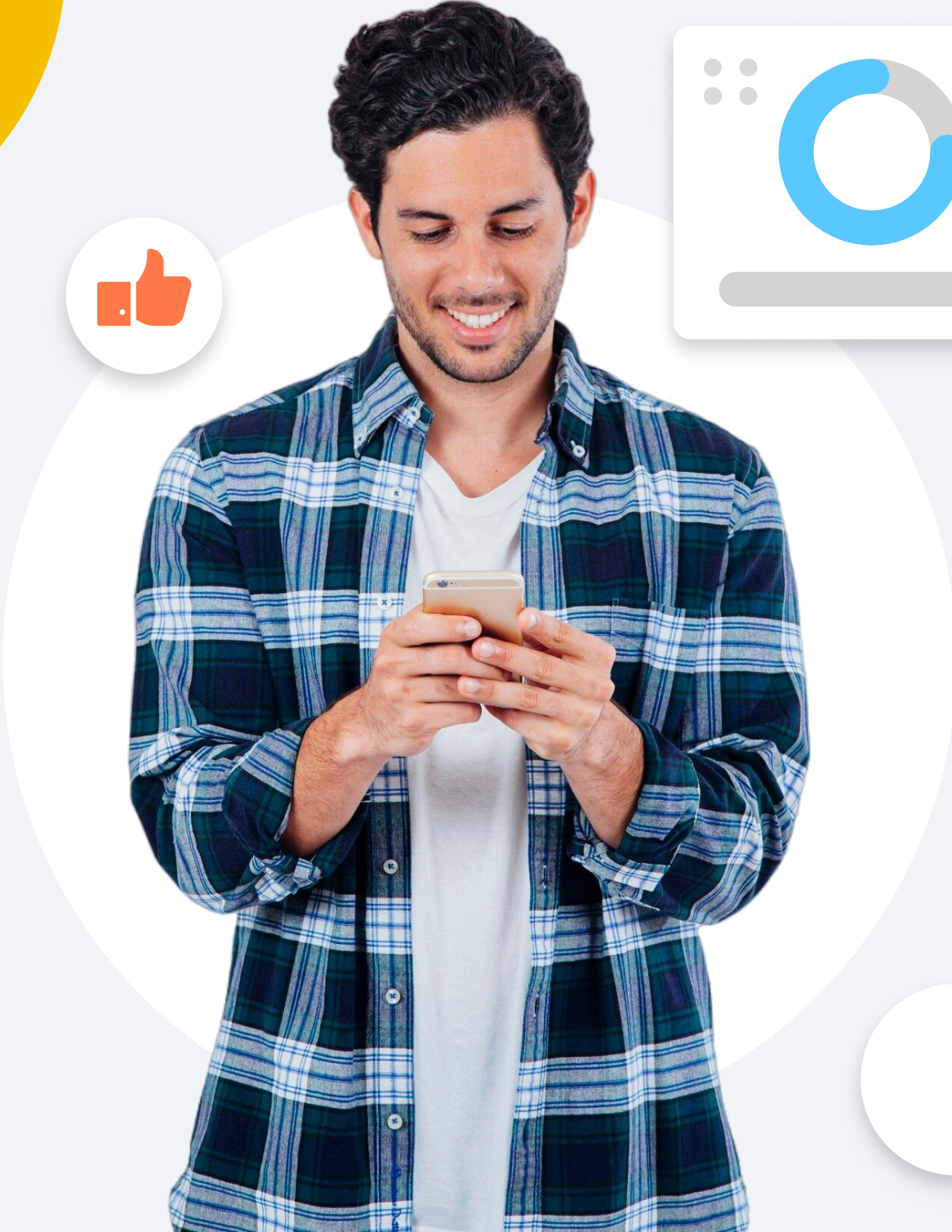
Channel Advantage

Optimize your use of Facebook Shops to seamlessly integrate product discovery and purchase processes on a single platform.



Pro Seller Tip

Facebook's **advanced marketing tools** and broad reach make it a powerhouse for **personalized** social commerce experiences.





Visual Storytelling Meets Commerce

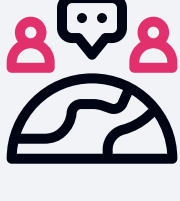
Instagram combines aesthetic appeal with ecommerce functionality, facilitating direct sales through visual content that captivates and converts its style-conscious audience.



Instagram: —

Visual communication tailored for shops. Instagram's unique blend of visual and dynamic ecommerce tools creates an optimal platform for marketers to engage deeply with their audience, making it a compelling choice for ecommerce advertising.

Expansive Reach & Demographic Engagement: —



2 Billion

Active monthly users globally, making Instagram the fourth most popular social platform.



16-34

Preferred by users aged 16-34, Instagram outpaces TikTok in popularity among Gen Zers and millennials.



28.4%

of U.S. users are aged between 25 and 34, highlighting Instagram as the platform with the largest audience in this key demographic.

25-34



28%



Dynamic Ecommerce & User Interaction: —



130 million users interact with shoppable posts on Instagram each month, indicating a robust shopping ecosystem.



1,416% in potential website traffic increases through Instagram shoppable posts, demonstrating their effectiveness in driving sales.



44% of Instagram's active users engage in shopping on the platform weekly, underscoring its role in consumers' regular shopping routines.



44%

Sales see up to a **42% increase** for businesses leveraging Instagram's shopping features, proving the platform's value in enhancing revenue.



42%

Consumer Influence & Advertising Success: —

70% of shoppers look to Instagram for their next purchase, showcasing the platform's influence on consumer buying decisions.



70%

72% of Instagram users say their purchase decisions are influenced by the platform, illustrating its power in shaping consumer behavior.



72%

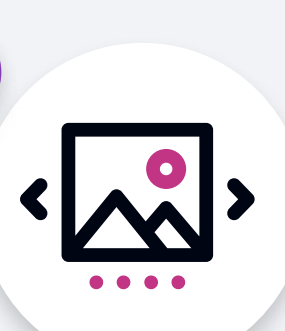
75% of users take action, such as visiting a website or searching for more information, after seeing a business post, highlighting effective engagement.



75%



Strategic Content & Revenue Opportunities: —



Carousel posts have the highest engagement rate for business accounts

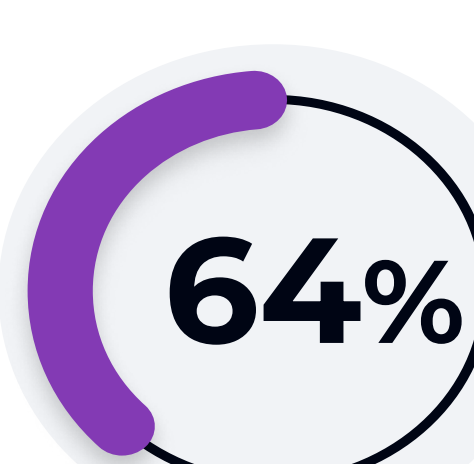


\$65 average order value on Instagram signaling a significant spending potential

37%



Product Tagging increased sales by 37% offering a simple yet effective strategy for boosting revenue. Instagram businesses that tag their products in posts enjoy more sales on average than their non-tagging peers. // tips: using IG shops' tagged products + collaborative tools (for influencer marketing)



64% of users seek out funny or entertaining content, indicating the importance of engaging and diverse content strategies.



The average post engagement rate is 0.60%, spotlighting the need for strategies to enhance user interaction.



Instagram Stories Ads reach 500 million people, providing a vast audience for targeted advertising efforts.



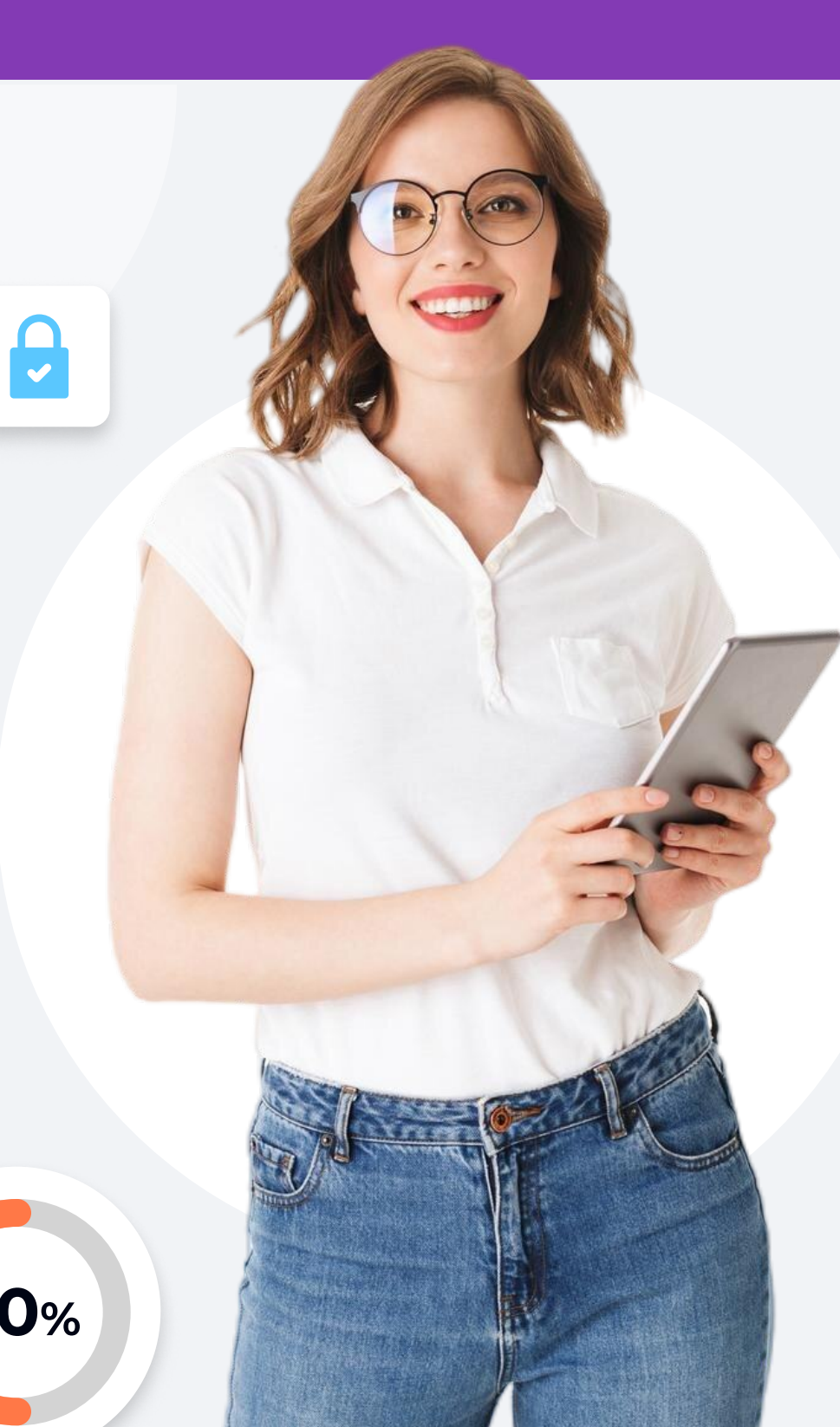
Channel Advantage

Instagram's **visual-first** approach turns every scroll into a potential shopping experience, driving direct sales with style.



Pro Seller Tip

Combine the agility of **shopping tags** in **Reels** and **Stories** with the power of **Instagram Shop's** collaborative tools to launch your influencer marketing strategy.



50%



Product discovery starts and often ends here

Pinterest capitalizes on visual discovery to drive niche market sales, making it ideal for brands that align with design-forward, detailed-oriented consumer interests.



Pinterest's shoppable Pins have seen a 50% increase year-over-year, showcasing its growing role in ecommerce, particularly as 96% of Pinterest searches are unbranded.

User Demographics & Affluence: —



+498M

498 million monthly active users underscore Pinterest's wide-reaching influence.

+100k

One in three Pinterest shoppers report an average annual income over \$100,000, emphasizing the platform's affluent user base.

33%



Under 35

70% of Pinterest's luxury audience is under 35, making it an essential platform for high-end brands targeting younger consumers.

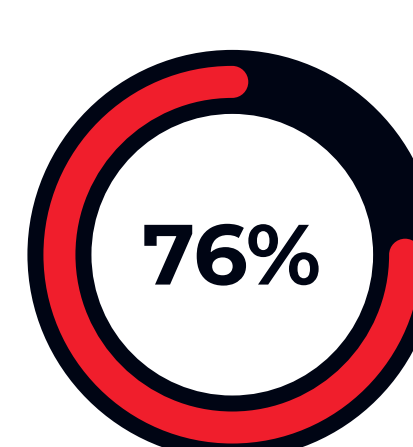
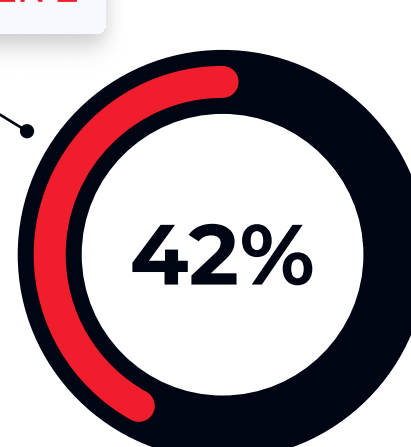
70%



Gen Z & Female

42% of Pinterest's active user base is Gen Z, with 76% being female, highlighting the platform's appeal to a diverse and dynamic audience.

GEN Z



FEMALE

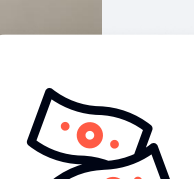
Ecommerce Integration & User Behavior: —



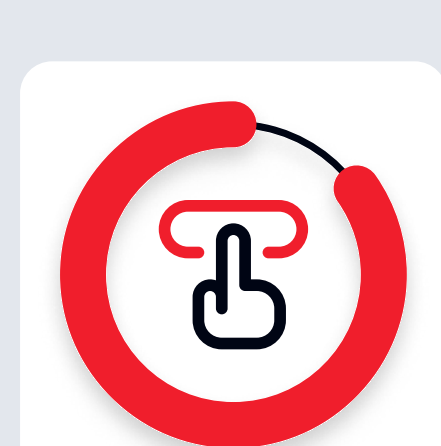
Pinterest users engaging in ecommerce activities grew by 300% in 2021, with users spending 80% more time on Pinterest compared to other platforms.



Pinterest ads deliver a 2x higher return on ad spend (ROAS) for retail brands than other platforms, showcasing the efficiency of advertising on Pinterest.

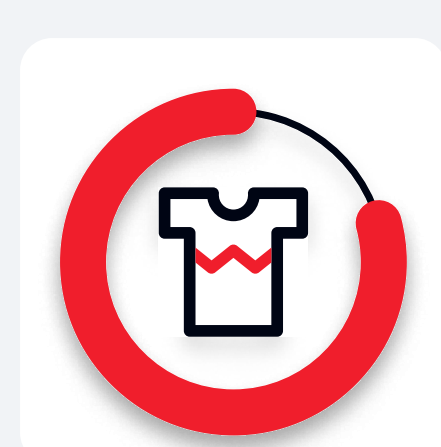


Pinterest users tend to spend twice as much as they do on other platforms, indicating a higher purchasing power among its users.



85%

85% of weekly Pinterest users have made a purchase based on pins they've seen, with 47% of U.S. online shoppers having made a purchase based on Pinterest recommendations.



80%

80% of weekly Pinterest users discover new products or brands, highlighting its strength in brand discovery.



Pinterest Predicts Shop allows global consumers to shop for trending items, highlighting Pinterest's unique trend-forecasting capabilities.



Brands using Pinterest Catalogs receive 5x more product impressions, leveraging the platform's features to maximize visibility.

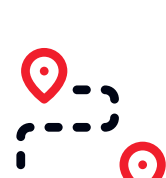


Pinterest's user base grew by nearly 50 million monthly active users from 2023 to 2024, indicating steady growth and increasing appeal.



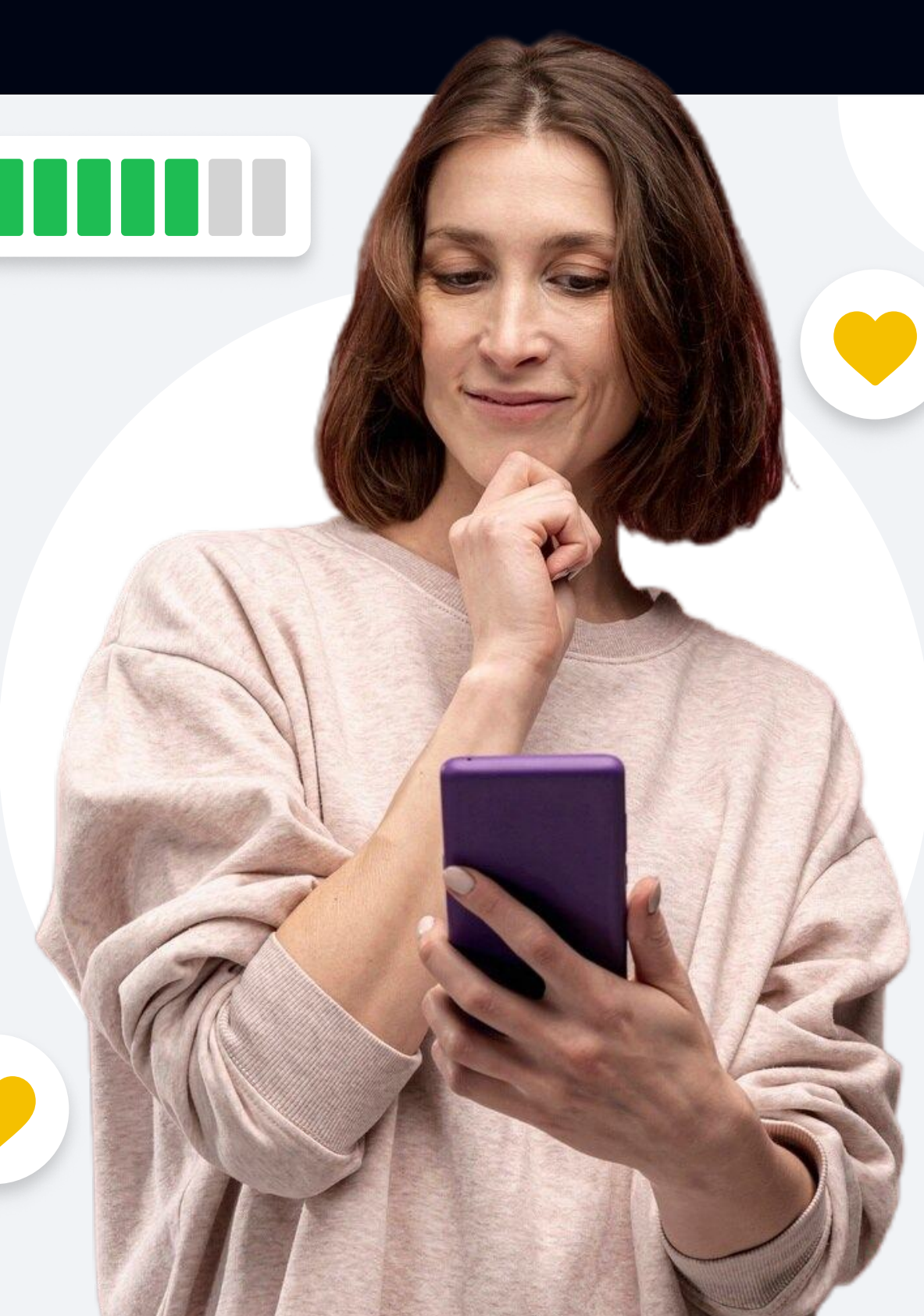
Channel Advantage

Pinterest drives **high-intent shopping** with its unique blend of visual discovery and **personalized recommendation algorithms**.



Pro Seller Tip

Use **Shoppable Pins** to bridge the gap between inspiration and purchase, enhancing user journeys with targeted content.





Still the cool kid in content culture

TikTok merges entertainment with ecommerce, utilizing viral content and integrated shopping features to capture and monetize the attention of a young, trend-driven audience.



TikTok Shop integrates shopping within the app, offering a seamless transition from content discovery to purchase.



58% of users discover new brands and products on TikTok, emphasizing its role as a leading platform for discovery and influence.



61% of TikTok users have made a purchase after seeing an ad, showcasing TikTok's effectiveness in driving ecommerce conversions.



Engagement & Advertising Potential: —



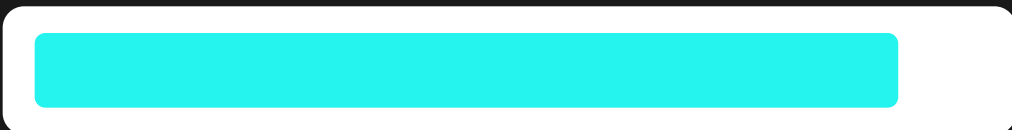
55.8 Minutes

Average time spent on TikTok daily, leading in engagement among social media platforms.



1.2 Billion

Global ad reach of users aged 18 and above as of October 2023, revealing TikTok's vast advertising potential.



92%

92% of users globally take action after watching a TikTok video, highlighting the high engagement and interaction rates.



Demographics & Influence: —

1.6 Billion people



globally use TikTok, showcasing its widespread appeal across diverse user demographics.

55% of users are female

indicating its popularity among young women and its influence on Gen Z's shopping habits.



37%



Ecommerce features like TikTok Live have led marketers to see up to a 1300% increase in sales, demonstrating the platform's significant impact on brand visibility and sales.



Channel Advantage



Content creators with at least 1,000 followers can use TikTok live.

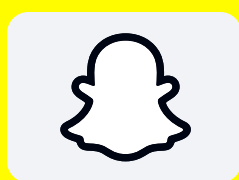
Brands can stand out by incorporating TikTok trends, partnering with influencers and testing and learning different marketing approaches.



Pro Seller Tip

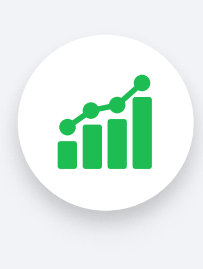
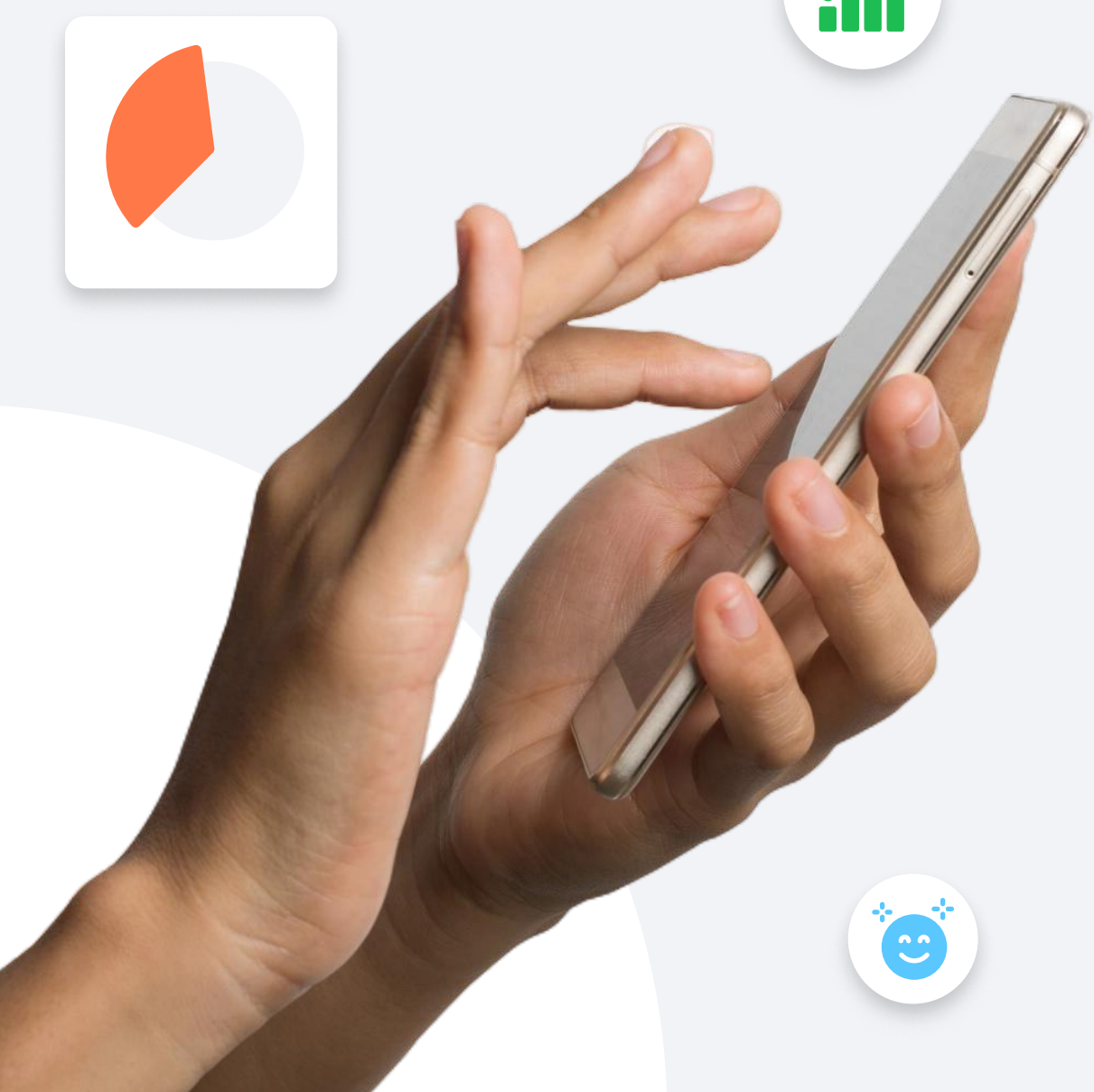
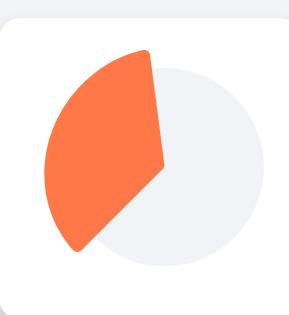


Capitalize on TikTok's Shop features and in-app purchases to keep the path from discovery to checkout short and engaging.






Quietly reinventing interpersonal communication

Snapchat engages a youthful demographic through AR shopping, leveraging cutting-edge technology to create a dynamic, immersive user experience.




User Engagement and Platform Growth

-  **397 million globally daily active users** reached in Q2 2023, showcasing Snapchat's significant year-over-year growth and a strong user base.
-  **750 million monthly active users** highlight Snapchat's expanding global presence and its role as a key platform for digital interaction.



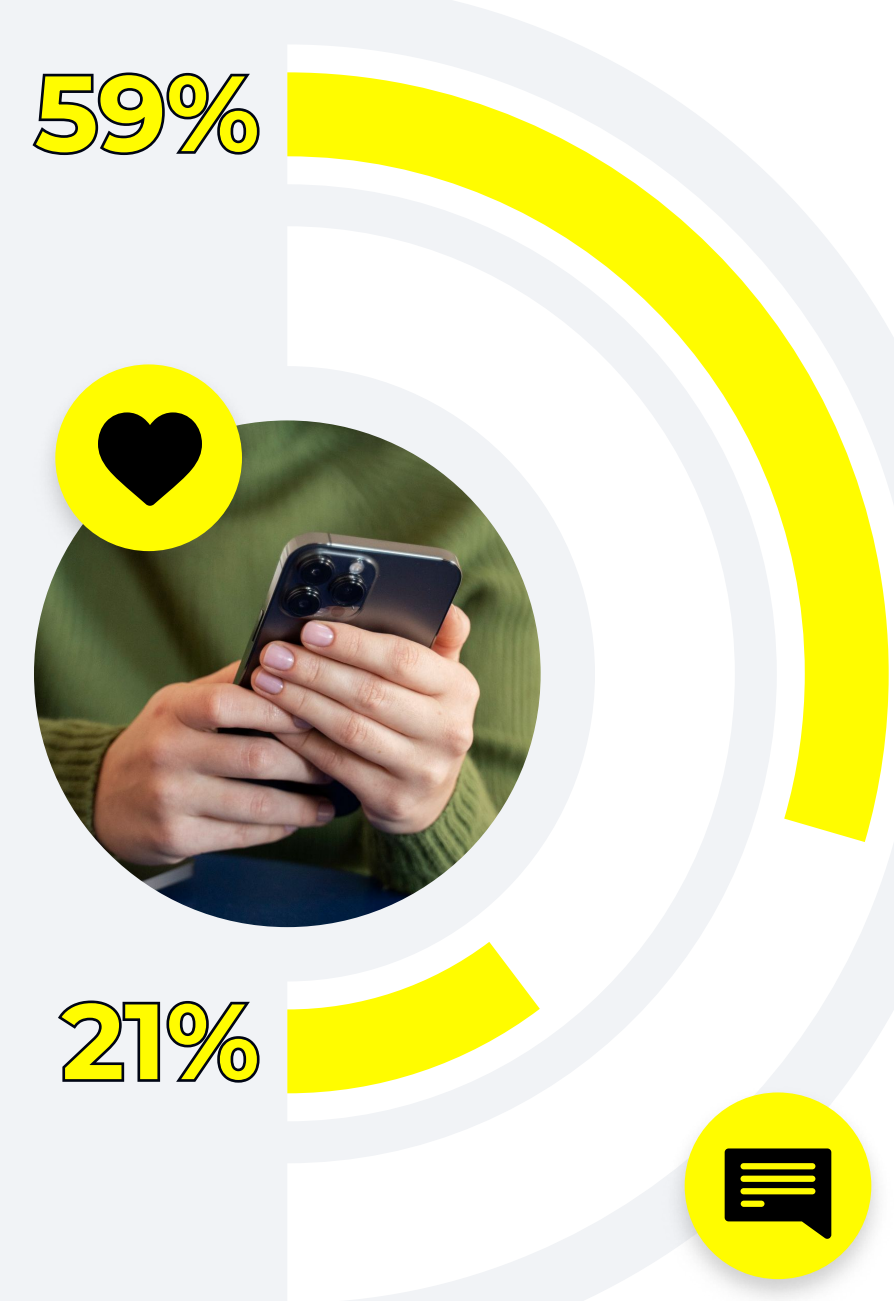



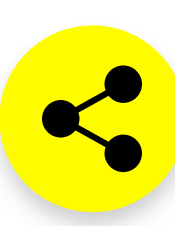
59%


of U.S. internet users aged 13 to 24 years are active on Snapchat, positioning it as a leading platform among Gen Z.



21.5%


of U.S. internet users aged 25 to 34 years engage with Snapchat, extending its influence into the younger millennial demographic.






5 Billion Snaps

Daily, reflecting Snapchat's high level of user engagement and content dynamism.



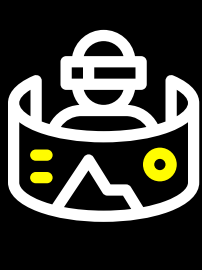
2,492 Days

The longest Snapstreak recorded, underscoring the app's ability to foster sustained user interaction.



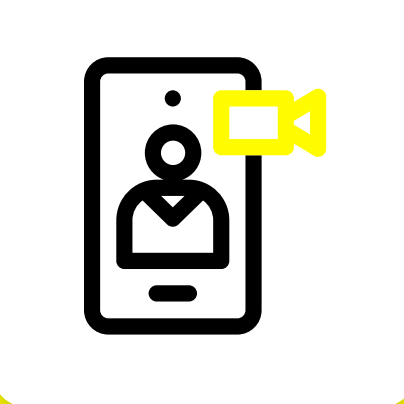
31 Minutes

Average daily usage demonstrates Snapchat's success in maintaining user interest and engagement.



+75%

Over 75% of Snapchat's community interacts with AR features daily, highlighting the platform's position at the forefront of augmented reality experiences.



900,000 Lenses

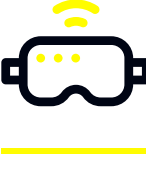
created by users, with Lenses being interacted with billions of times each day, driving innovative and immersive content creation.






200 million monthly engagements with AR shopping experiences,

proving Snapchat's effectiveness in bridging innovative content with ecommerce opportunities.



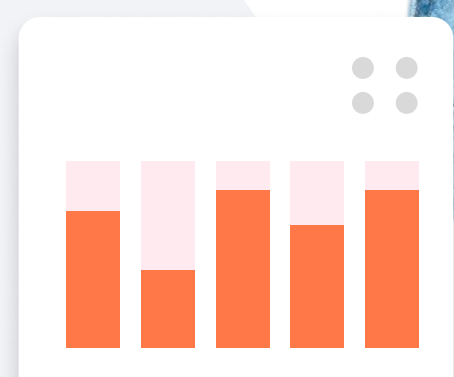
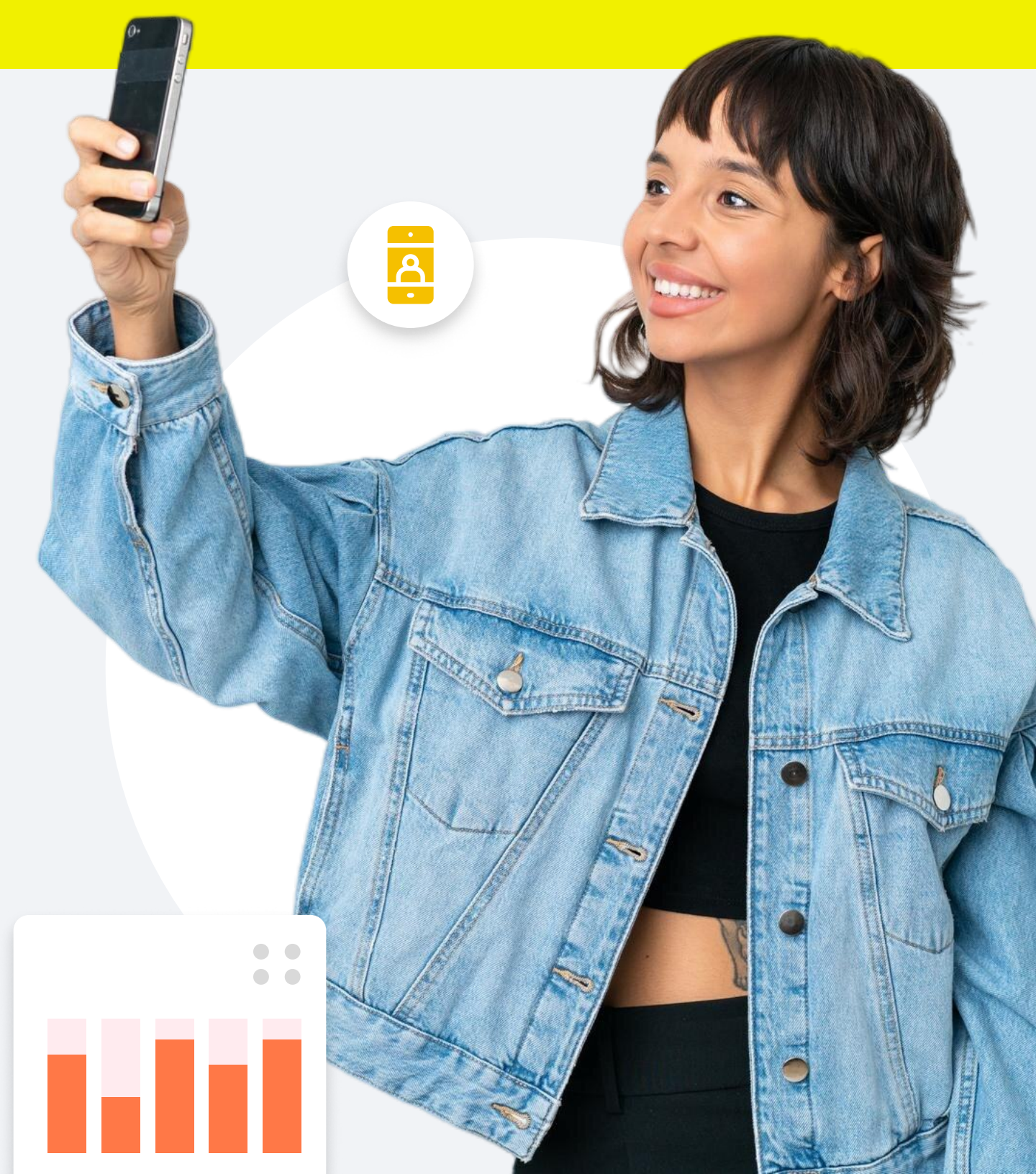
Channel Advantage

Snapchat's AR tools offer a **futuristic shopping experience**, allowing users to try before they buy in a virtual environment.



Pro Seller Tip

Incorporate Snapchat's AR Lenses to offer **interactive product demos** that boost engagement and drive sales.





Where consumers get a good look

YouTube's global platform delivers extensive reach through video content, offering detailed analytics for targeted advertising and strategic content placement.

YouTube:

The Global Stage for Video Content

With its unparalleled video content, YouTube reigns as king in the digital realm, offering ecommerce marketers vast potential for reach and engagement through its compelling visual storytelling and analytics-driven insights.

Global Reach & User Engagement: —



2.7 Billion

2.7 billion monthly users underscore YouTube's role as a cornerstone of global digital content consumption.



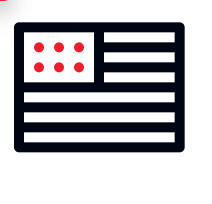
2.49 Billion

2.49 billion users in 2023, marking YouTube as the world's second most visited site, showcasing its vast audience.



100+ Countries

Localized in over 100 countries and accessible in 80 languages, YouTube bridges cultural and linguistic divides.



239 Million

239 million users in the USA, emphasizing YouTube's strong presence in the American digital ecosystem.



Audience Insights & Demographics: —



Most popular among Gen Z and Millennials, reflecting its appeal to the digital-native generations.



54.4% male and 45.6% female global users, demonstrating YouTube's diverse and balanced viewer base.



54%

46%



38%

38% of US users are aged 30-49, showing broad engagement across various age groups.

Content Interaction & Ad Relevance: —



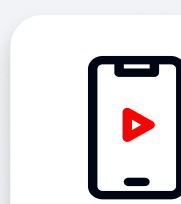
59%

of users find YouTube ads more relevant than TV ads, highlighting its targeted advertising effectiveness.



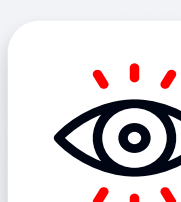
92%

of users look to YouTube for information, positioning it as a key educational and informational resource.



70 Billion

daily views on YouTube Shorts, pointing to the growing consumer appetite for short-form content.



1 Billion

hours watched daily on YouTube, indicating the platform's unmatched capacity to engage viewers.



YouTube Ads offer targeted campaigns that can significantly boost ecommerce traffic, with a variety of effective ad formats available.



YouTube analytics provide valuable insights, helping businesses optimize their content strategies for increased engagement and sales.



Product reviews and tutorials on YouTube significantly impact purchasing decisions, showcasing its power to sway consumer choice.

85%



of users have interacted with brands they discovered on YouTube, demonstrating its direct influence on consumer purchasing behavior.

Monetization & Revenue Growth: —



\$31.5 Billion

in revenue generated by YouTube in 2023, illustrating its massive monetization success.



10-20%

Incorporating YouTube Shorts can lead to 10-20% more conversions per dollar, highlighting the benefits of short-form content in advertising strategies.



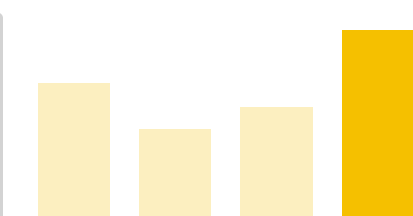
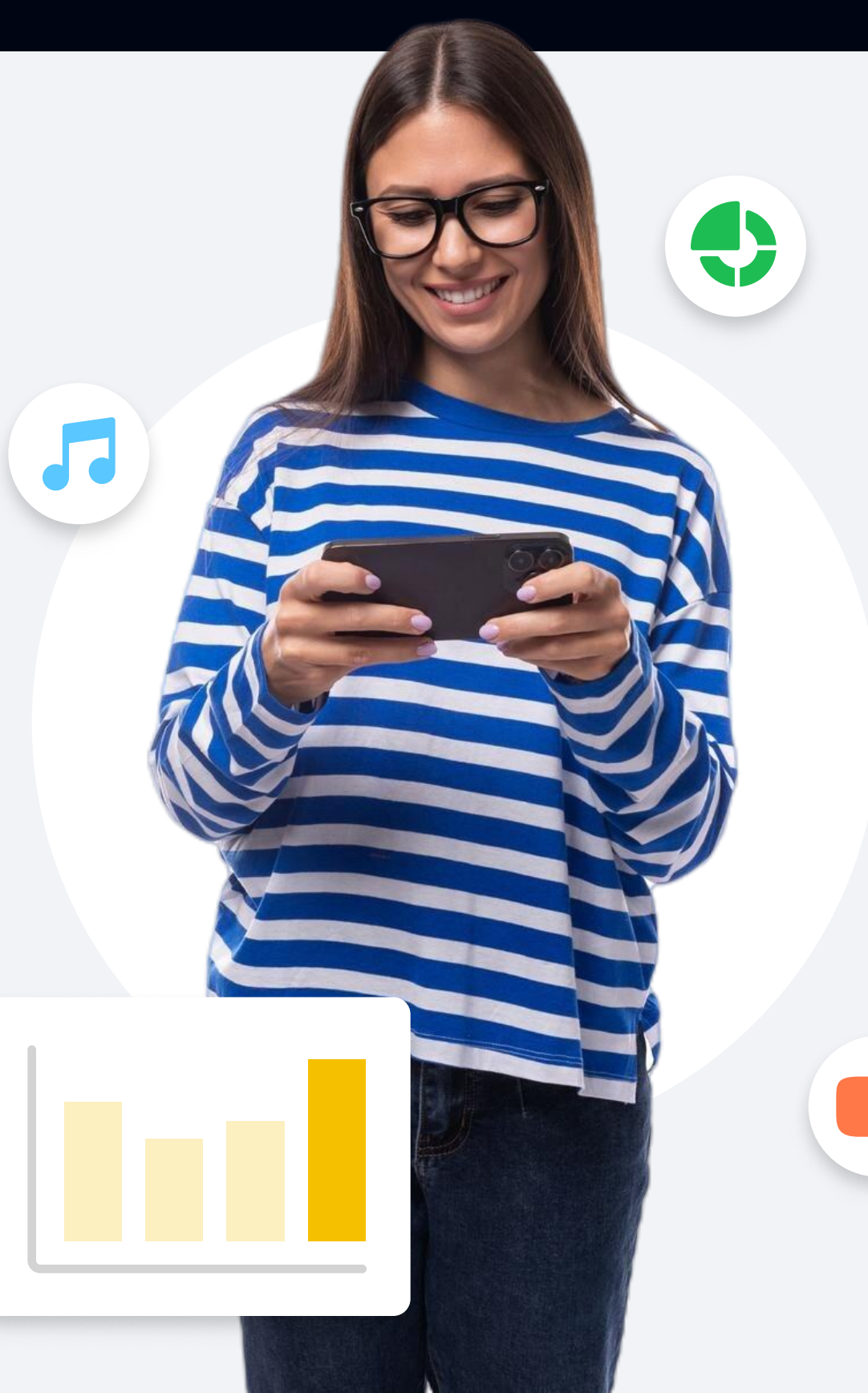
Channel Advantage

YouTube's vast reach and deep analytics provide a rich landscape for content-driven commerce, influencing buyer decisions at scale.



Pro Seller Tip

Leverage YouTube's video ads and analytics to create content strategies that align viewer interests with your product offerings.





Is it time to buy in on social commerce?

Shopping is now a social experience, transforming how consumers and merchants interact. Brands that leverage new tools and platforms are seeing increased engagement and convenience. This shift offers merchants unparalleled opportunities to connect directly with shoppers, ensuring a steady stream of satisfied customers.

Don't get left behind in the race for social sales. Contact us for solutions that save time, boost engagement, and expand the reach of your products.

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