

SHOPPABLETV EXPERIENTIAL SOCIAL COMMERCE RETAIL MEDIA NETWORK EXTENSIONS NATIVE DIGITAL EXPERIENCES

Social Commerce

Social Commerce

Social Commerce engages consumers with resonating branded content in a space where consumers discover brands and get credible purchasing recommendations by influencers.



Snapchat



Instagram



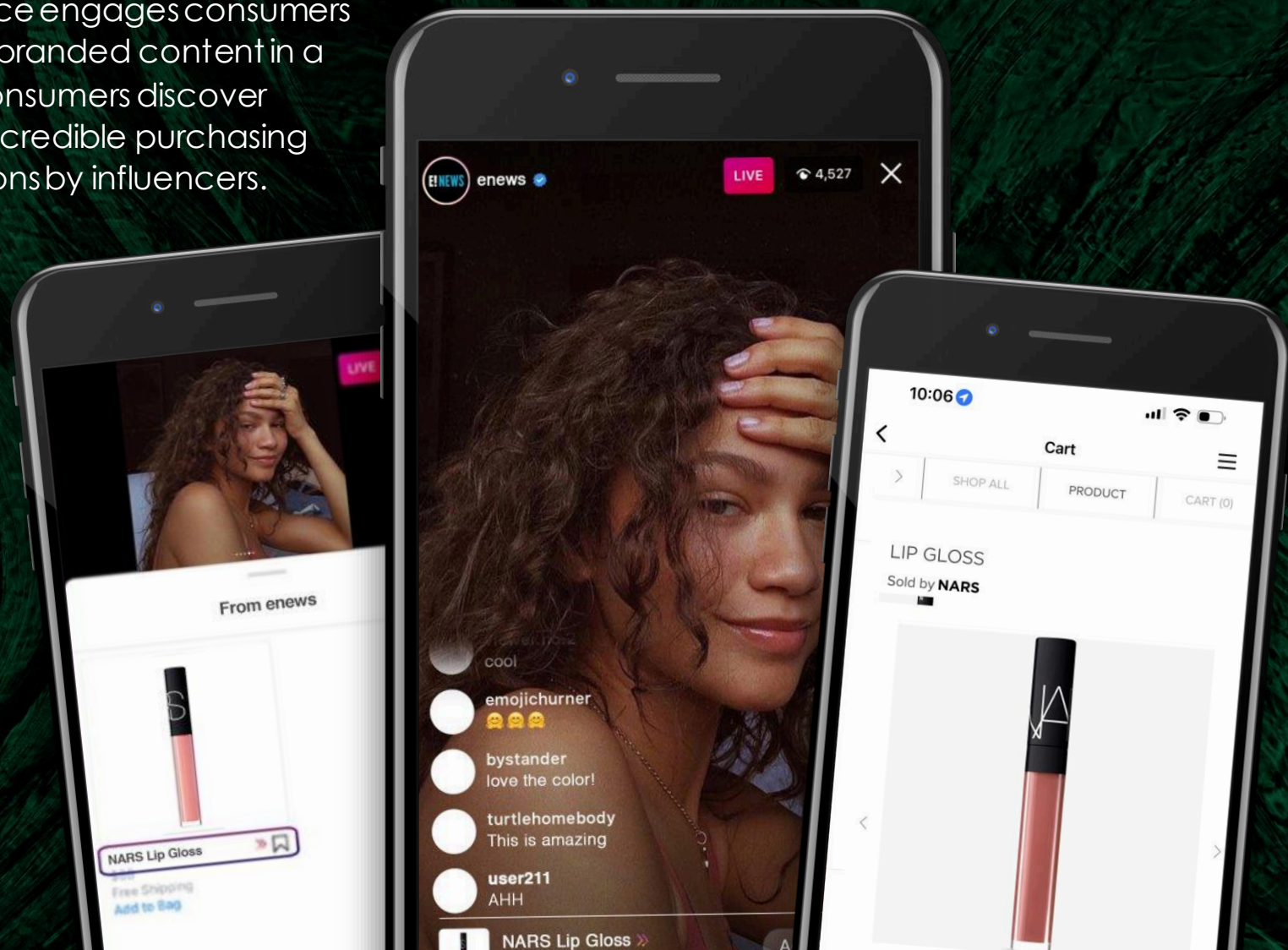
Facebook



TikTok



Twitter



86%

of consumers say they would purchase, try or recommend a product when content is rated as "shareworthy"

LIVESTREAM

1.44MM

Total
viewers

top 1%

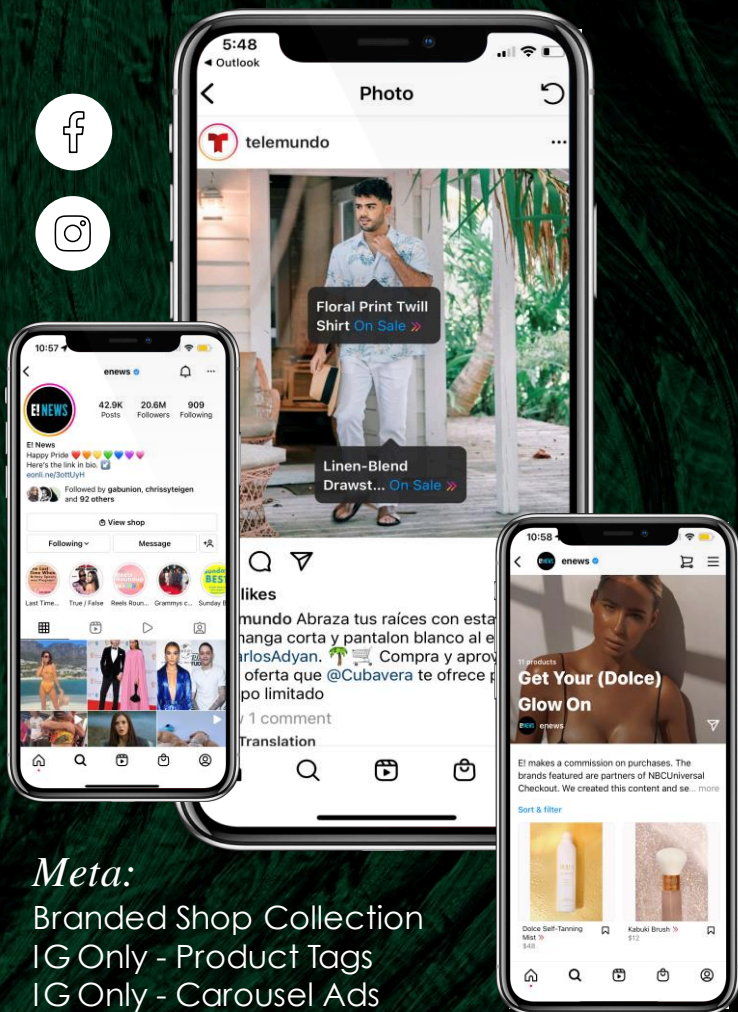
of all **GLOBAL**
Firework live
streams

top 5%

For product, add
to cart and
checkout clicks

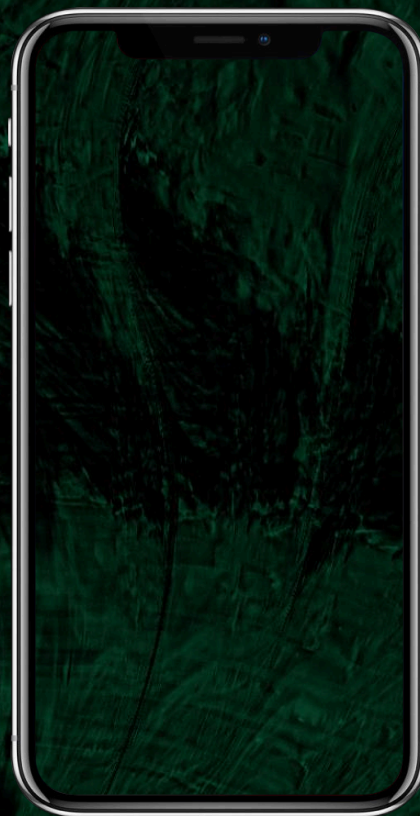


SOCIAL Commerce



Meta:

Branded Shop Collection
IG Only - Product Tags
IG Only - Carousel Ads
IG Only - Live Shopping



TikTok

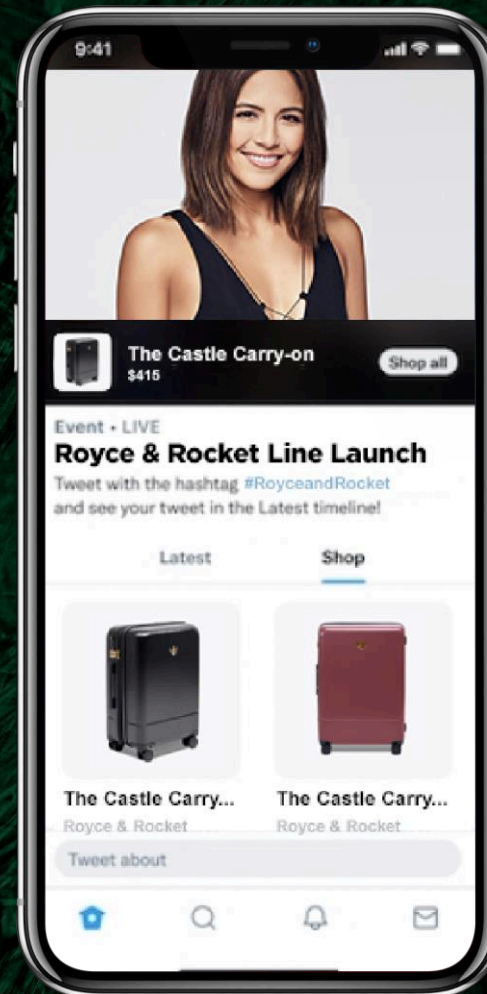
Spark Ads
Video Shopping Ads
Dynamic Showcase Ads

Coming Soon on Tik Tok:
Collection Ads
Product Links
LIVE Shopping
Product Showcase Tab



Twitter

Website Cards
The Shop Spotlight
Live Shopping



Snapchat:

Collection Ads
Dynamic Product Ads

