

Social Commerce Report 2024

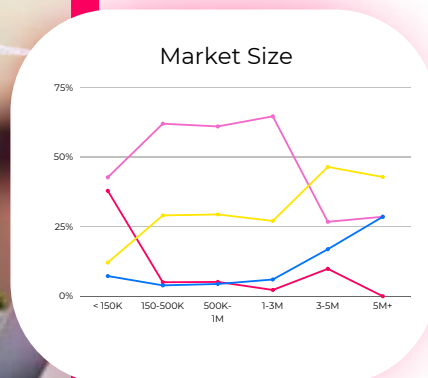
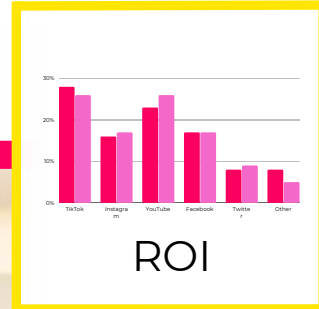


THE INFLUENCER
MARKETING
FACTORY



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What you will learn

From our research on Social Commerce

1.

97% of Gen Zers turn to social media as their main source of shopping inspiration.

2.

eMarketer forecasted that US social commerce sales would rise by 26.3% to \$67.06 billion in 2023.

3.

China's social commerce industry is projected to reach \$442.64 billion in 2023, Yahoo Finance reports.

4.

Insider Intelligence forecasts that the average U.S. social buyer will spend \$641 via social commerce channels in 2023.

5.

The livestream e-commerce market will reach approximately \$50 billion by the end of 2023, Coresight Research and Bambuser reported.

6.

Facebook and Instagram Shops were top rated by responders for social commerce experience, and Facebook Shop ranked #1 for checkout experience.

7.

Surveyed users ages 18-34 purchase via social commerce for limited time offers whereas users 35+ are incentivised by free shipping,

8.

Apparel, beauty products, and home products account for 60% of all social commerce purchases, a 25% increase from our 2021 report.

9.

37% of responders report spending more than \$100 USD on social commerce in the past year.

10.

A majority of responders from all age groups say they need to see a product 1-2 times before making the decision to purchase.

Exclusive quotes



Alessandro Bogliari

CEO & Co-Founder
The Influencer
Marketing Factory



Brendan Gahan
Partner & Chief Social
Officer at Mekanism



Adrienne Lahens
Global Head of
Operations at TikTok



Avi Gandhi
Founder + Content Creator
of Creator Logic



Adi Ronen
CEO & Co-Founder of
buywith



Lynn Ma
Co-Founder of
Filterbaby



Jim Louderback
Editor and Publisher of Inside
the Creator Economy

Exclusive quotes



Ayomi Samaraweera
Founder of Canopy



Aaron DeBevoise
CEO & Founder
of Spotter



Kaya Yurieff
Creator Economy Reporter
at The Information



Brian Harwitt
Partner at CoVenture



James Creech
Co-Founder & Board
Member of Measure Studio



Meagan Loyst
Founder & CEO
of Gen Z VCs



Jacob Pace
CEO & Founder
of Pace



Jasmine Enberg
eMarketer Principal Analyst
at Insider Intelligence

What is Social Commerce?



What is Social Commerce?

In the dynamic digital landscape, social commerce has redefined the way products are bought and sold. This transformative concept enables direct transactions within social media platforms, eliminating the need for users to navigate away from their preferred networks. With intuitive features like the "buy now" button and autofill payments, the process becomes seamlessly accessible to diverse users.

Central to this evolution are "Super Apps," exemplified by China's pioneering approach, integrating social interactions and commercial transactions seamlessly. This integration not only simplifies the purchasing journey but also immerses users in a socially driven shopping experience, transcending geographical boundaries.

Furthermore, social media influencers play a pivotal role in this paradigm, engaging in affiliate programs within in-app purchasing features. Through their unique affiliate links, influencers not only earn commissions but also ignite viral trends, enhancing sales and fostering genuine connections between brands and consumers, thus enriching the overall social commerce experience.



ORDER NOW

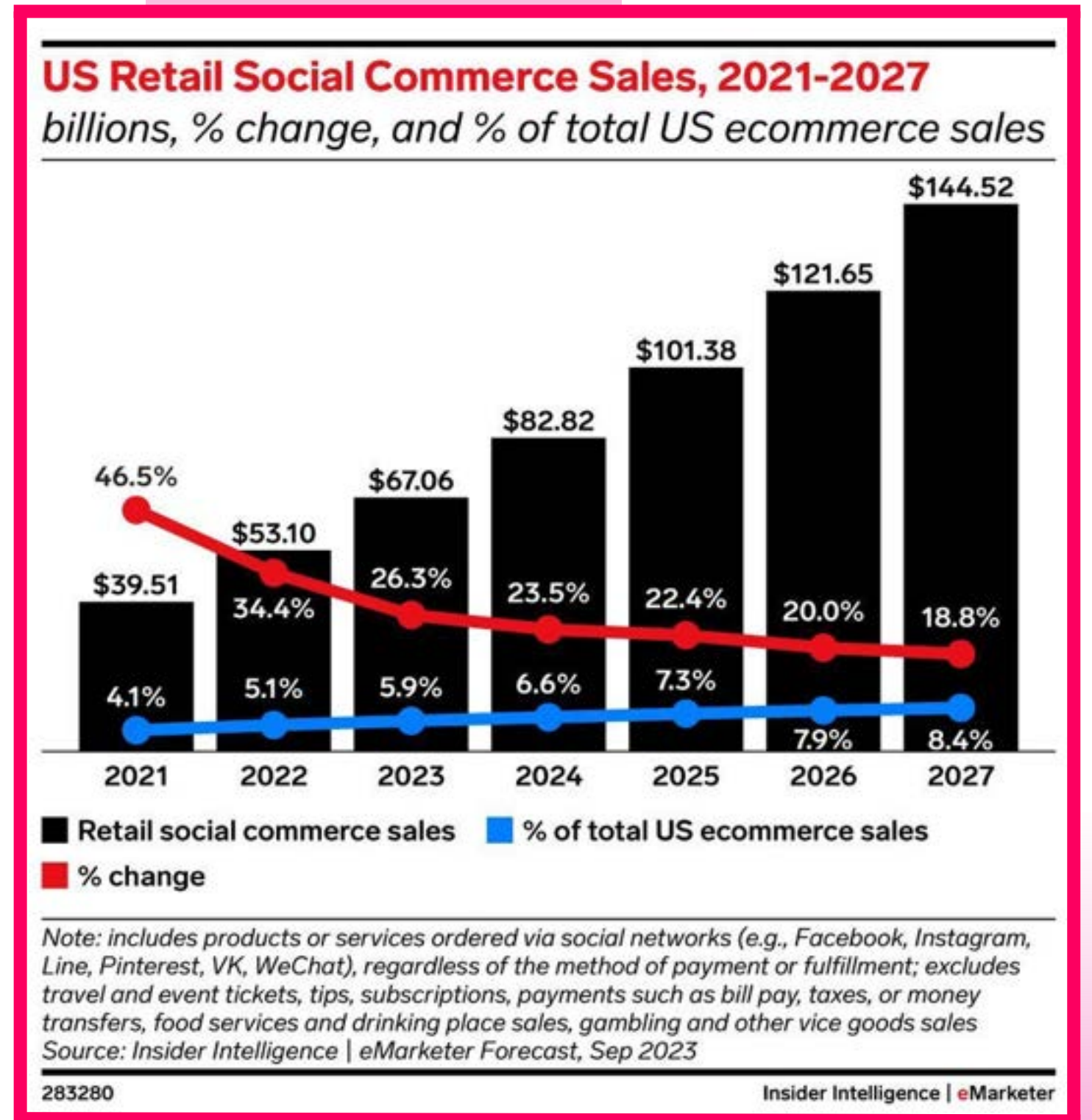
-50\$
-100\$
-30\$

The U.S. Market

eMarketer forecasted that US social commerce sales would rise by 26.3% to \$67.06 billion in 2023.

Growth of social commerce sales have steadily declined since social commerce's blowout between 2020 and 2021, when sales surged by 46.5%, due to the pandemic-driven boom in e-commerce and increased social media consumption.

US social commerce sales are on track to surpass \$82.82 billion in 2024, a mere fraction of the estimated \$507.94 billion in China, according to GMA.



Social Commerce Stats

In 2023, Facebook leads as the top US social commerce platform, with an estimated 65.7 million users set to make purchases on the platform. (Oberlo)

50% of internet users aged 16 to 24 prefer social media when searching brands over traditional web search. (Hootsuite)

The thriving social commerce industry in China is poised for significant growth, projected to increase by 11.4% annually, reaching an impressive \$442.64 billion in 2023. (Yahoo Finance)

In 2023, social commerce sales constitute 16.3% of China's total e-commerce retail sales, indicating a robust upward trend. In contrast, the US stands at approximately 5%. (GMA)

97% of Gen Zers turn to social media as their main source of shopping inspiration. (Cymbio)

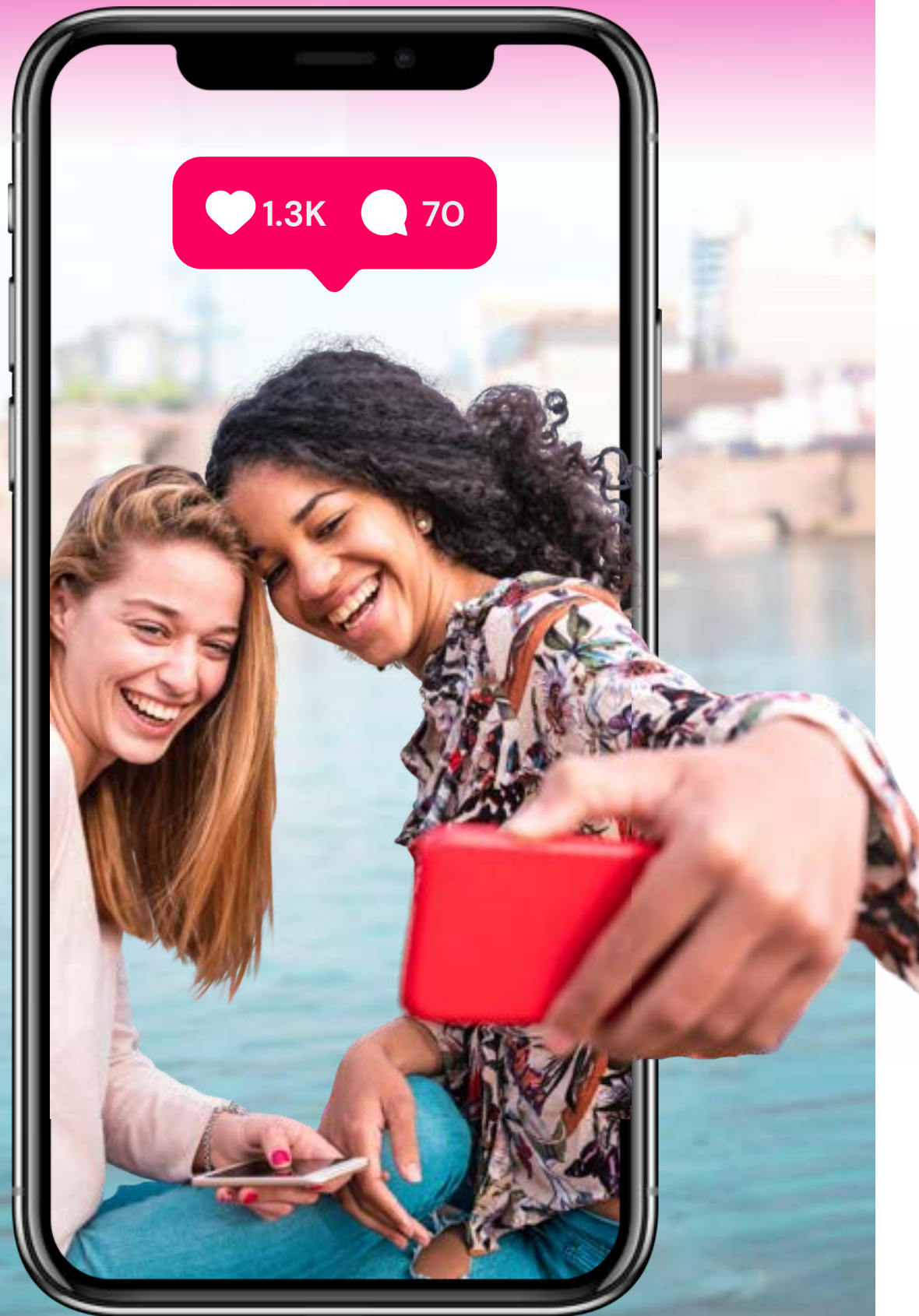
The average U.S. social buyer will spend approximately \$641 via social commerce channels in 2023, a 23.8% increase in spending from 2022. (Insider Intelligence)

There are approximately 107.6 million U.S. social commerce buyers in 2023. (Ecommerce Tips).



Alessandro Bogliari
CEO & Co-Founder
of The Influencer Marketing Factory

“ Social commerce is set to significantly alter the landscape of brand interaction with mobile users, offering substantial enhancements in **mobile conversion rates** alongside a **decrease in cart abandonment**. This emerging field presents lucrative opportunities not only for brands but also for **influencers**, who are positioned to benefit from diverse income streams, including **affiliate marketing**, and garner greater earnings from their proprietary merchandise and services. Our research reveals a robust interest in social commerce, spurred by the advent of new features and tools on social media platforms. There's a sense of eagerness and anticipation for its future progression, and we are excited to see the transformative effects social commerce will bring. ”



Influencers Lead the Way

According to the Influencer Marketing Hub's 2023 State of Influencer Marketing report, **"67% of those respondents who budget for influencer marketing intend to increase their influencer marketing budget over the next 12 months."** Why is influencer marketing spending on the rise? The Influencer Marketing Hub reported that **82% of respondents believe "that the quality of customers from influencer marketing campaigns is better than other marketing types,"** a 13.9% increase since our 2021 report.

Influencer marketing, bolstered by sophisticated algorithms on platforms like TikTok and Instagram, tailors content to your specific interests, making it an exceptionally proactive strategy for enhancing your business. With influencers hailing from diverse global niches, their creative videos consistently captivate audiences, offering a unique opportunity to engage potential customers. By adeptly selecting influencers based on their innovative skills, you can harness the potential of social media marketing, crafting delightful videos and images that resonate deeply with your viewers. This approach not only captures attention but also builds genuine connections, elevating your brand presence in the digital landscape.

DOWNLOAD OUR CREATOR ECONOMY REPORT



- What is The Creator Economy
- Exclusive Survey
- Social Media features

[CLICK HERE](#)

- Games, Newsletters and Podcasts
- Platforms for creators
- Creator Brands

Influencers are Driving Social Commerce

In the rapidly evolving landscape of social commerce, influencers have emerged as the driving force behind consumer engagement and brand success. At The Influencer Marketing Factory, we understand the transformative power of influencer marketing, particularly in the realm of social commerce. The impact of influencer-generated content is unparalleled, reaching not only a broader audience but also fostering genuine connections within communities of shoppers perfectly aligned with our clients' target demographics.

According to Tomoson, **businesses are earning \$6.50 for every \$1 invested in influencer marketing campaigns.** Insights from Influencer Intelligence affirm the growing importance of influencers in social commerce, with **62% of global marketers recognizing social commerce as the most popular objective for influencer marketing campaigns in the coming year.** By partnering with The Influencer Marketing Factory, brands can leverage these insights and trends to craft compelling influencer marketing strategies, enhancing their brand visibility and driving meaningful engagement and conversions.



Best Platform to Promote a Product Through an Influencer According to US Gen Z, 2021 & 2022

% of respondents

YouTube



Instagram



TikTok



■ 2021 ■ 2022

Note: ages 18-29

Source: IZEA, "2023 Trust in Influencer Marketing," April 14, 2023

281348

Insider Intelligence | eMarketer

NEED INFLUENCERS?

GET IN TOUCH!



Brian Harwitt

Partner at CoVenture

“

Social commerce will continue to be a major driver for digitally native brands, both for e-commerce companies, as well as creators. E-commerce companies will look to offset potentially tightening consumer spend by improving margins and optimizing customer acquisition costs, meaning creator campaigns will become increasingly ROI/ROAS focused – this could benefit smaller creators that have more engaged audiences and provide better value for brands.

”

“

Social commerce is an umbrella term for a range of different social shopping experiences, but almost all share one key characteristic: **Purchases are driven by inspiration.** Brands and retailers that can harness the power of engaging, entertaining, and educational creative can stop the scroll and convince users to click 'buy' from creator-generated, organic, or paid content.

”



Jasmine Enberg

eMarketer Principal Analyst
at Insider Intelligence

Future trends are already a reality in China

Based on data from Statista, it is estimated that **global sales through social media platforms will reach \$1.298 billion in 2023**. The enduring popularity of this trend is evident, with projections indicating a substantial increase to nearly \$3 trillion by 2026. These figures underscore the significant and sustained impact of social media on the global market landscape, especially that of China.

According to eMarketer's projections, **China is anticipated to achieve \$281.21 billion in livestreaming social commerce sales in 2023**, marking a remarkable 114% increase since 2021. This substantial growth serves as a valuable example for US marketers, showcasing the effectiveness of integrating live streaming into social commerce strategies. Utilizing creators and influencers to enhance engagement and drive sales stands as a proven method, drawing upon the successful practices observed in the Chinese market.





Aaron DeBevoise
CEO & Founder
of Spotter

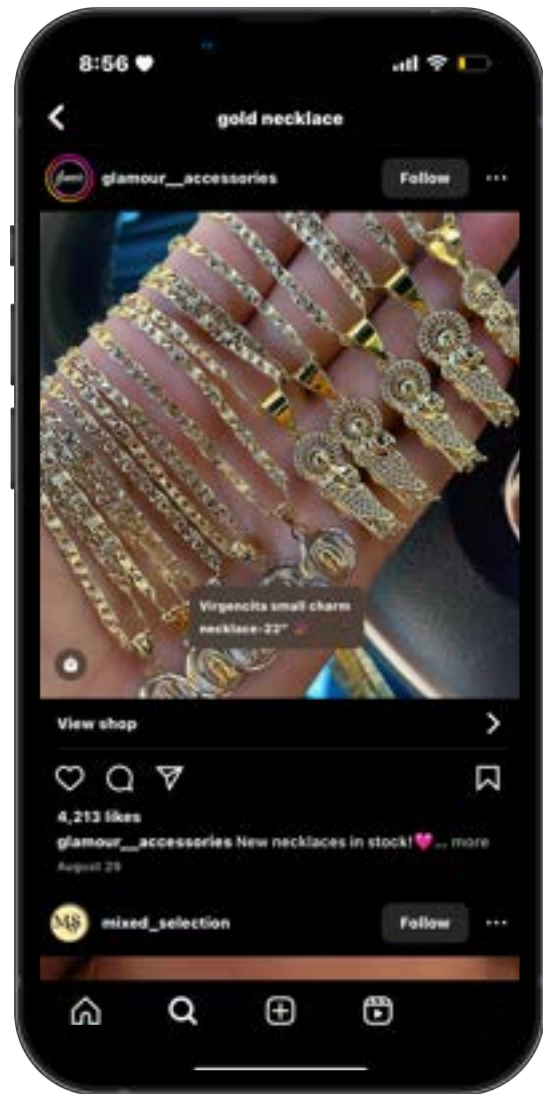
“ **The future of social commerce will be driven and directed by content creators.** Creators already have highly engaged and loyal audiences on social platforms so the opportunity to provide their audiences with the products and goods they are craving, on the platforms they are already spending time on, is tremendous. Creators know the social landscape and their audiences better than anyone and with this background are in a unique position to provide the goods and products people want, where they want them. ”

“ The future of social commerce is in the hands of creators, whether they’re leveraging their audiences on TikTok to sell via TikTok Shop or their Amazon Storefront (moving millions of dollars in product) or creating an owned storefront via a platform like Canal or Flagship... it’s more important than ever for brands and corporations alike to **partner with creators**, share economics, and get their products into the hands of the right customers. The economics of creativity are changing, moving more in favor of creators finally having **multiple ways to monetize their audiences** and share their favorite products/recommendations. ”



Meagan Loyst
Founder & CEO
of Gen Z VCs

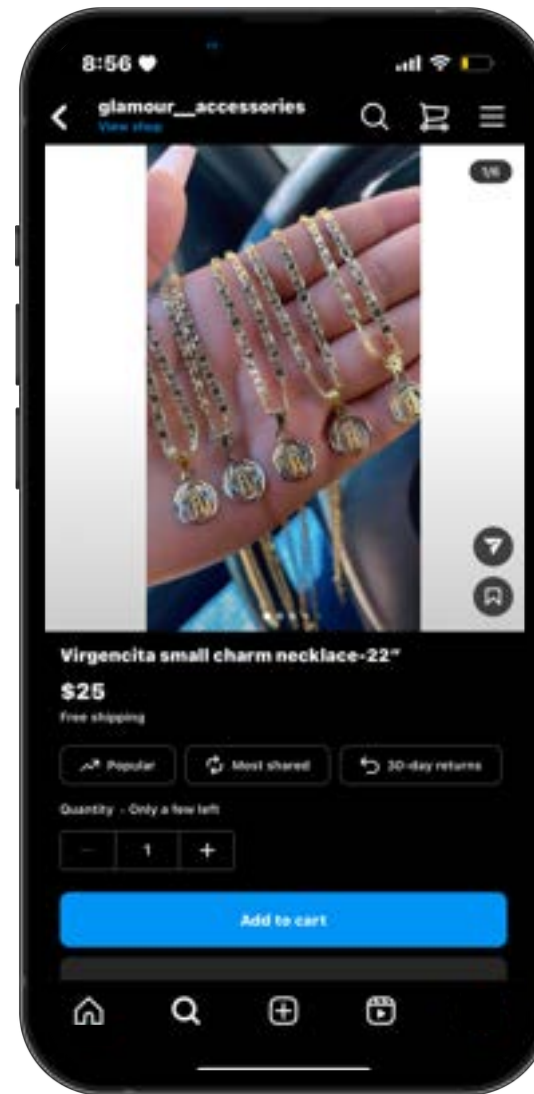
Instagram Flow of Purchase



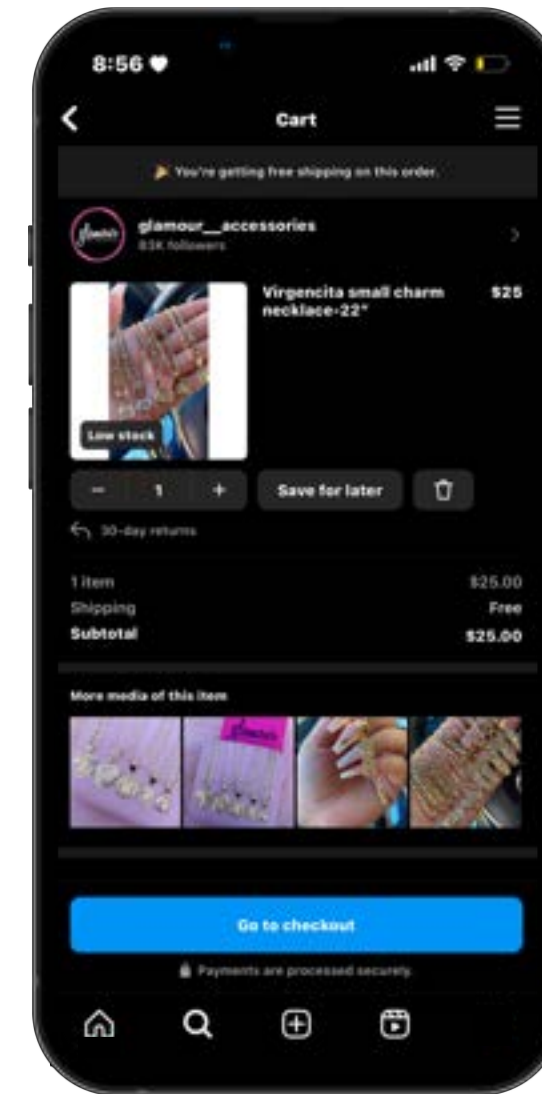
Search product of interest on Explore Page.



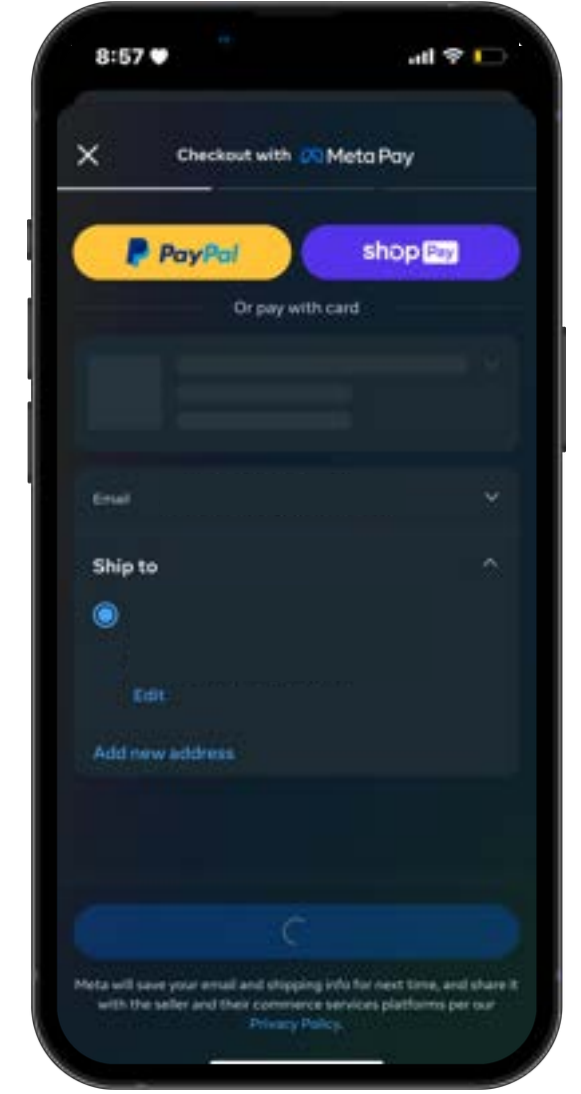
Tap View Shop.



View product for product info, recommended items, reviews, and more.



Add product to cart.



Check out with Meta Pay via PayPal, Shop Pay, or personal card.



Adrienne Lahens

Global Head of Operations
at TikTok

“ **Creators are the present and future of social commerce.** We've seen a continued investment into the creator economy, and it's because brands are experiencing full funnel business impact from their work with creators. From the beginning, we've been empowering brands to trust creators and bring them into every aspect of the creative process. There's such a diversity of new ways to partner with creators and leverage their expertise. Across the industry, there's been a shift from the "why" to the "how" of creator partnerships, and that's where I see social commerce continuing to move. ”

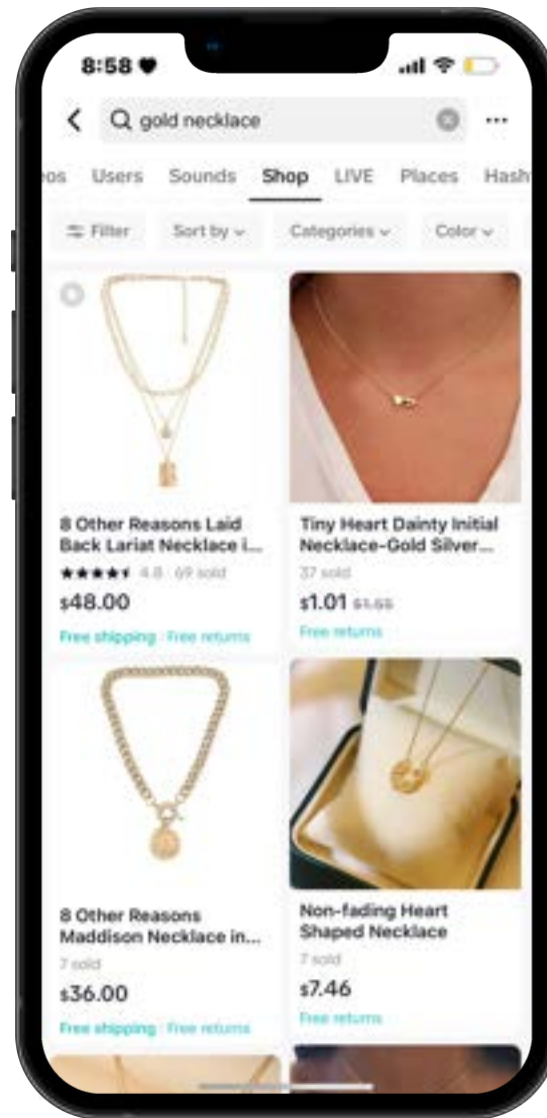
“ Right now we distinguish commerce driven by content as social commerce because the idea is new. That won't be the case for long. Eventually all commerce - from digital to physical products, from e-commerce to retail, from global to local - will be social content driven. **Soon enough, all commerce will be social commerce.** ”



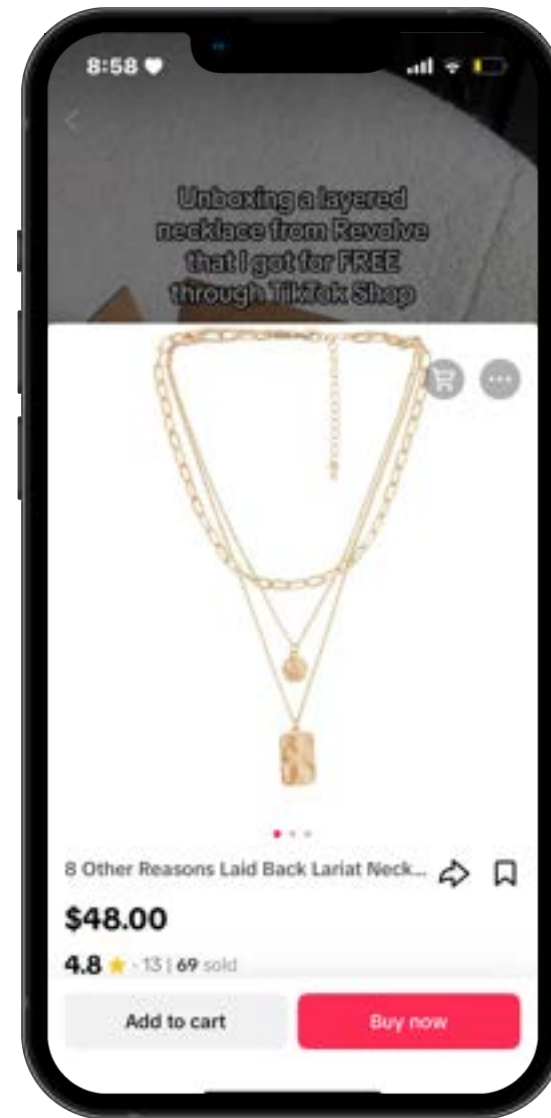
Avi Gandhi

Founder + Content Creator of Creator
Logic

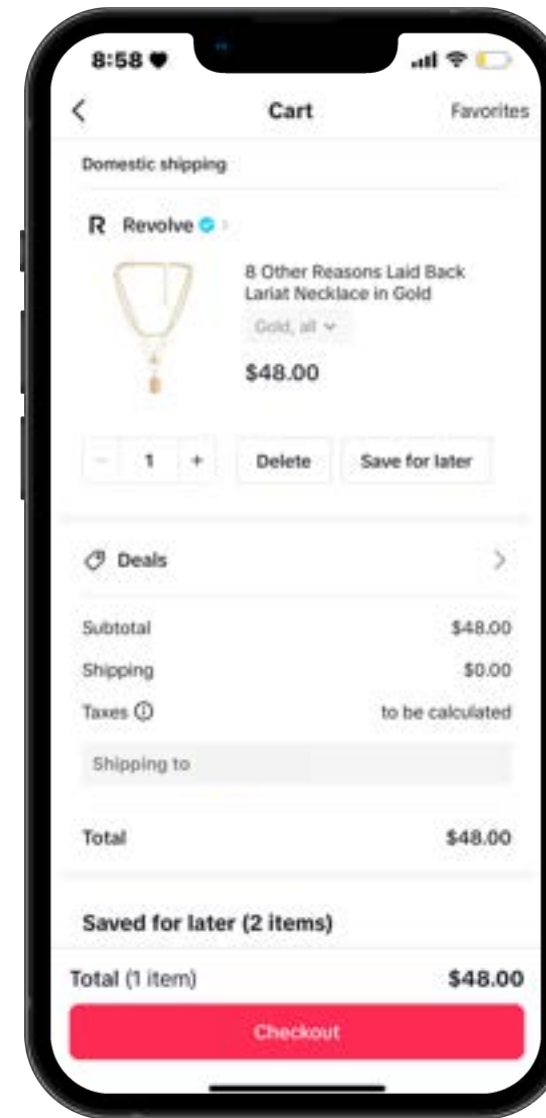
TikTok Flow of Purchase



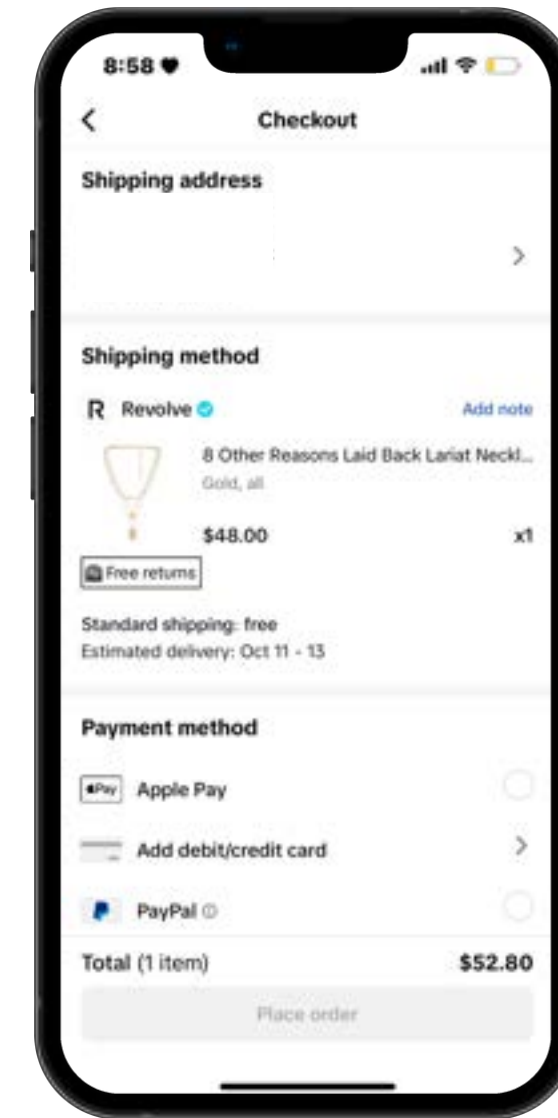
Search product of interest on main search bar and view Shop Tab.



Select item of interest to view product info, videos, reviews, and more.



Tap Add to Cart or Buy Now. Clip TikTok Shop coupons if available.



Check out via Apple Pay, debit or credit card, or PayPal.













Evolution of Social Commerce Post-COVID

The rate at which social commerce sales increase by the year has steadily decreased since its peak during the COVID-19 online shopping boom. Now that consumers have full access to in-store shopping, brands and platforms have approached their social commerce strategy with innovative new features and limited-time offers to incentivize continuing to shop on social media platforms.

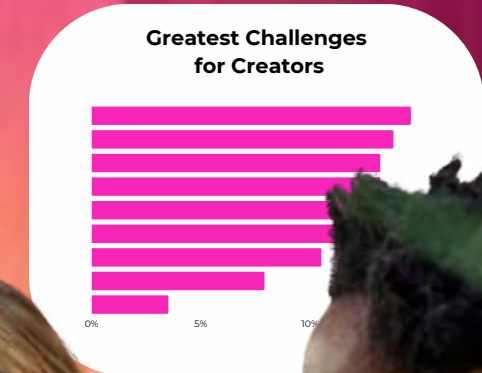
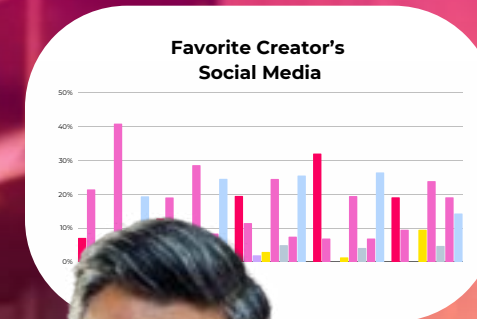
For instance, TikTok Shop is currently subsidizing discounts of up to 50% so that products are significantly cheaper and more appealing to new consumers. TikTok previously hosted training sessions in late September to review such subsidies and selling via the marketplace in preparation for TikTok Shop's 2023 Black Friday program, as confirmed by a TikTok Spokesperson with Time. TikTok Shop's holiday shopping program is set to commence on October 27th and will wrap on November 30, 2023.



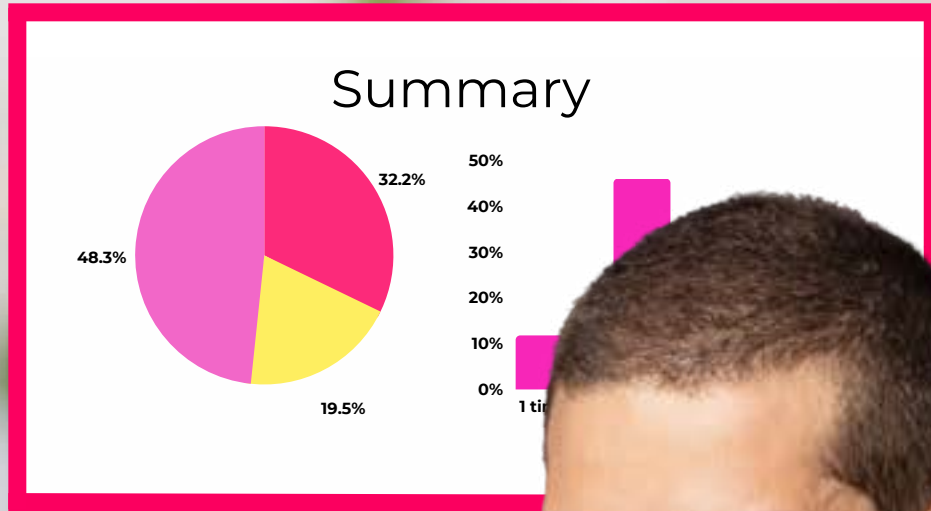
Why Brands Should Consider Social Commerce

-  Reduces the risk of abandoned carts
-  Augmented Reality experiences
-  Macro/Micro-Influencer affiliate programs
-  Live-streaming events & sales
-  Money Money Money
-  Boost awareness for small businesses
-  Removes friction & quickens checkout
-  Meet Gen-Z and Millennials where they are
-  Personalized shopping experience
-  Reliable data and feedback
-  Personalized & limited-time discounts
-  Build a strong relationship with customers

Our Exclusive Social Commerce Survey



[LEARN MORE](#)



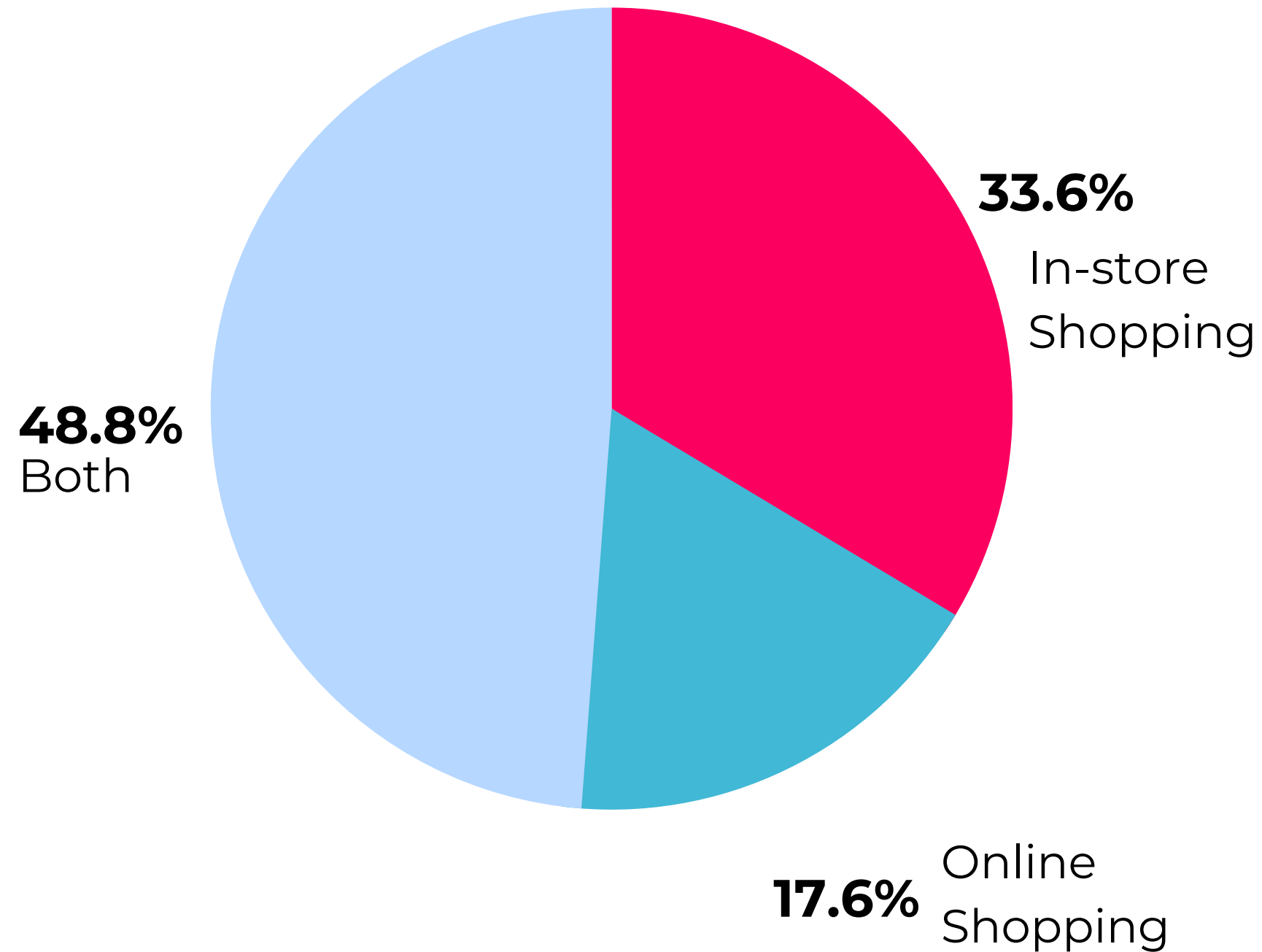
We ran a survey

Methodology:

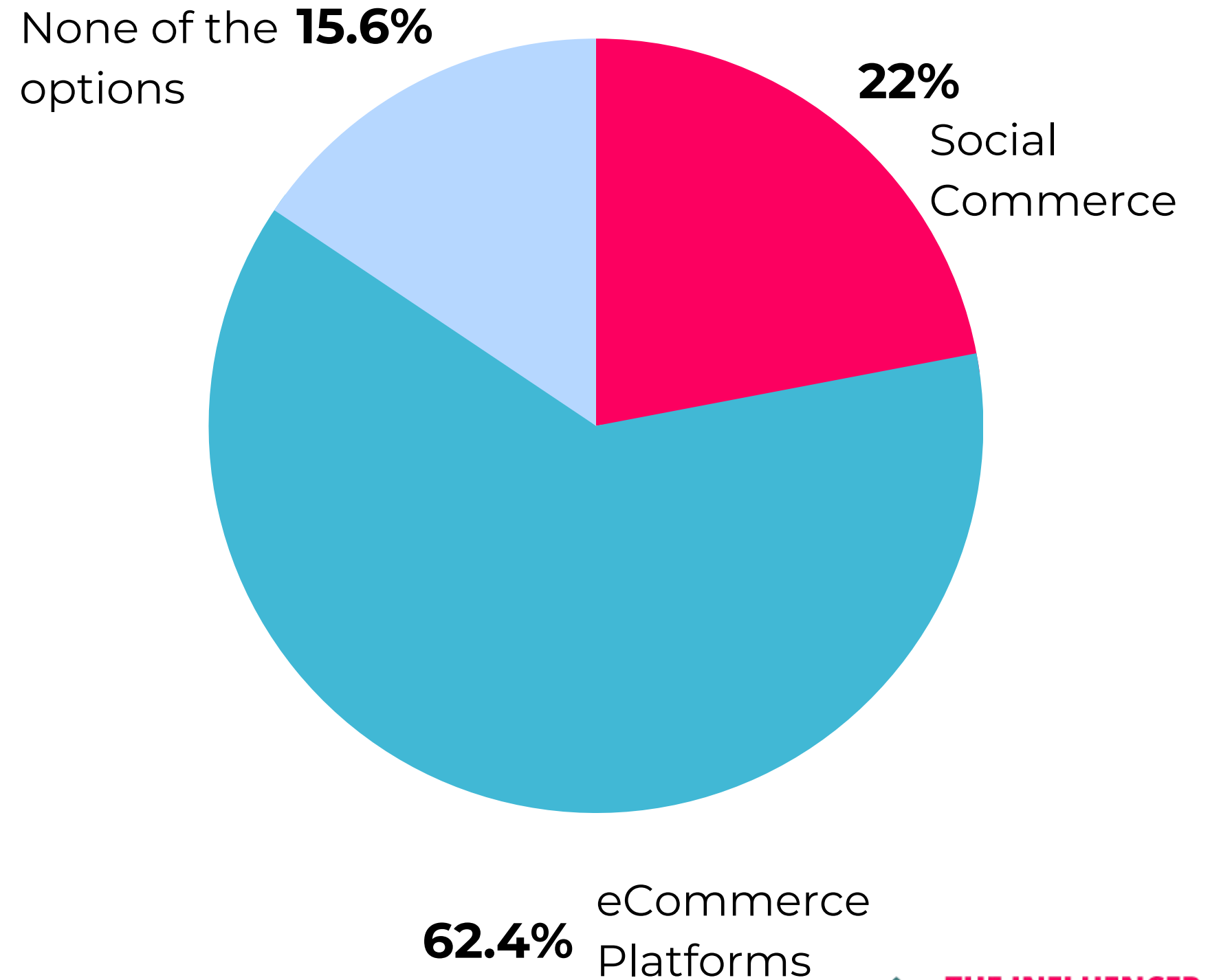
The survey data presented in this report was collected from 1,000 users based in the US who submitted their responses in October 2023. Our target audience was users between 16 and 54+ years old.

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.

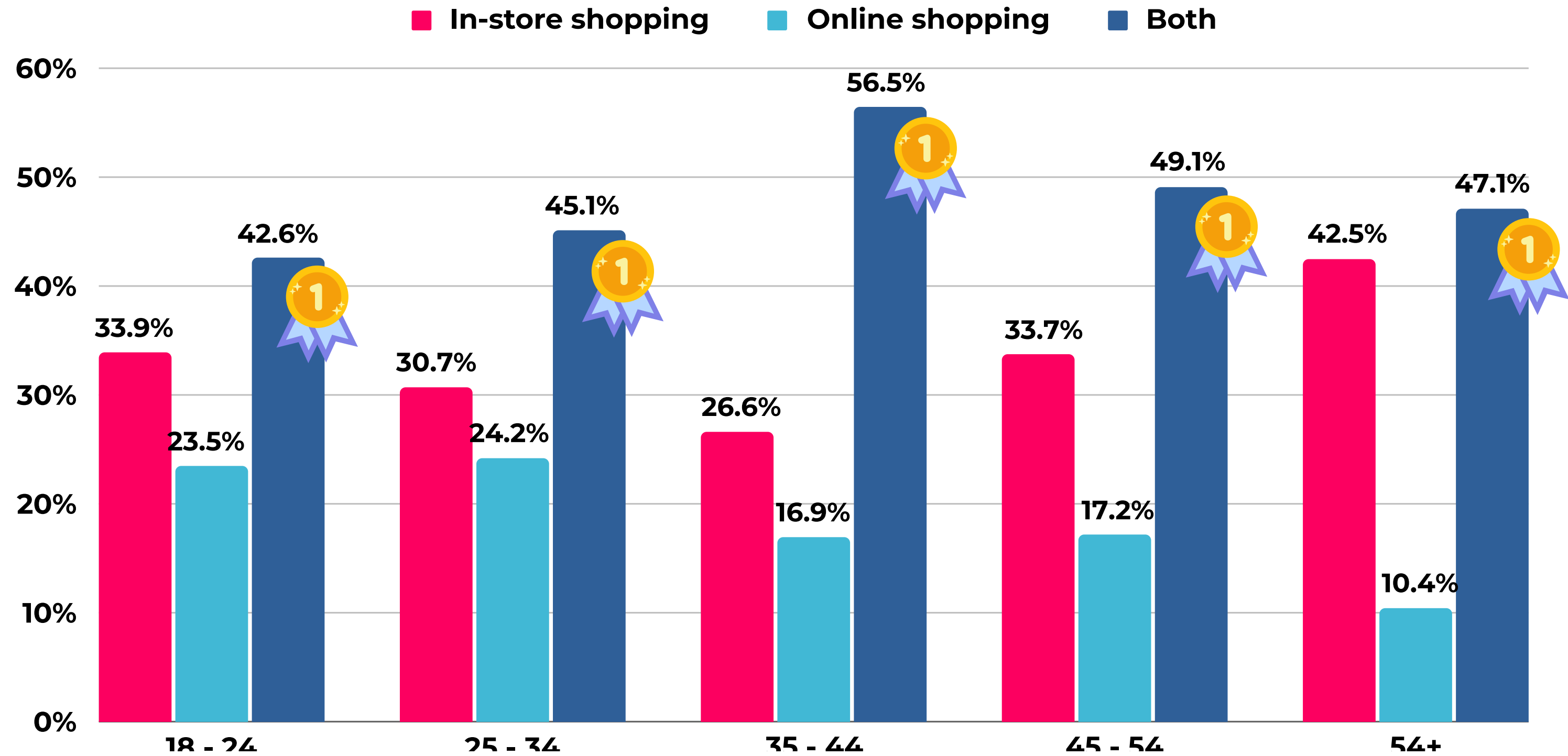
Which shopping option do you favor?



Do you prefer social commerce platforms or e-commerce platforms?

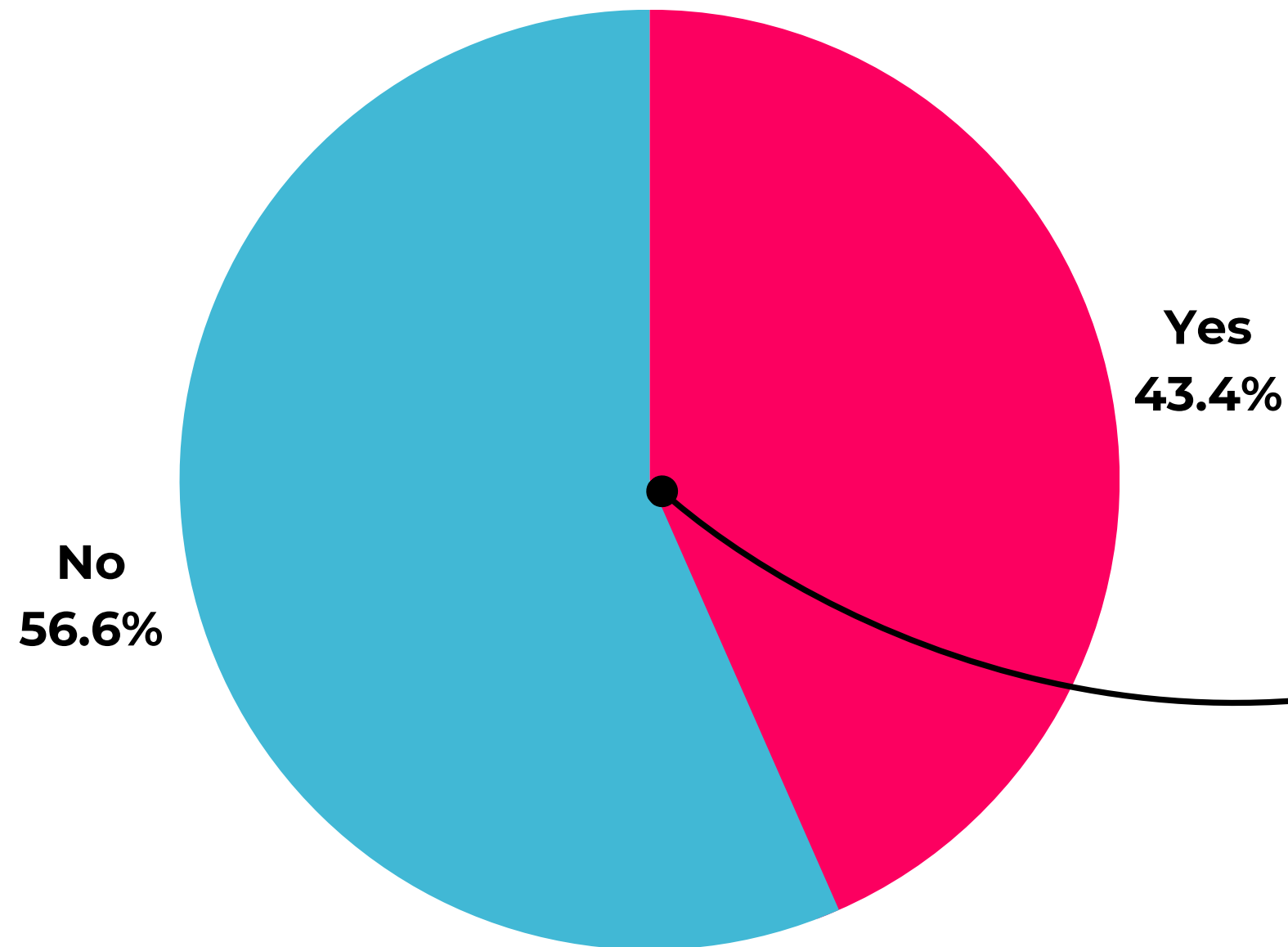


Which shopping option do you favor?



Age

Have you purchased a product through social media (without leaving the app) in the past year?

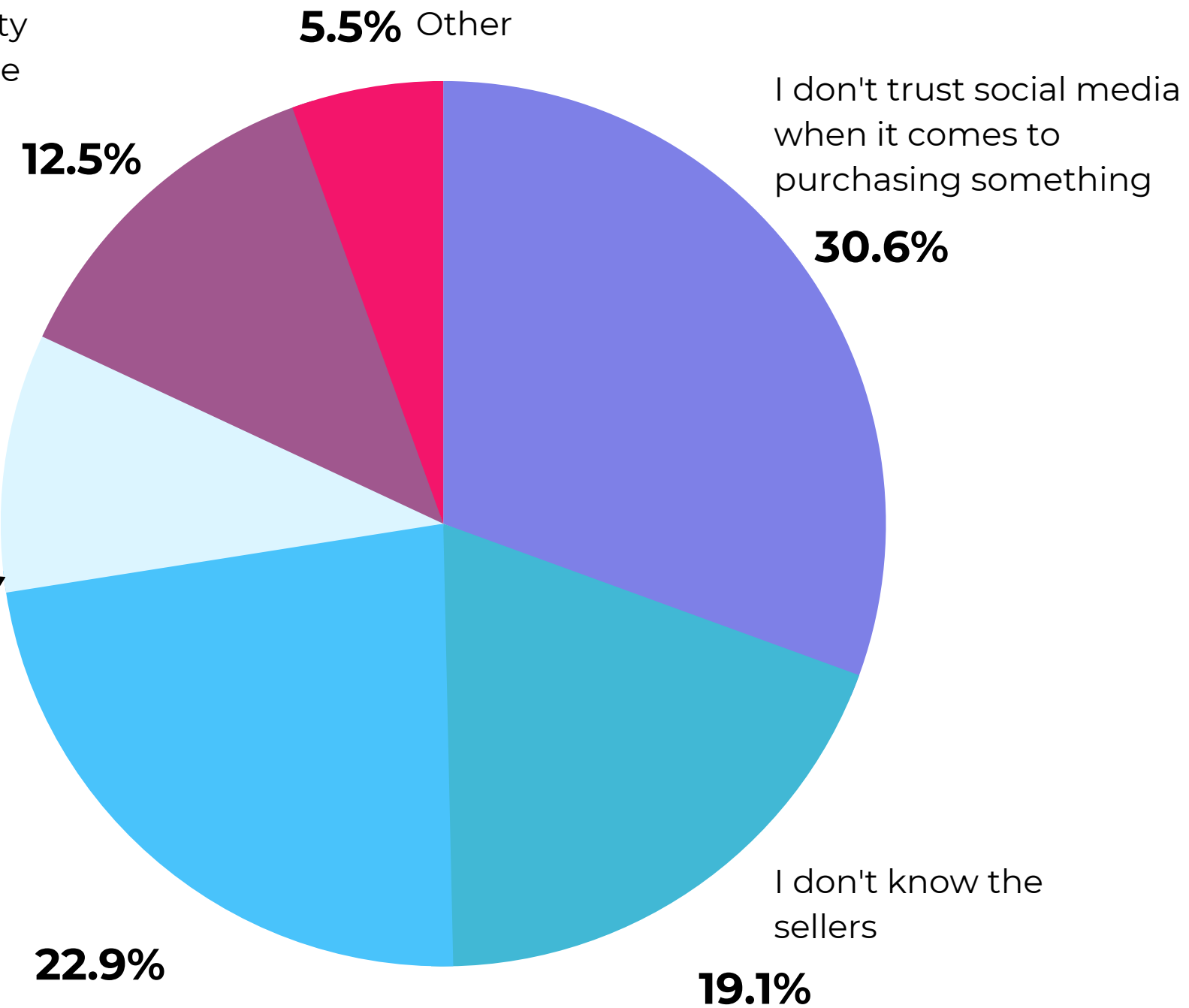


Why haven't you purchased something through social media?

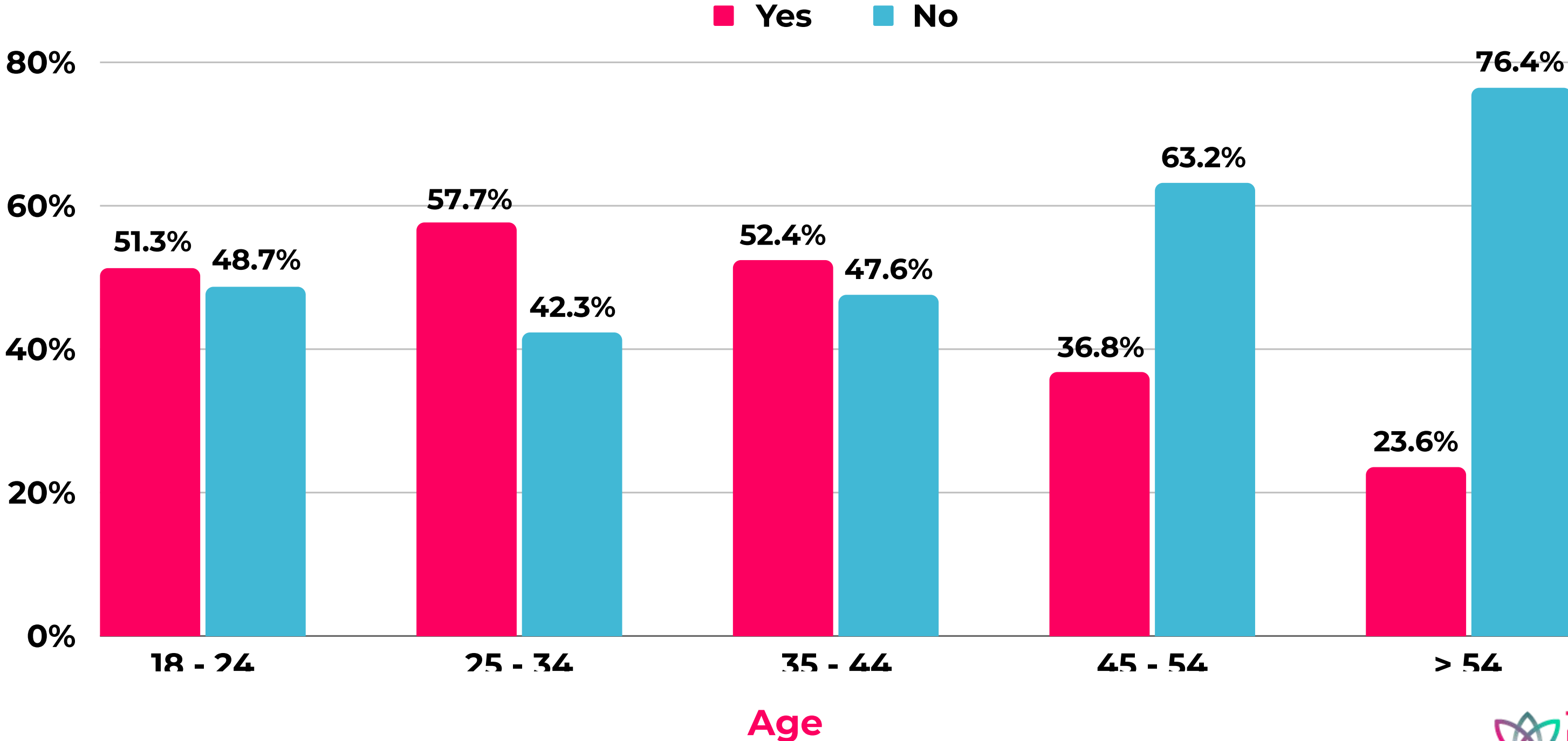
I prefer buying from the brand using their loyalty program to accumulate points and discounts

There are not enough incentives (e.g. not enough promo and discount codes or free shipping)

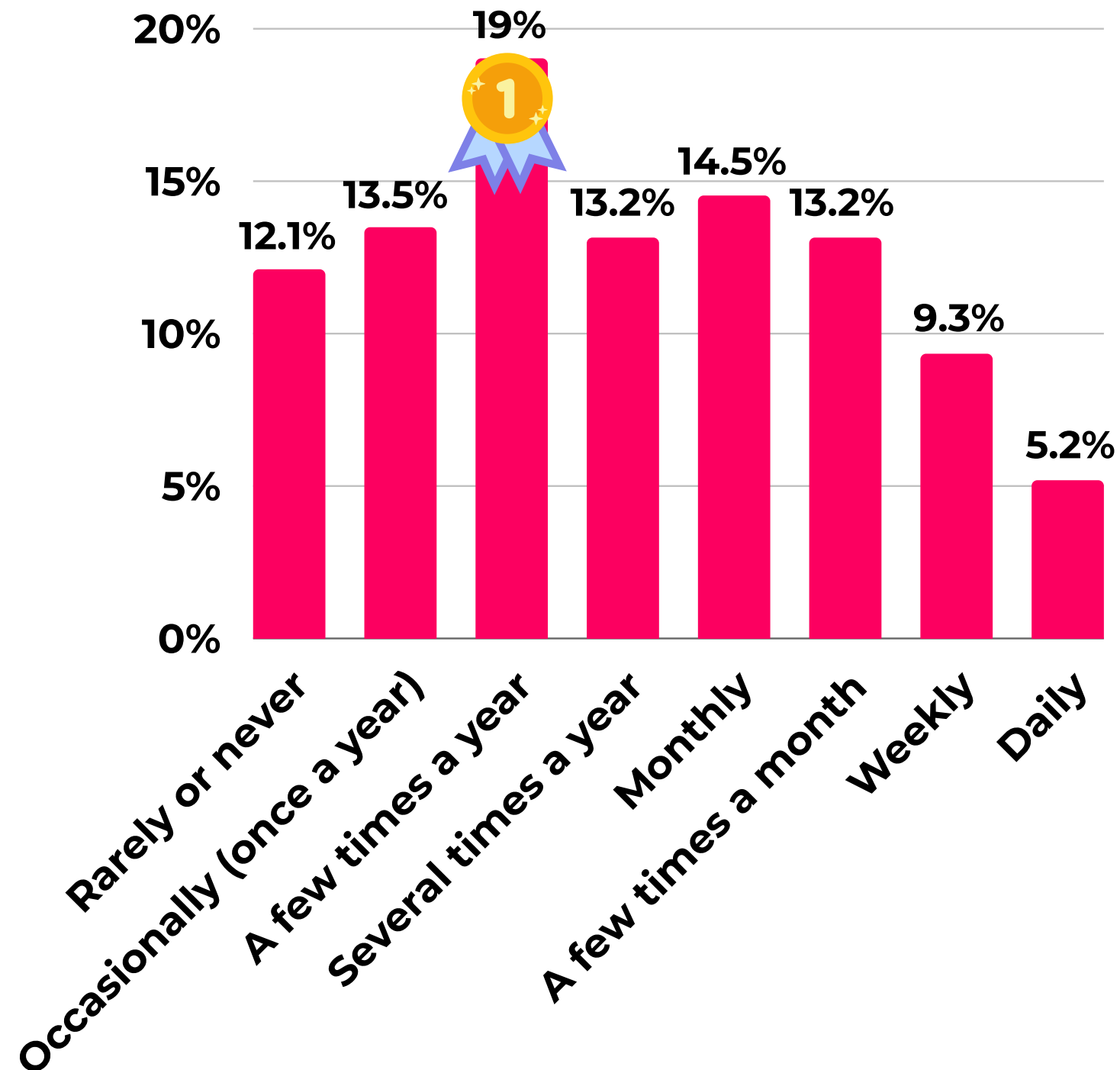
I don't want to share sensitive information (e.g. billing address, credit card info)



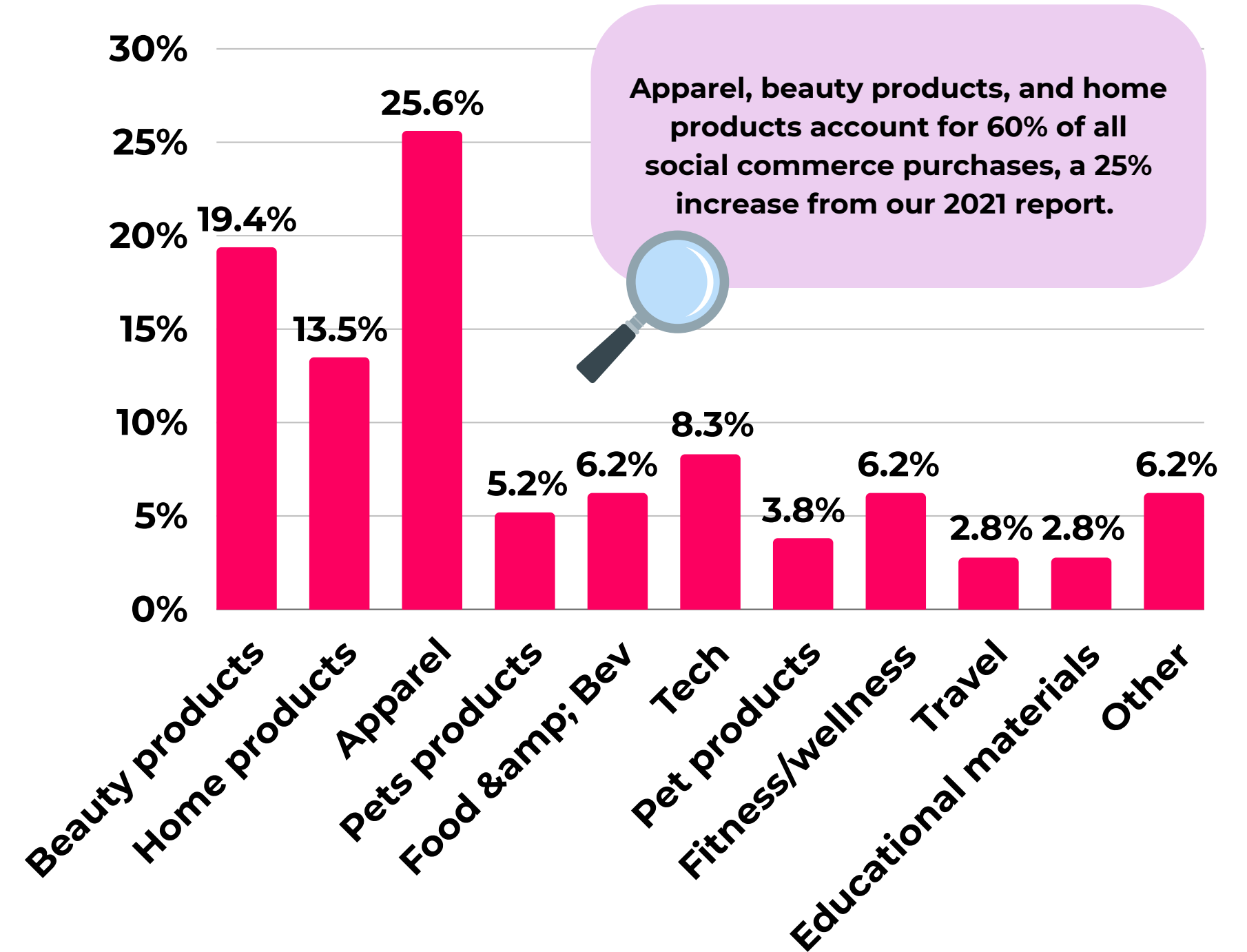
Have you purchased a product through social media (without leaving the app) in the past year?



How often do you purchase products/services on social media?



Which category of products do you tend to purchase most frequently through social media?





Brendan Gahan

Partner / Chief Innovation
Officer at Mekanism

“ Social commerce is on the verge of mass adoption in the West. Platforms, and TikTok in particular, are rolling out functionality to support it. And, there’s a precedent for this. China is at the bleeding edge of social commerce. It's estimated that live commerce is on track to generate **\$562 billion in revenue** this year alone. Is it a sure thing that Americans will adopt the same behaviors? Not necessarily. But, why wouldn't it be successful here in the US given the widespread popularity of QVC? ”

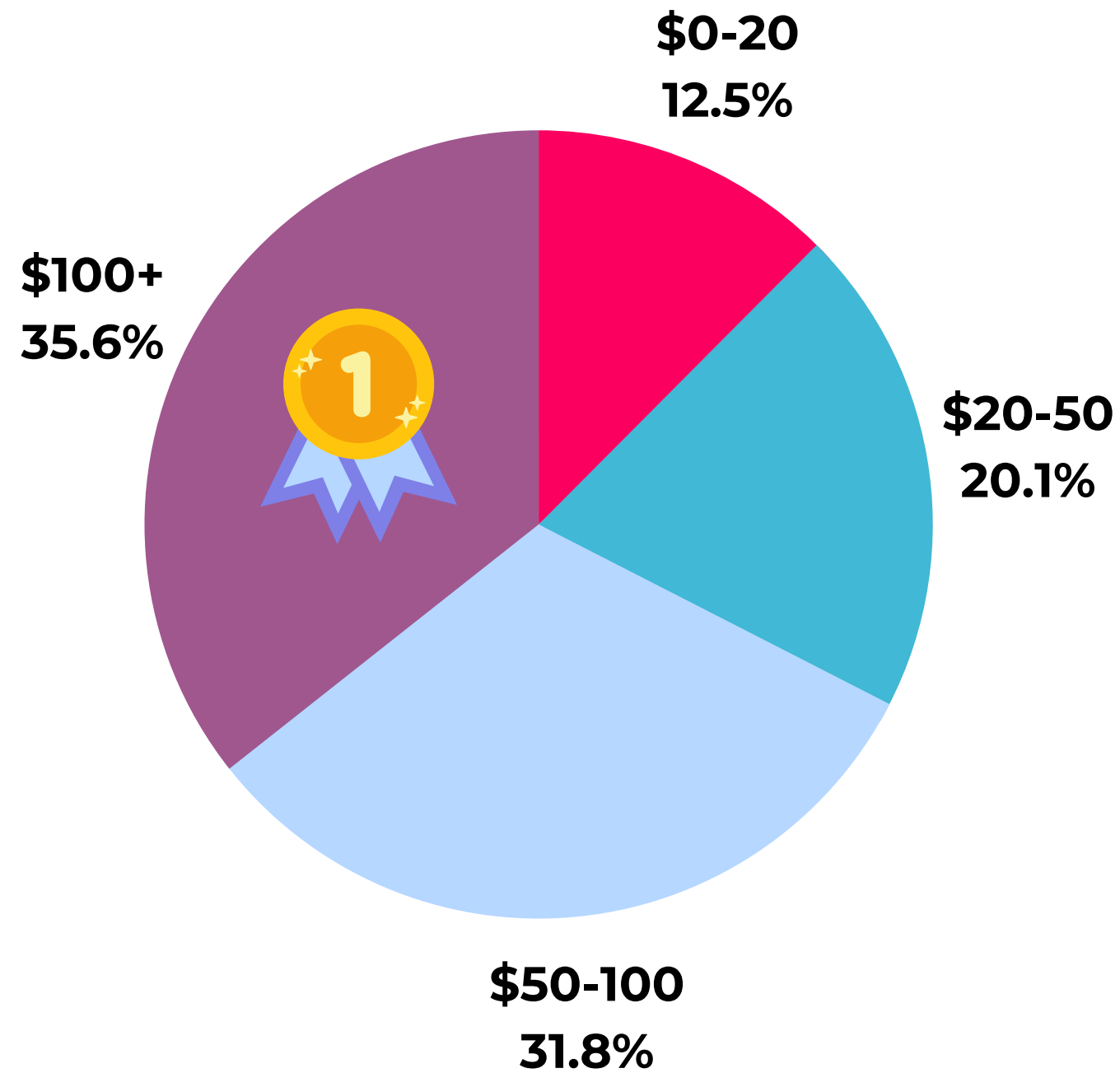
“ When Live commerce is combined with influencers marketing - that's where the true magic happens - influencers bring their loyal followers to the Live which makes it a **social, fun and exciting shoppitainment** opportunity, helps the brand expand its audience, and magnifies the conversation. We are proud to serve many of our customers worldwide with not only amazing technology, but also with a unique creator marketplace to help them find the perfect hosts for their Live events. ”



Adi Ronen

CEO & Co-Founder of buywith

How much have you spent in the past year in total through social commerce?

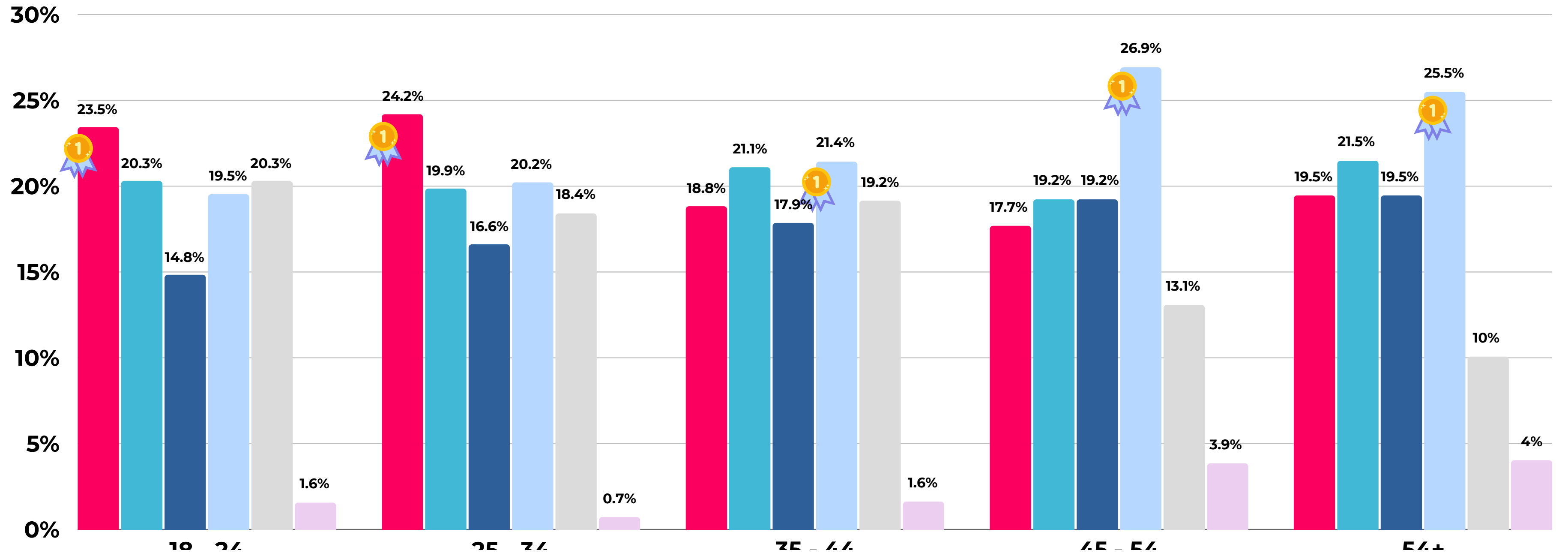


When I buy things through social media, it is because:



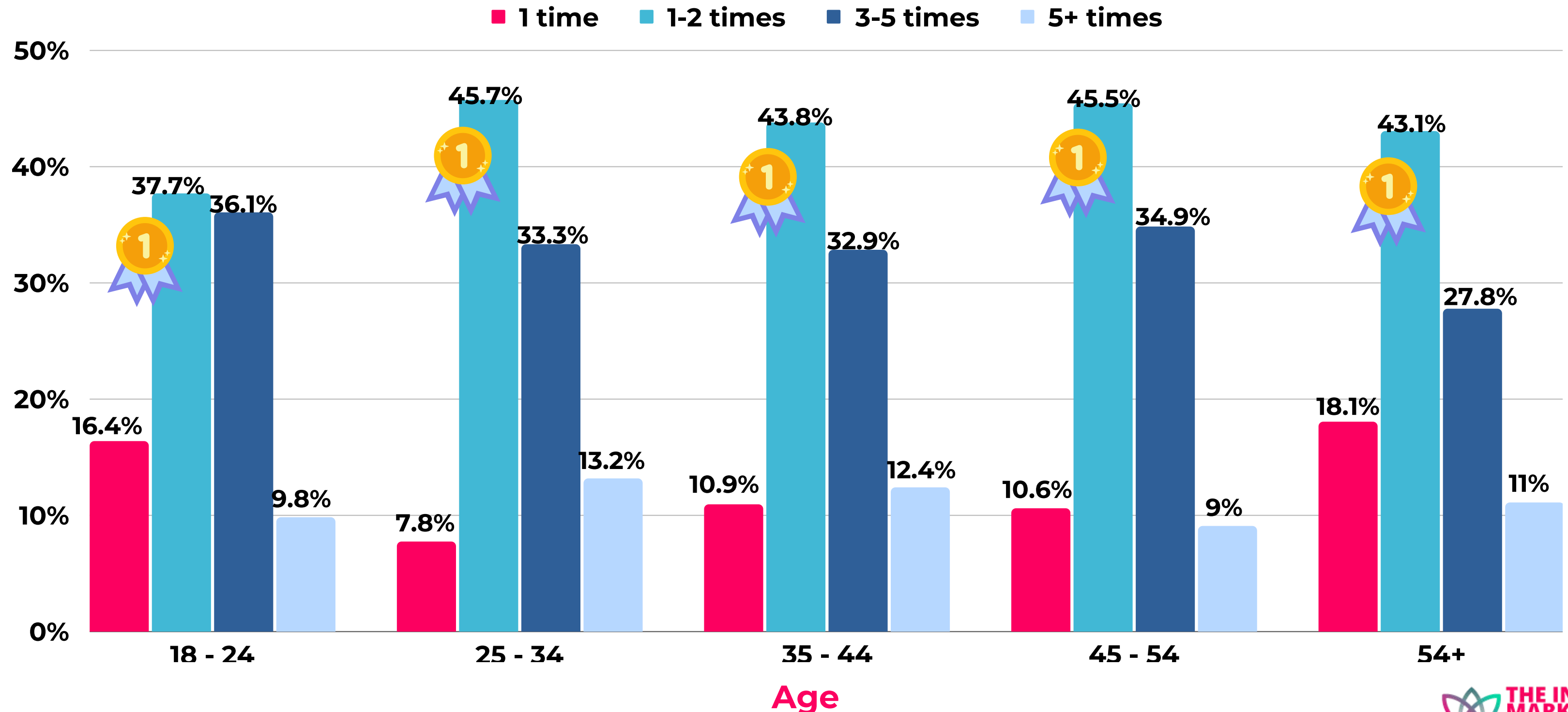
When I buy things through social media, it is because:

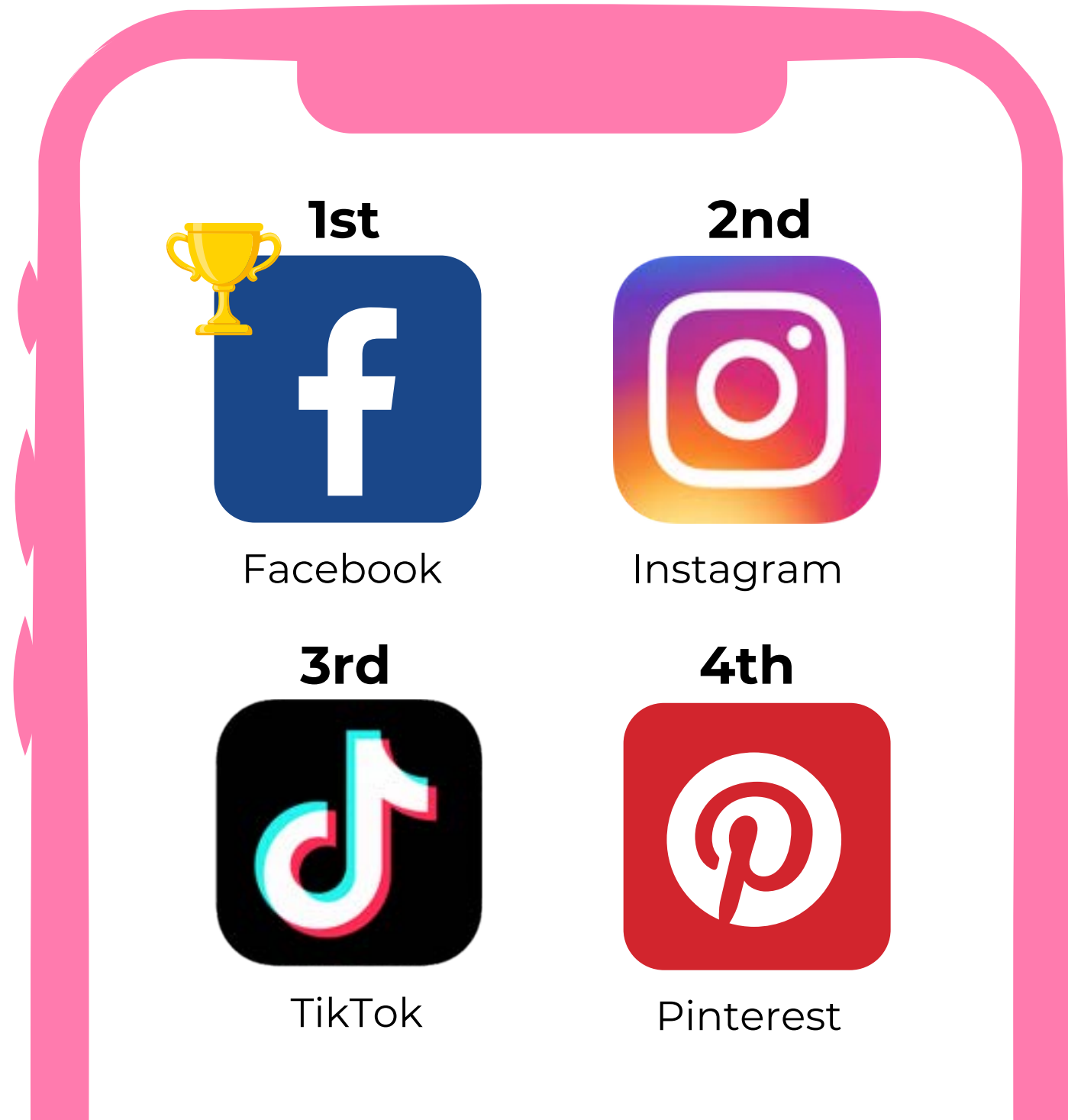
- Limited time offers (e.g. 30% off, buy 1 get 1)
- To discover and save new products
- Convenience - I don't have to fill my info (billing address and payment)
- There is FREE Shipping
- Promoted by trusted influencer/creator
- Other



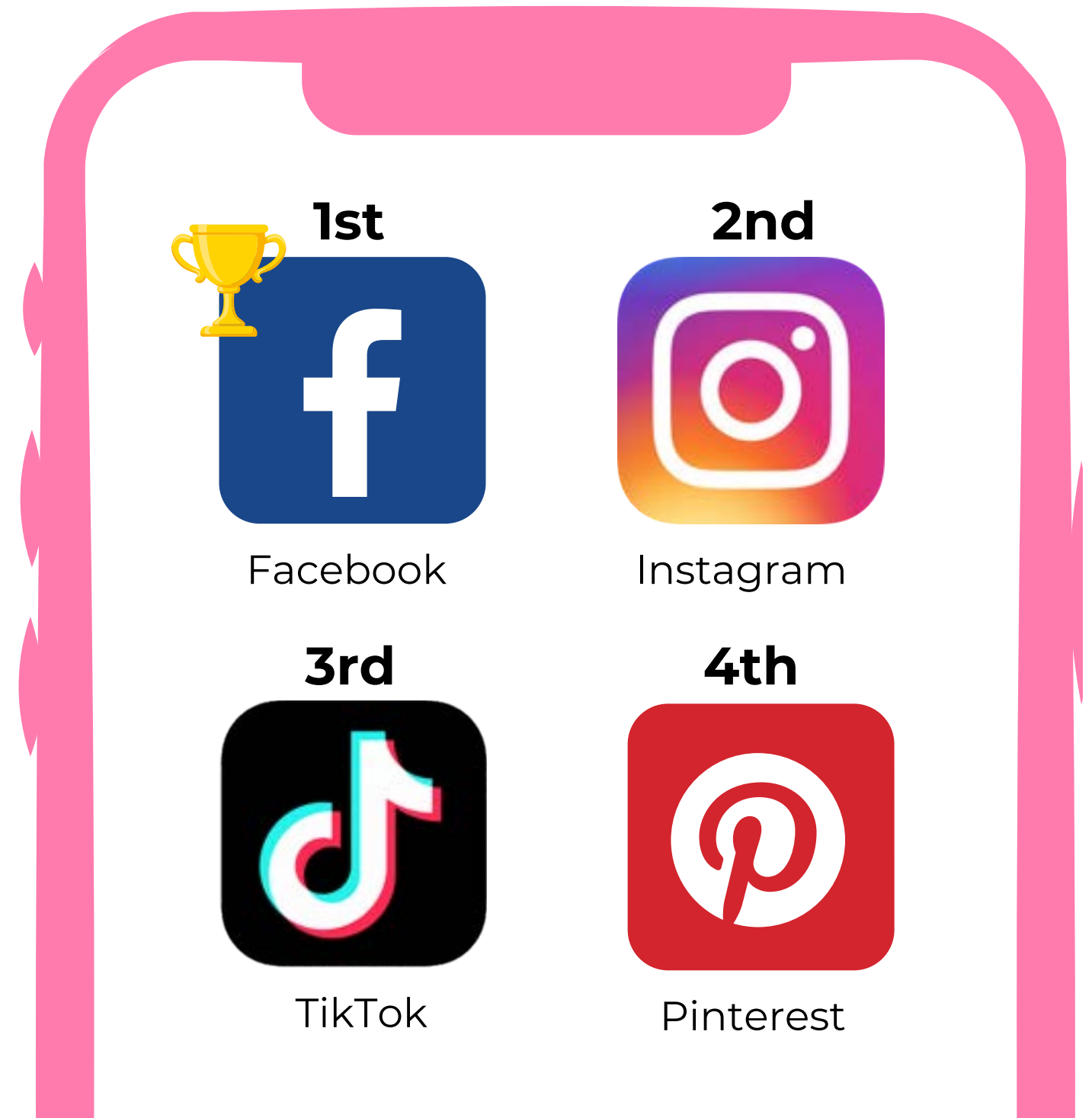
Age

On average, how many times do you see a product on social media before making the decision to purchase?



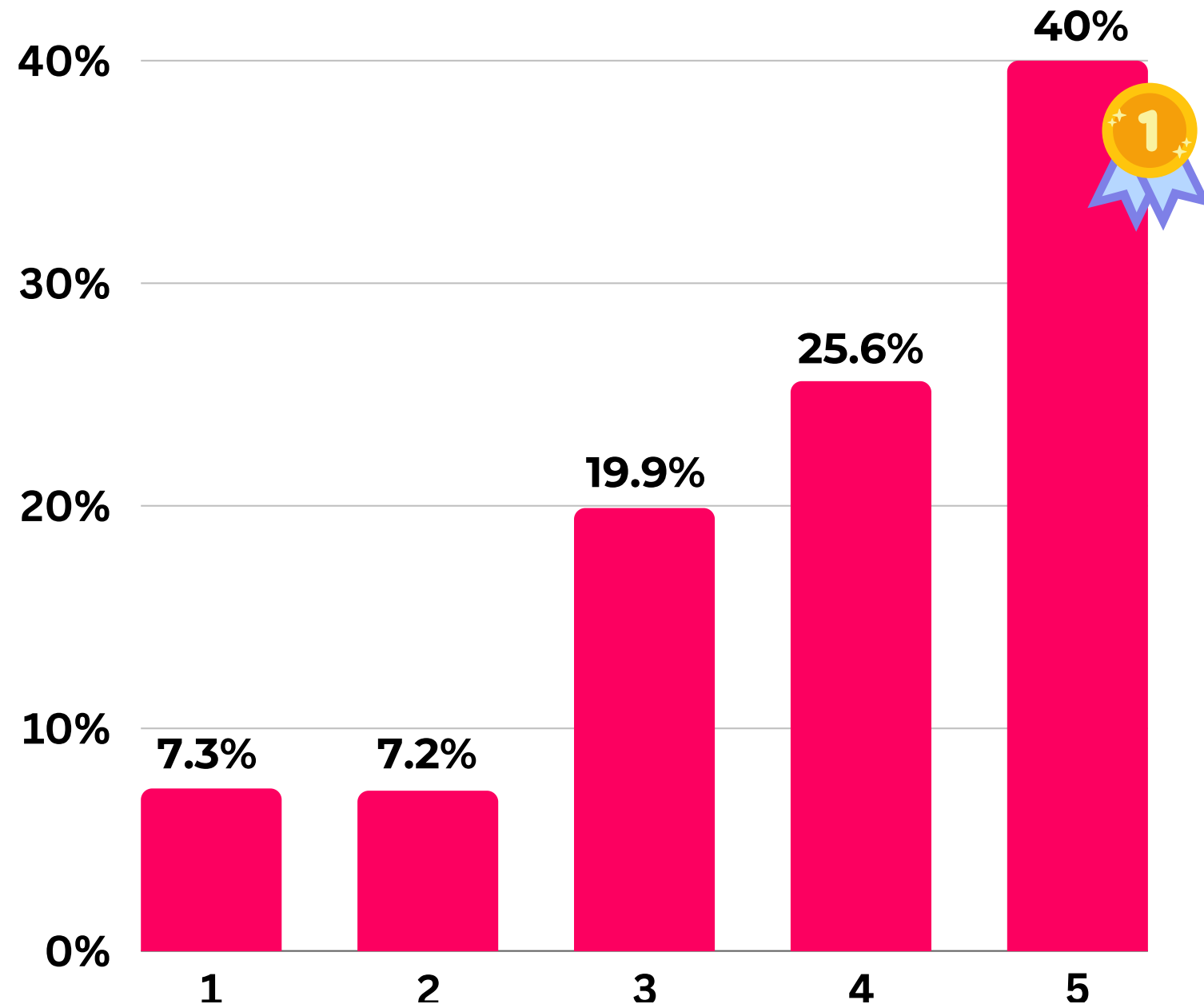


The findings indicate that Facebook led the way, followed by Instagram, TikTok, and then Pinterest in terms of **social commerce experience**, encompassing product discovery and the overall purchasing flow.

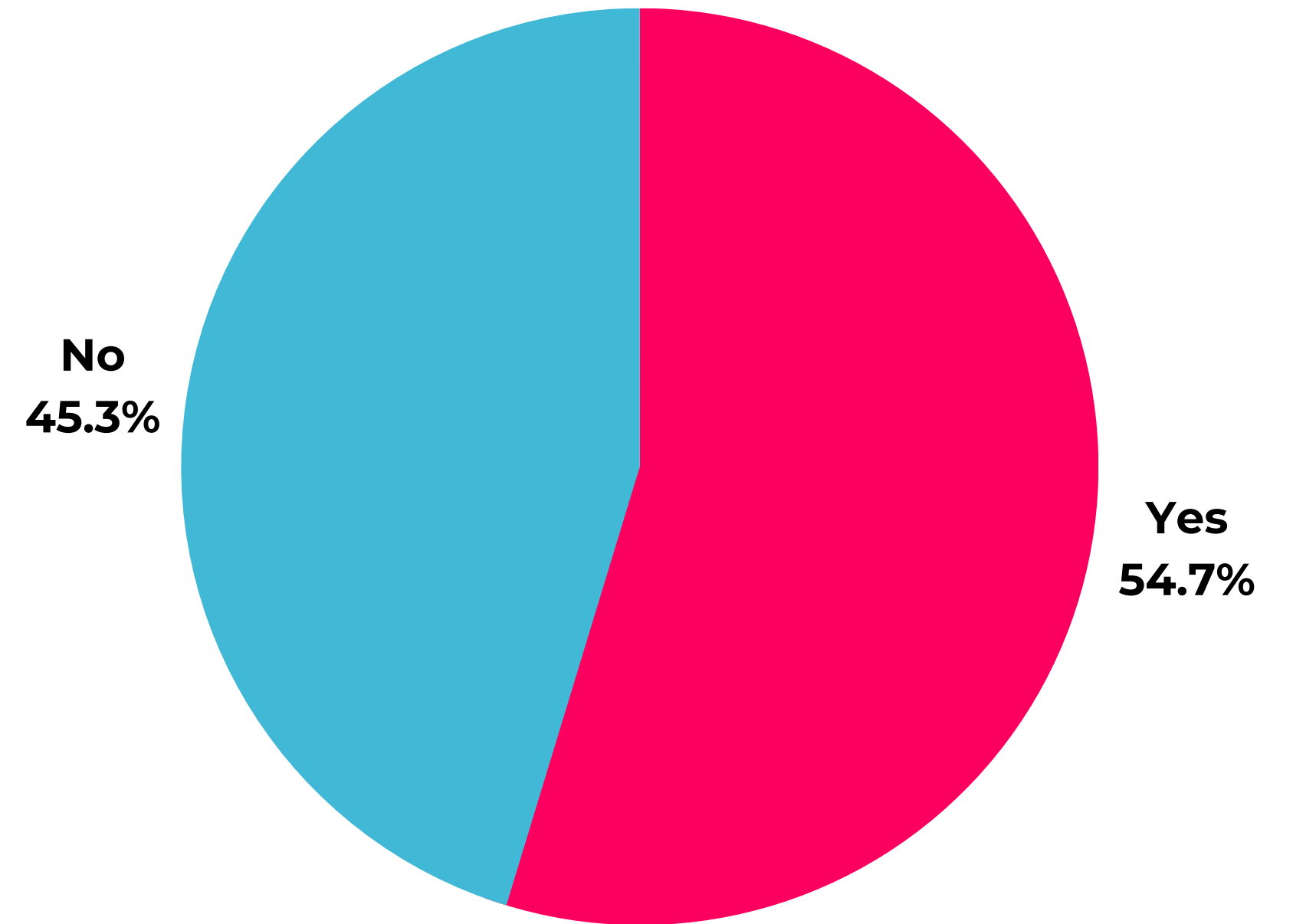


The rankings reveal that, in terms of the **social commerce checkout experience** (purchasing the product), Facebook claimed the top spot, closely followed by Instagram, TikTok, and Pinterest.

On a scale from 1 to 5 how important are product reviews on social media listing?

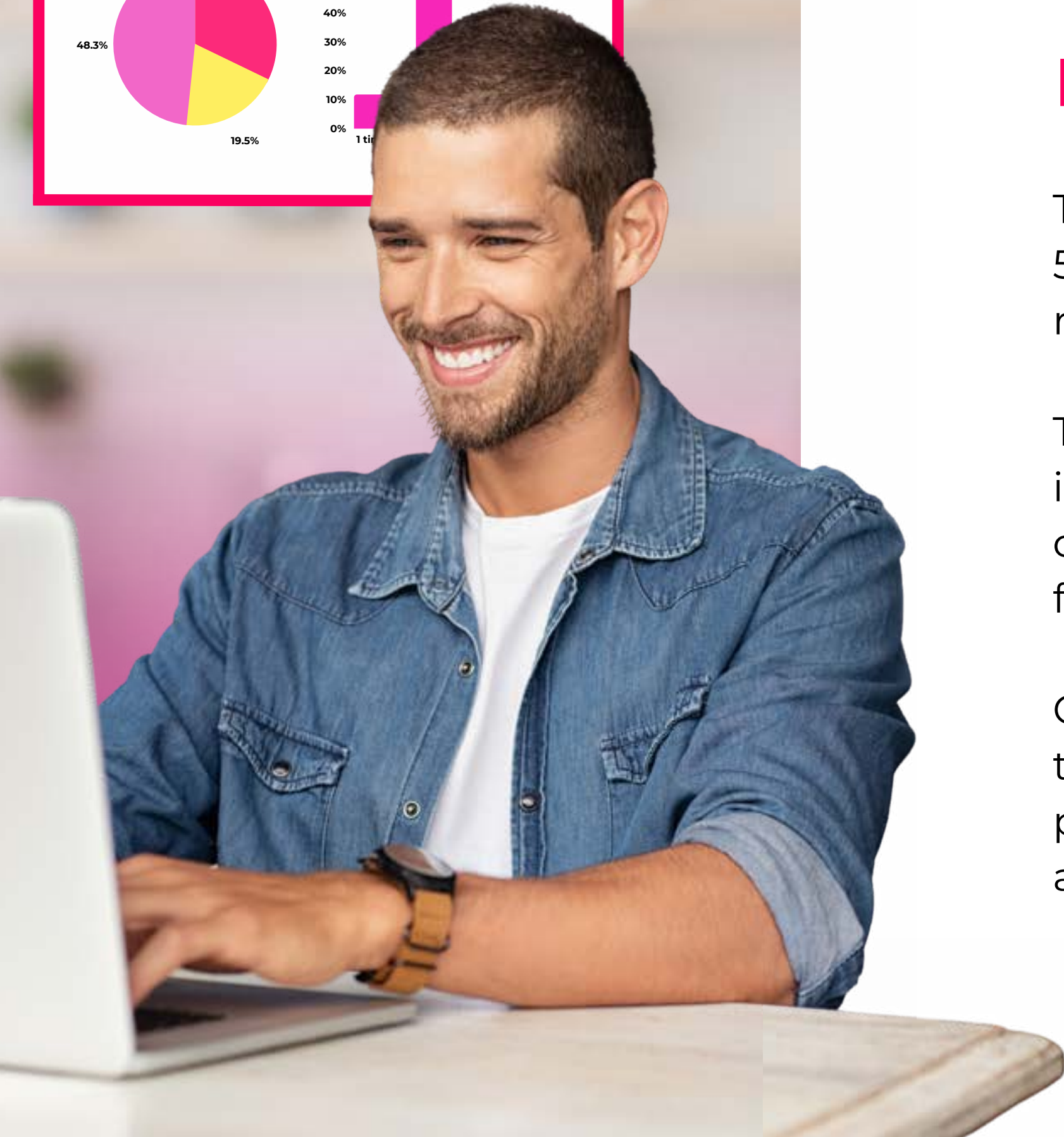
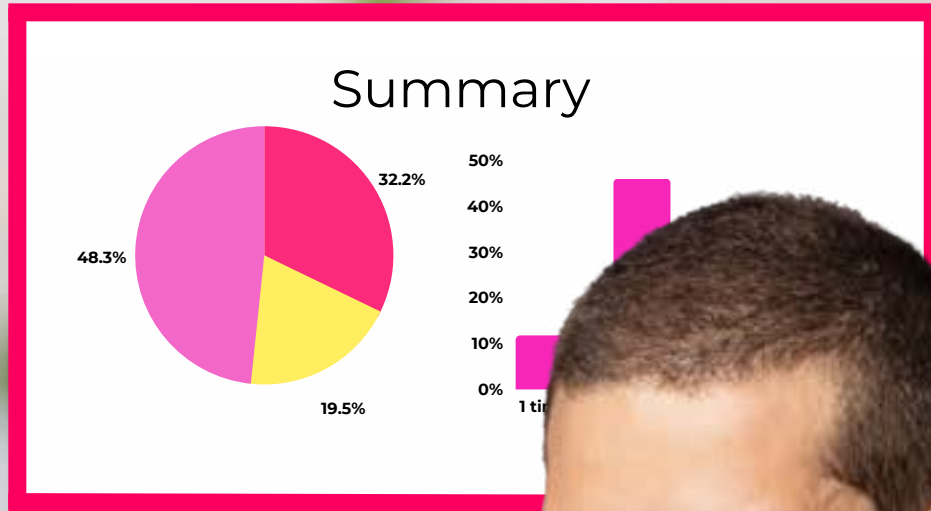


Are you planning to purchase at least 1 item on social media for the 2023 holidays?



Our Creator Social Commerce Survey





We ran a survey

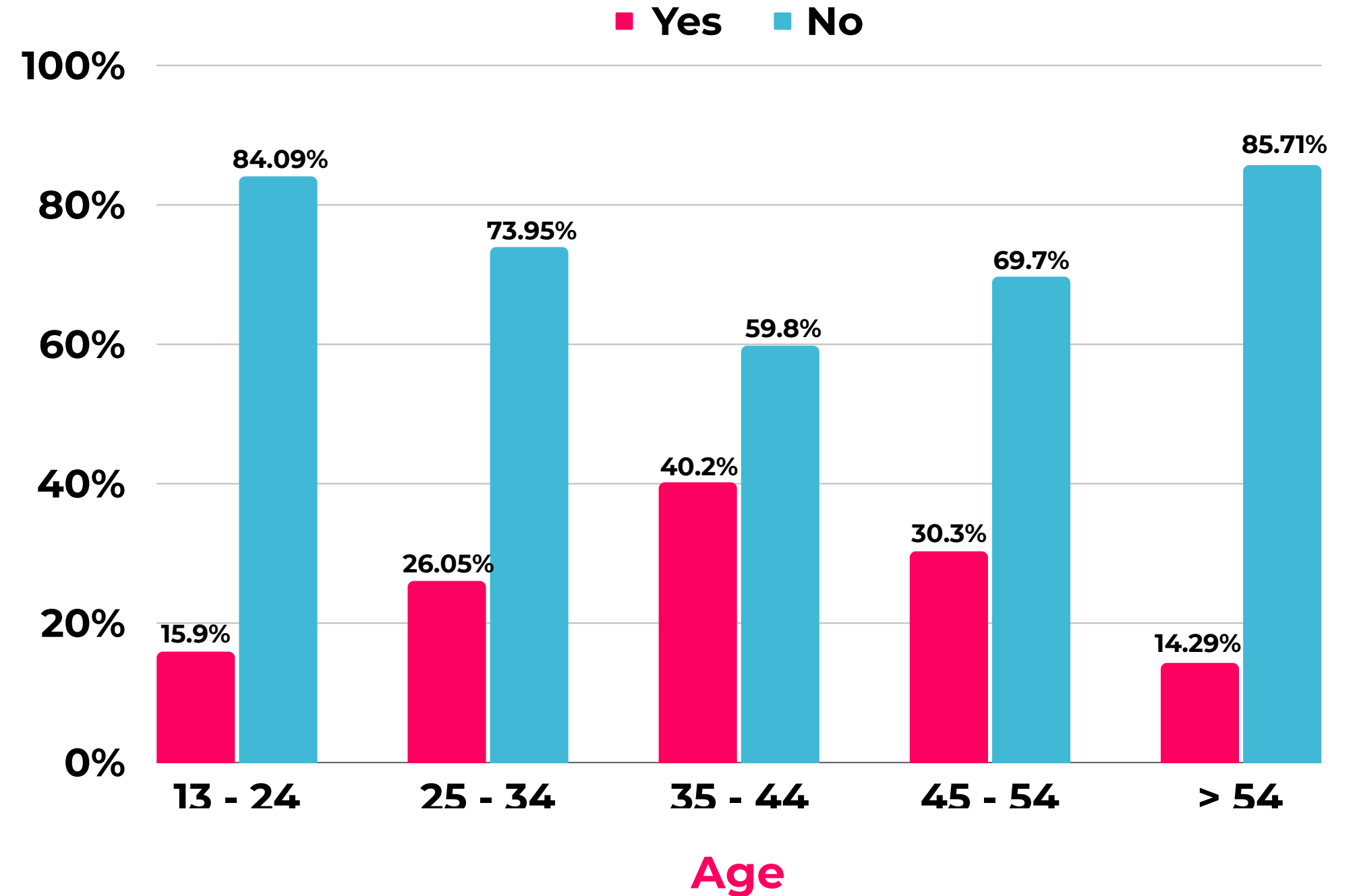
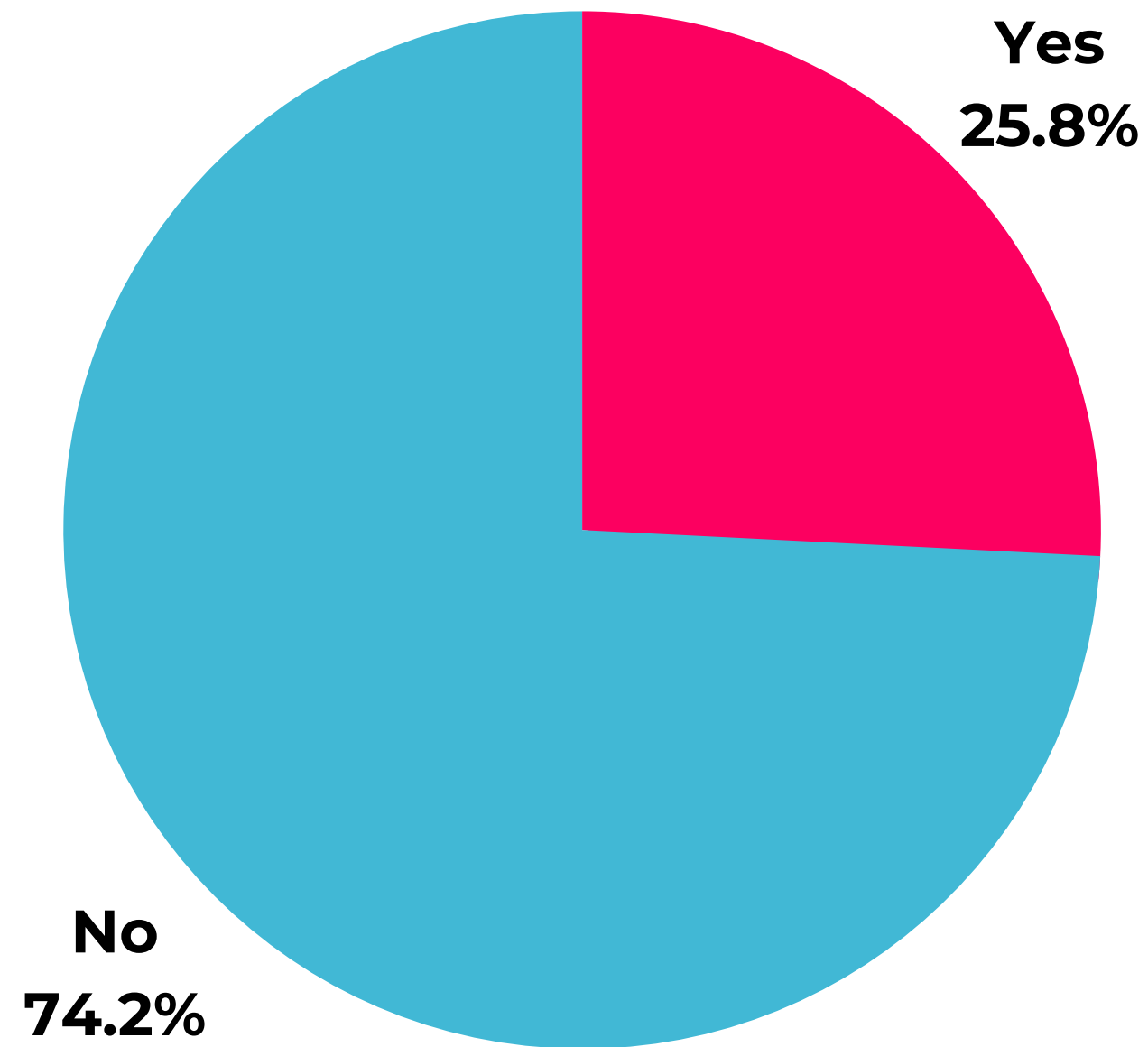
Methodology:

The survey data presented in this report was collected from 500 content creators based in the US who submitted their responses in October 2023.

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

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

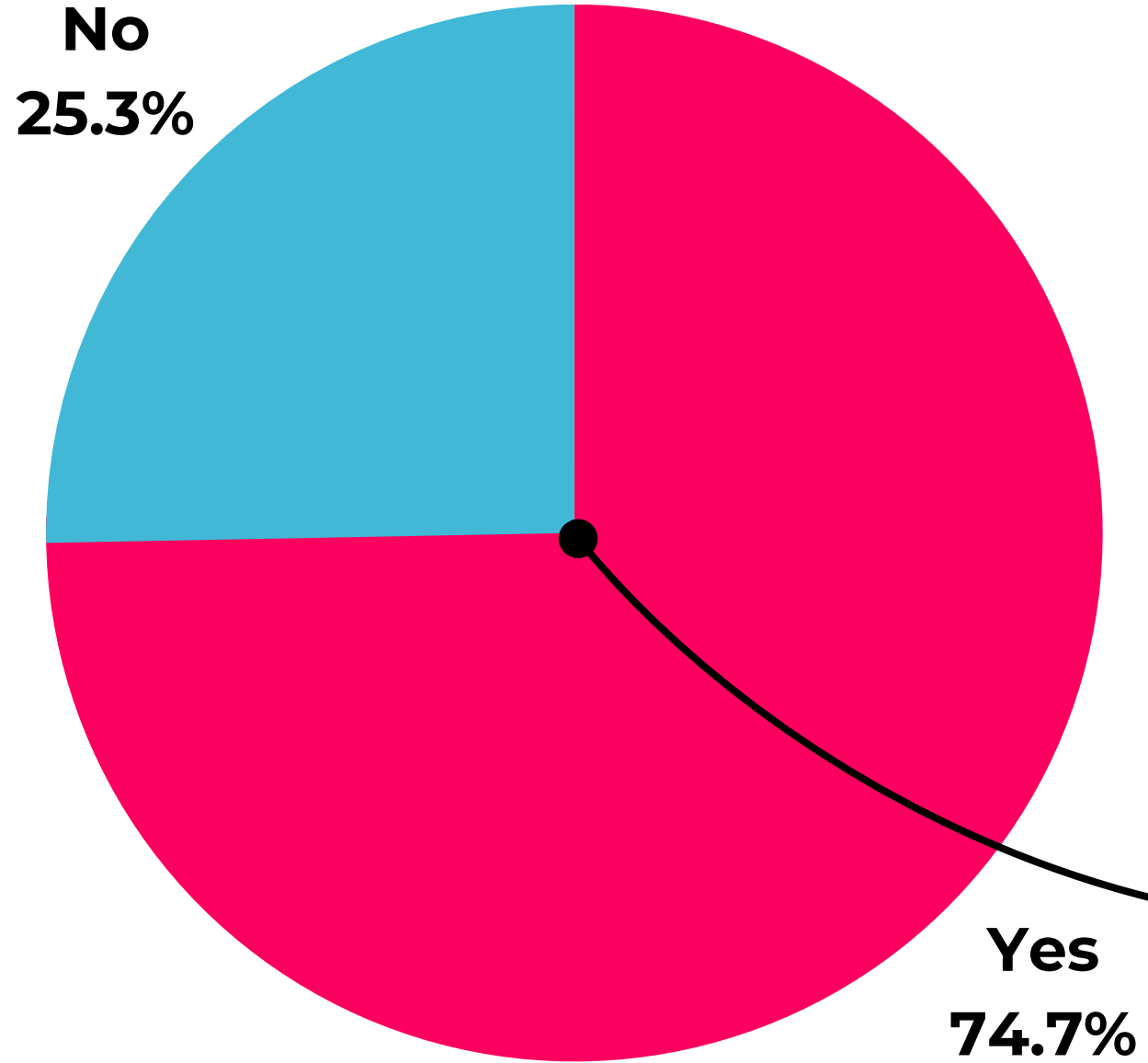
Do you actively sell products/services via social commerce?



*Data powered by influencers.club

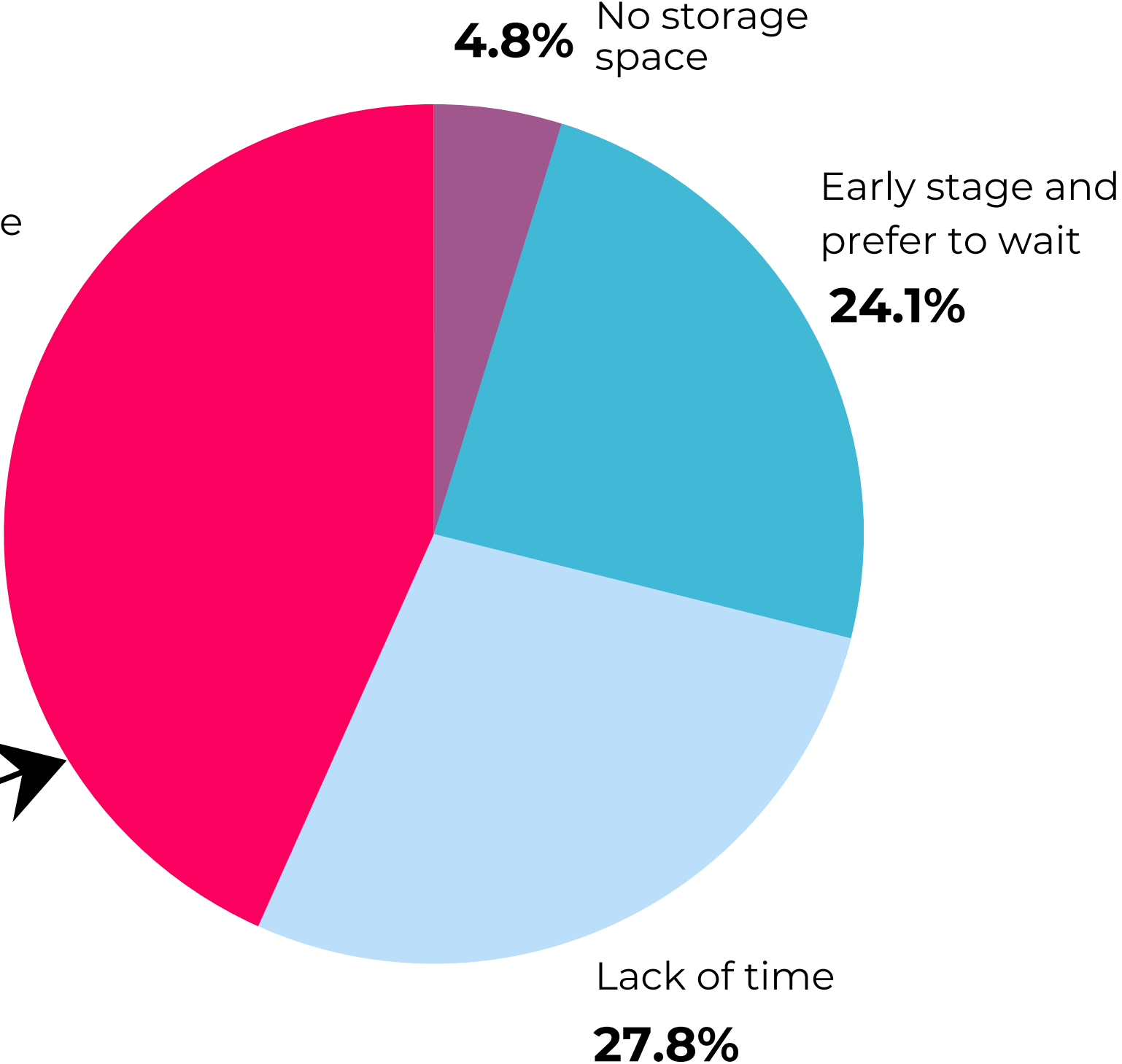


Do you plan to sell products/services in the future?



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

Lack of knowledge about social commerce and affiliate programs
43.3%



*Data powered by influencers.club





Lynn Ma
Co-Founder of Filterbaby

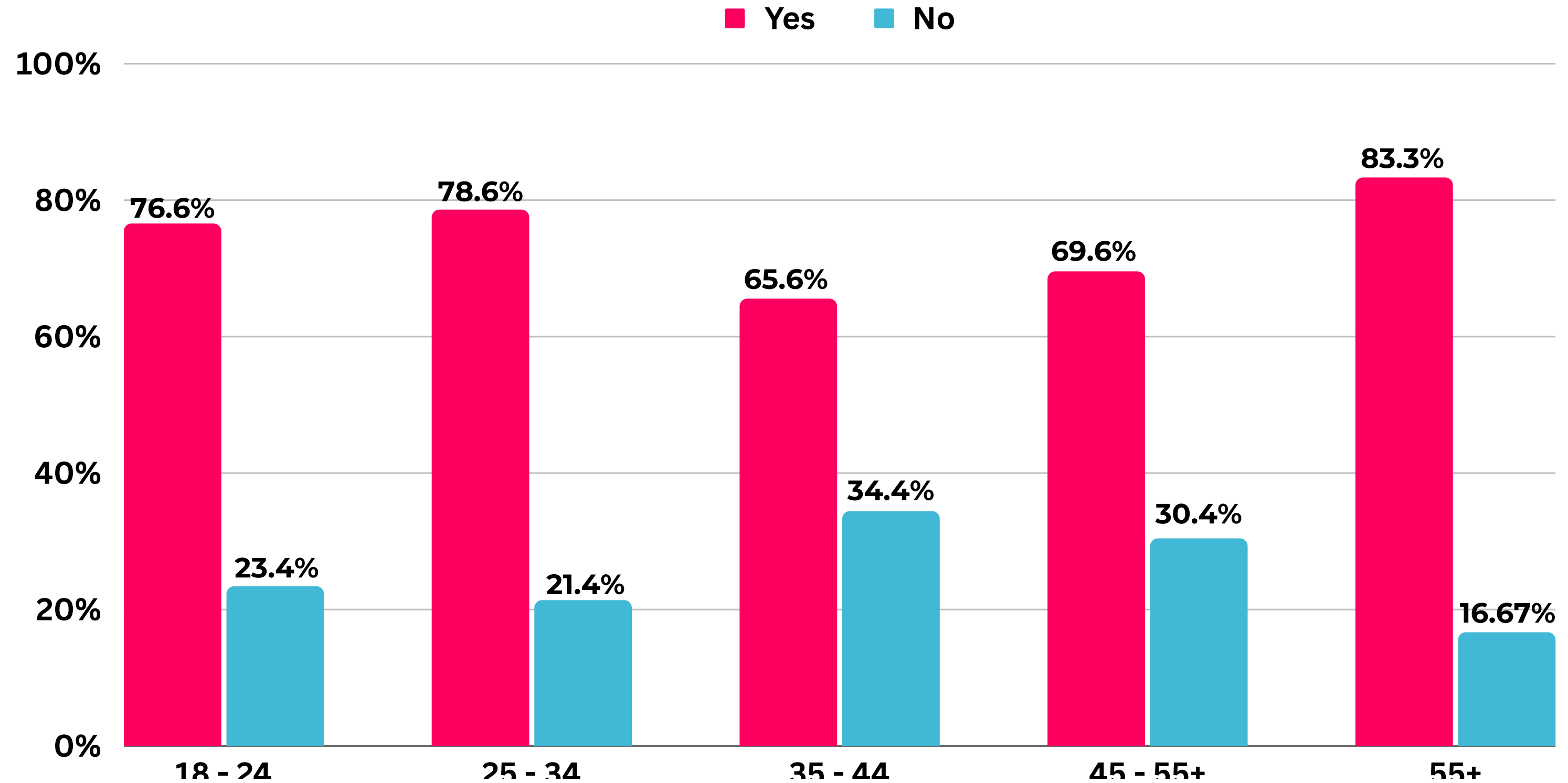
“ I believe TikTok's algorithms are actively boosting the visibility of accounts that show the shop feature, boosting those accounts impact on reach and engagement. Secondly, they have data on can viewers with a strong purchase inclination and track record of shopping on the platform, and I believe they showcase Shop videos to a highly receptive audience. The results have been impressive. **In app purchasing also streamlines the buying process**, making it easy and less barriers for consumers to make purchases without ever leaving the platform. ”

“ Data – or the lack thereof is the biggest thing no one talks about in the social commerce space. One of the biggest opportunities going forward will be helping retail and brands figure out **WHO converts, what they convert on, and how profitable their community** actually is. Expect everyone to get into the commerce game – but weeding out the real performers from the wannabees won't be easy. ”



Jim Louderback
Editor and Publisher of Inside the Creator Economy

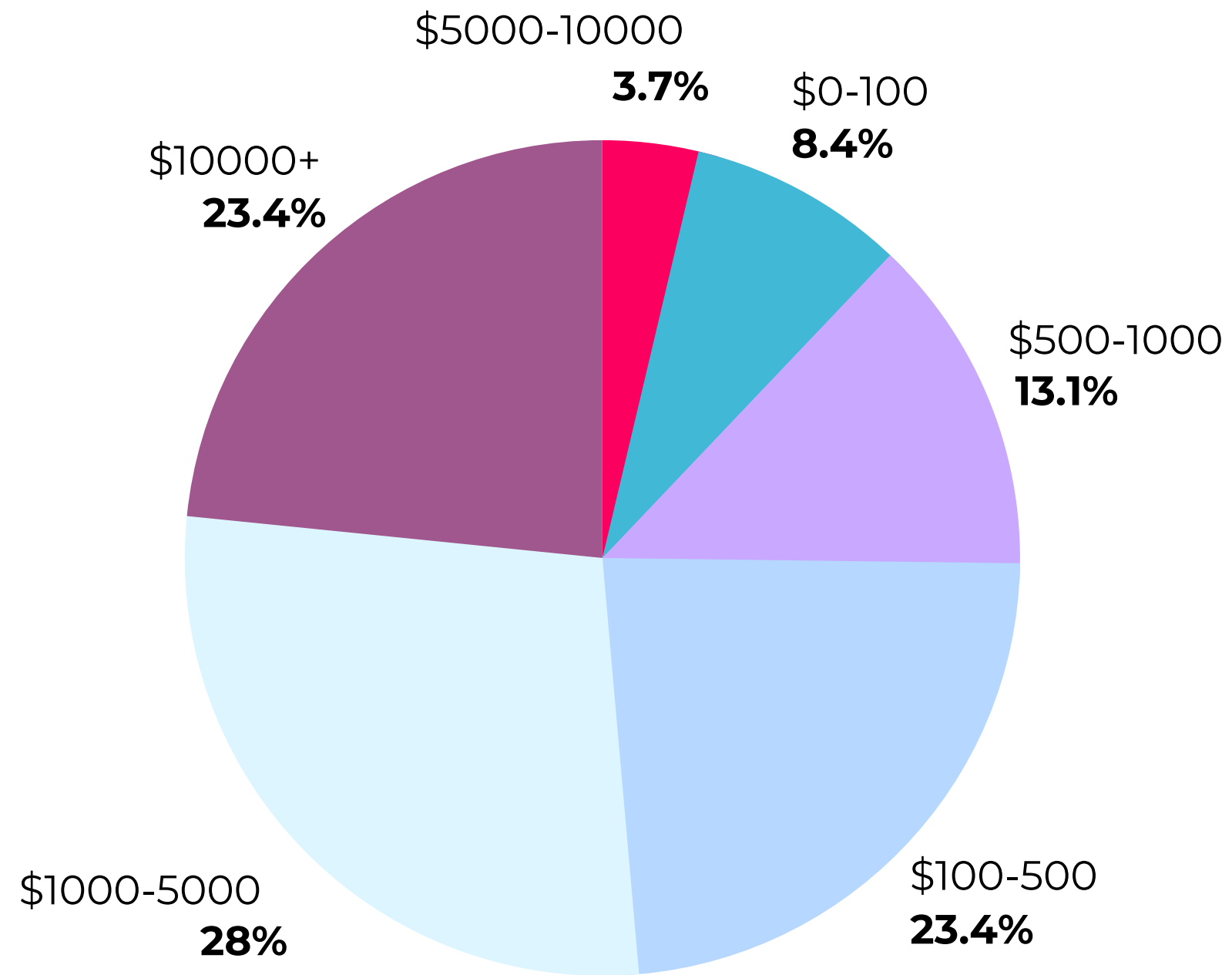
Do you plan to sell products/services in the future?



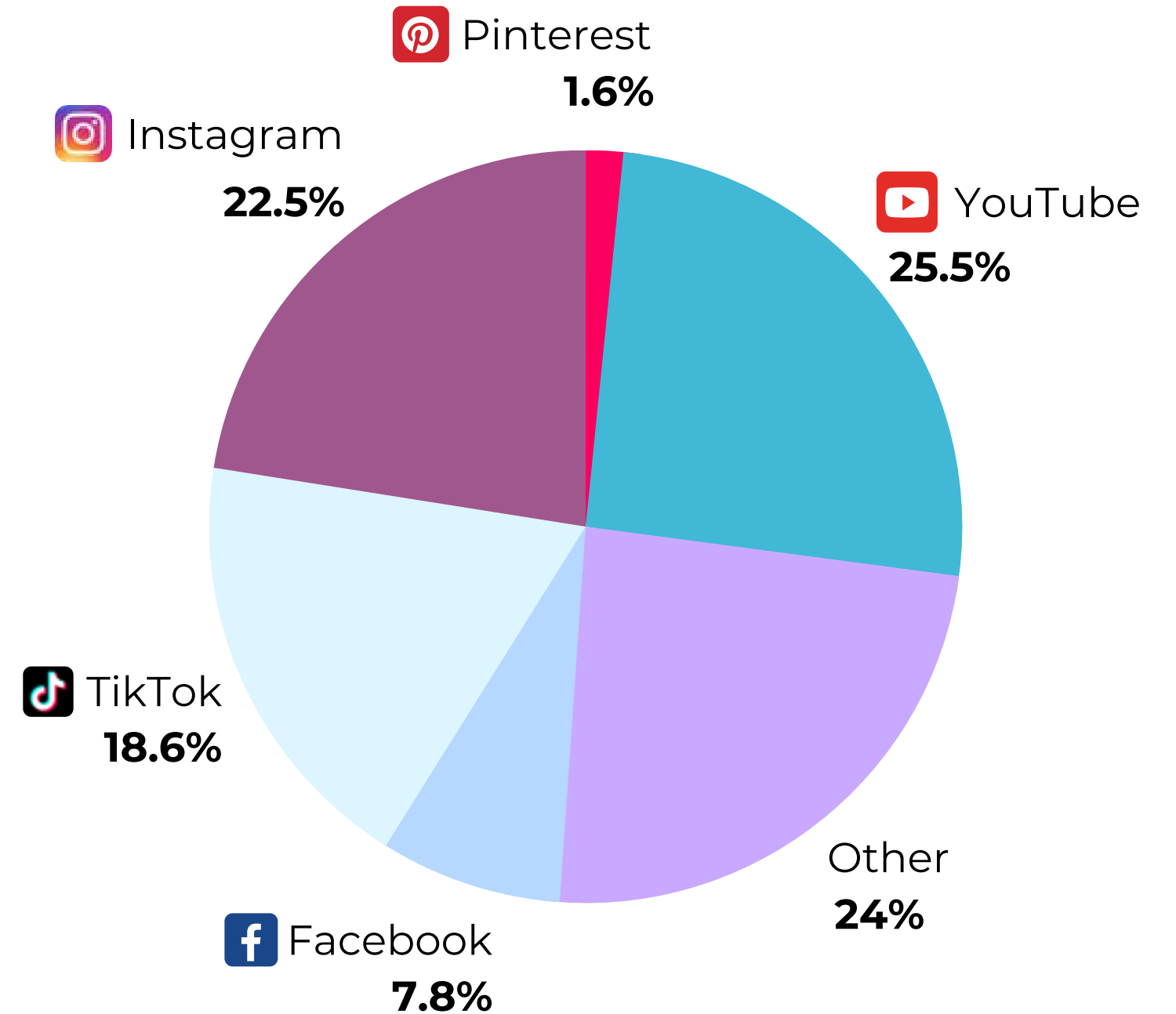
*Data powered by influencers.club 

Age

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

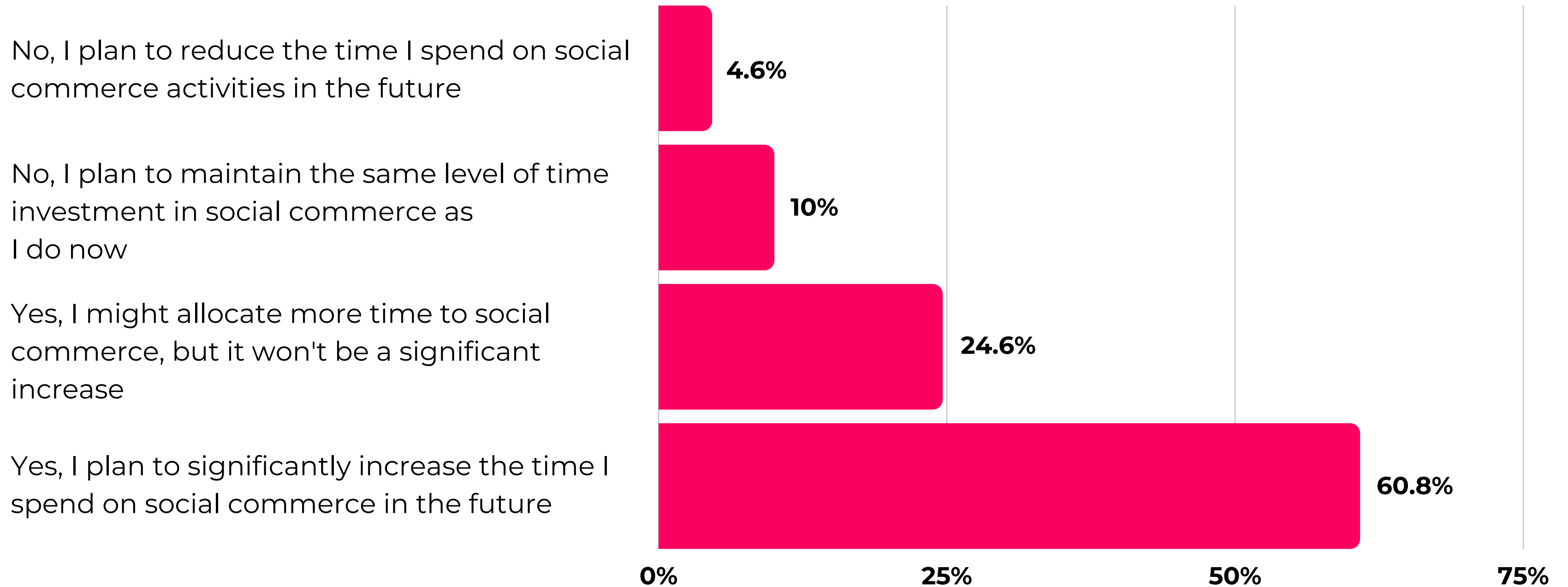


What platform have you found to be most effective for selling products/services?

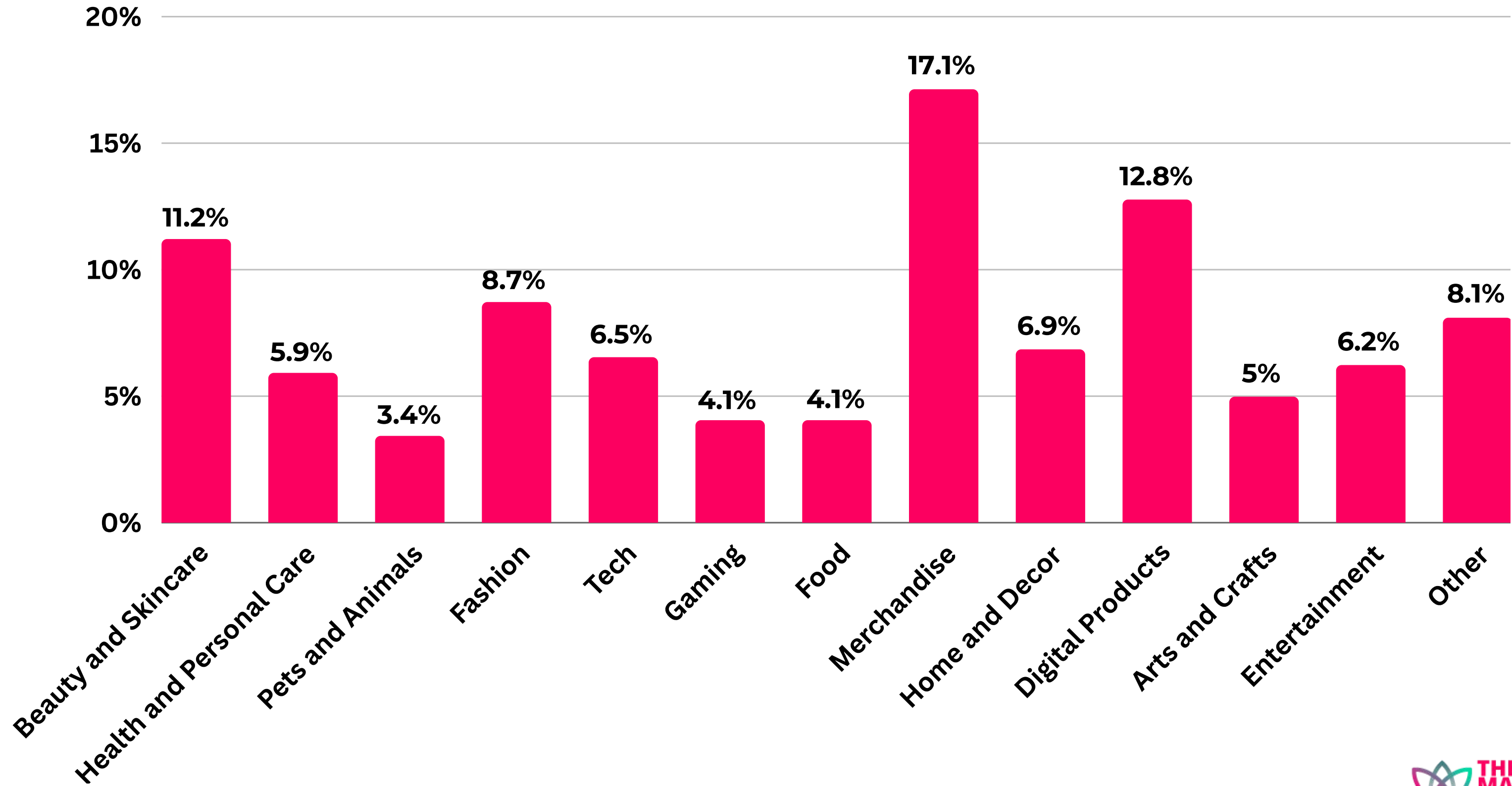


*Data powered by influencers.club

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



What types of products are you selling?



SOCIAL COMMERCE IN 2024

WHAT 1,000+ AMERICAN RESPONDENTS
THINK ABOUT SOCIAL COMMERCE

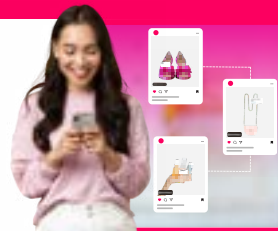


What is Social Commerce?

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

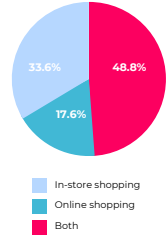
Our agency surveyed 1,000+ American responders in October 2023 to know more about their experience with online shopping

62.4%
of consumers prefer e-commerce platforms (e.g., Amazon)

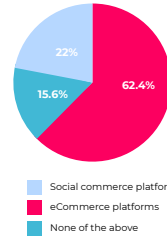


48.8%
of consumers prefer both online and offline shopping.

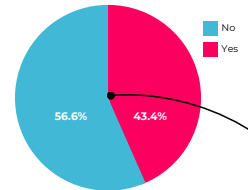
Which shopping option do you favor?



Do you prefer social commerce platforms or e-commerce platforms?

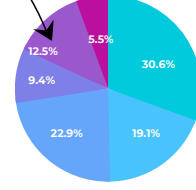


Have you purchased a product through social media (without leaving the app) in the past year?

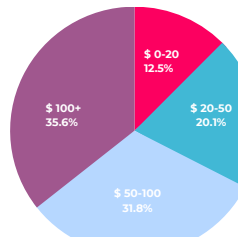


Why haven't you purchased something through social media?

- I don't trust social media when it comes to purchase something
- I don't know the sellers
- I don't want to share sensitive information (e.g. billing address, credit card info)
- There are not enough incentives (e.g. not enough promo and discount codes or free shipping)
- I prefer buying from the brand using their loyalty program to accumulate points and discounts
- Other

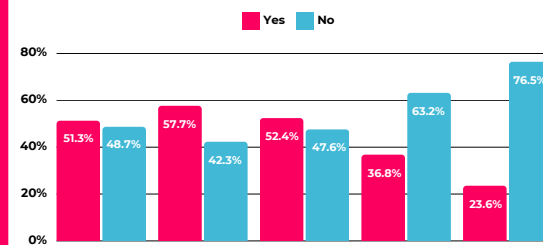


How much have you spent in the past year in total through social commerce?

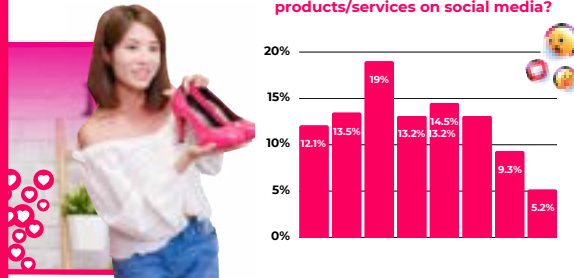


45.3% of consumers buy things through social media because of limited-time offers

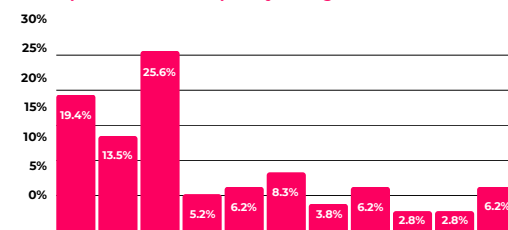
Have you purchased a product through social media (without leaving the app) in the past year? (by age)



How often do you purchase products/services on social media?



Which category of products do you tend to purchase most frequently through social media?

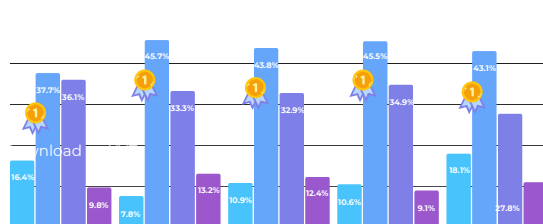


When I buy things through social media, it is because:



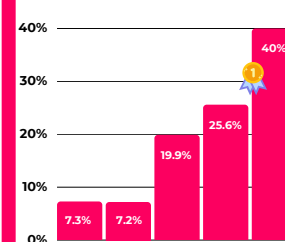
- Limited time offers (e.g. 30% off, buy 1 get 1) - 20.47%
- To discover and save new products - 20.08%
- Convenience - I don't have to fill my info (billing address and payment) There is FREE Shipping - 21.76%
- Promoted by trusted influencer or creator - 16.62%
- Other - 3.9%

On average, how many times do you see a product on social media before making the decision to purchase? (by age)

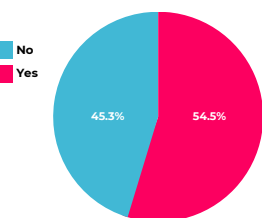


40% of users consider product reviews on social media to be extremely important

On a scale from 1 to 5 how important are product reviews on social media listing?

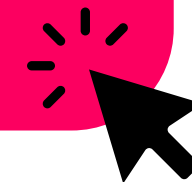


Are you planning to purchase at least 1 item on social media for the 2023 holidays?



Our full survey Infographics

[Check it out](#)

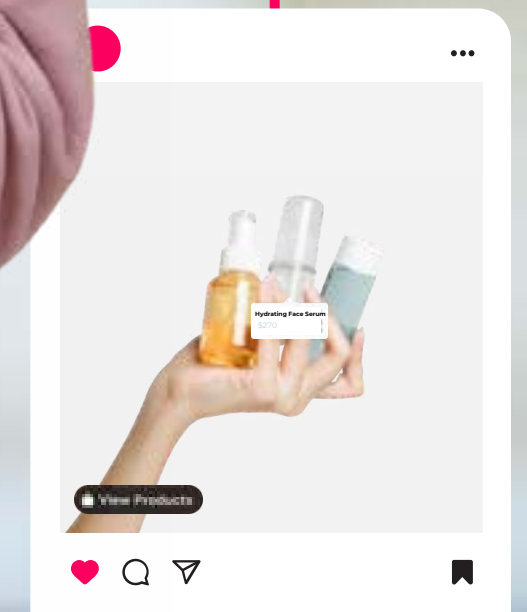
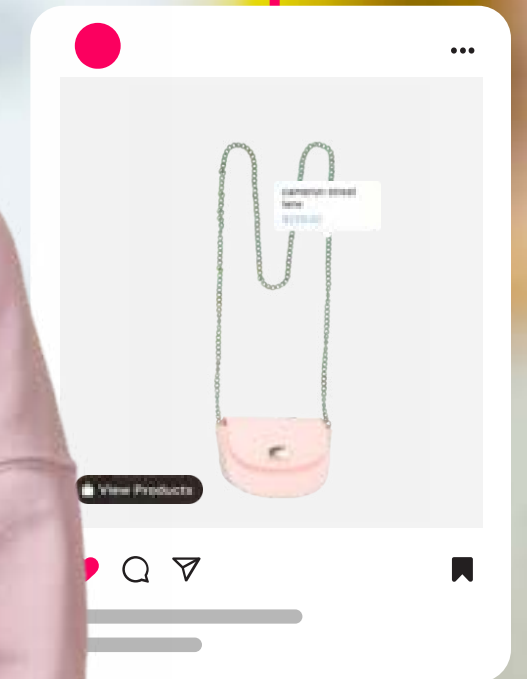
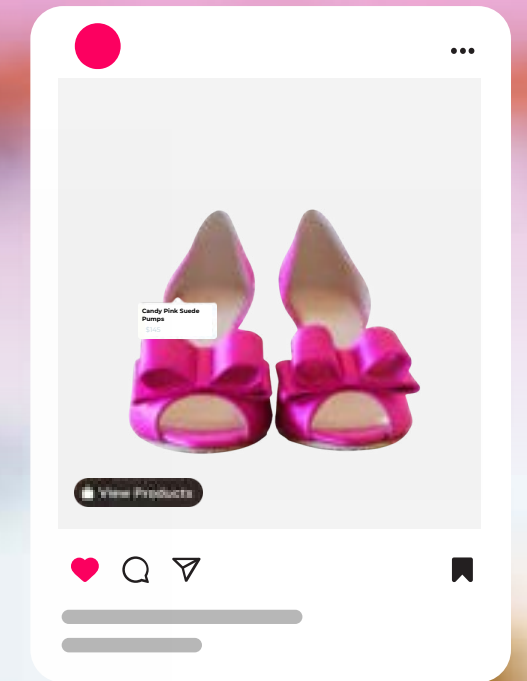


ORDER NOW



Social Media and Social Commerce

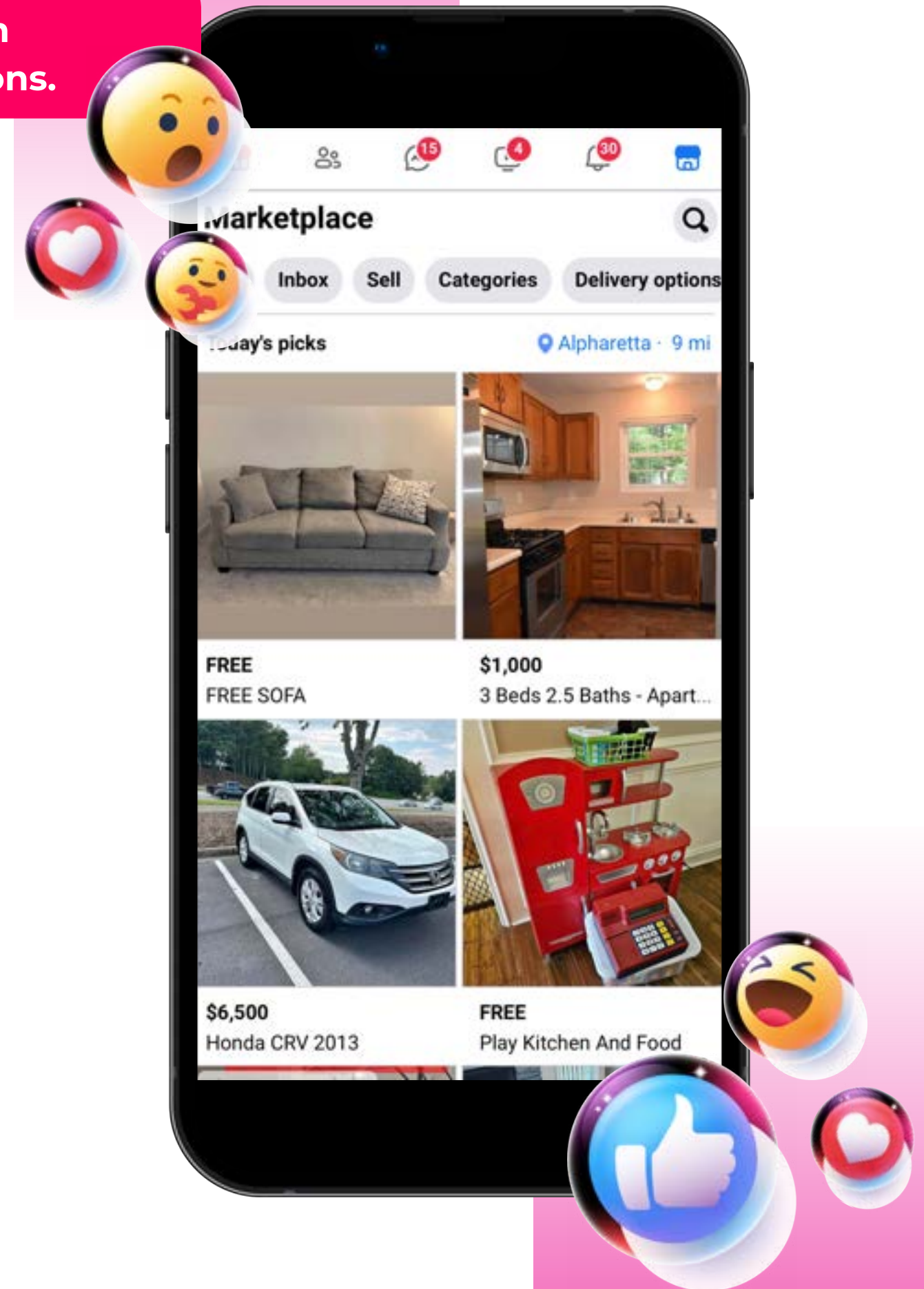
Add to Card



Facebook

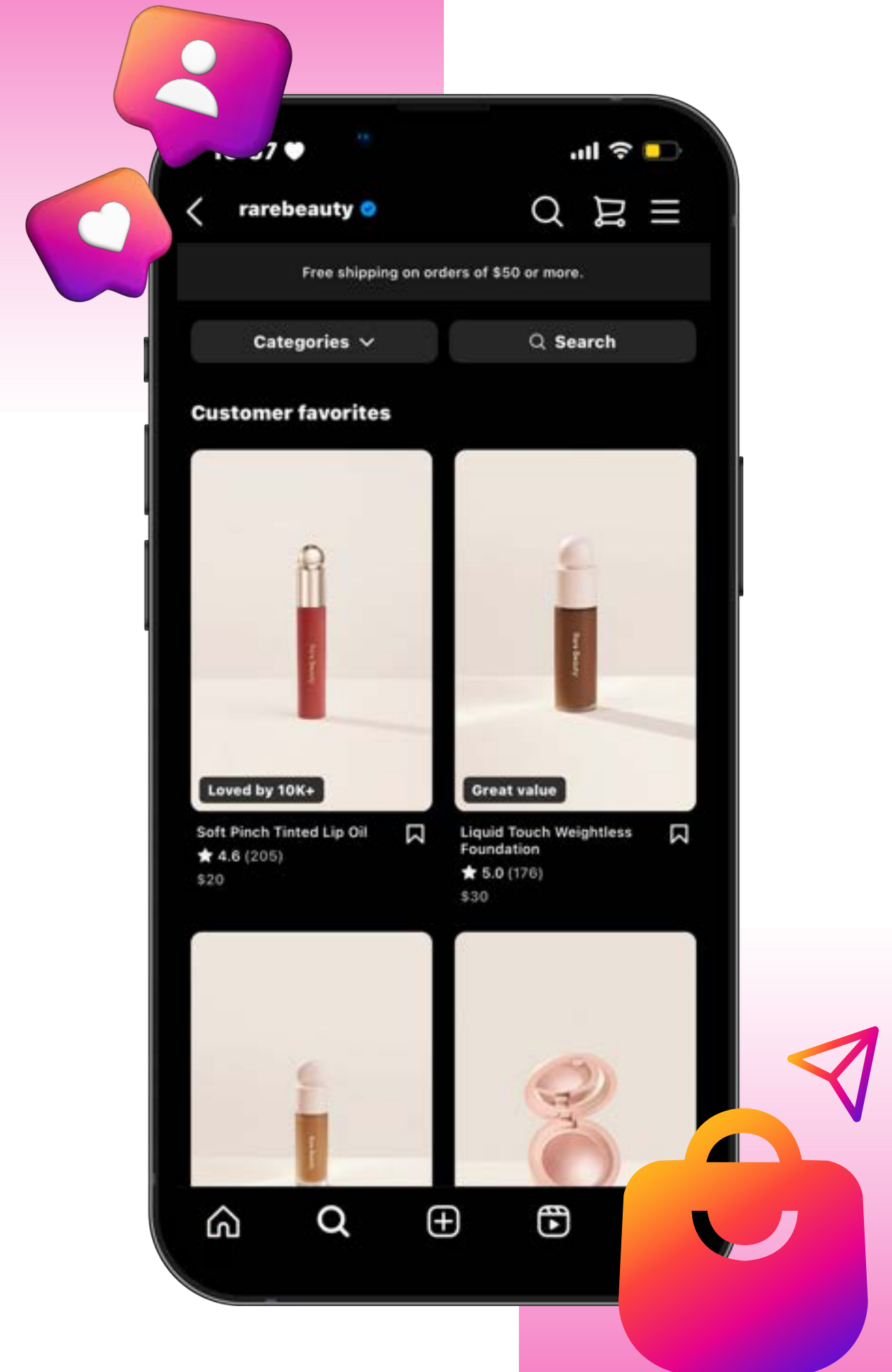
Facebook's popularity in private selling via Facebook Marketplace has resulted in an expansion of more B2C e-Commerce solutions.

- **Facebook Shops:** An online storefront on Facebook Pages, which allows businesses to display products, tag them in posts, and process transactions directly, visible via the "Shops" tab.
- **Collections:** Businesses may customize their storefronts by organizing products into collections from which they run sales and create unique shopping experiences for customers.
- **Shoppable Content:** Brands and influencers can tag products in Facebook posts.
- **Facebook Marketplace:** Discover, buy, and sell items locally with ease.
- **Partner Platforms:** Businesses selling on platforms like Shopify or BigCommerce may create their Shop by importing and syncing their products.
- **Shop Pay by Shopify:** Shops set up with check out will automatically activate Shop Pay by Shopify, which may be turned off at any time buy businesses.



Instagram

- **Instagram Shop Tab discontinued 2023:** Removed to streamline sharing and connections. In-the-moment shopping still available across feed, Reels, Stories, Explore, and ads.
- **Shoppable Content:** Businesses and influencers can tag products in their posts, and through "Instagram Checkout," users can purchase items directly on the platform without exiting the app.
- **Instagram Reel Shopping:** Users viewing a Reel with product tags can tap "View Products" to purchase, save, or get more information about the tagged product.
- **Product Stickers:** Businesses can promote products, collections, or their storefront by adding Product Stickers to Instagram Stories.
- **Feature UGC for Your Shop:** Brands may request to use UGC posts from public creators tagging their business to be displayed via the product page and the brand's storefront.





James Creech

Co-Founder & Board

Member of Measure Studio

“ The most successful examples of social commerce in the West are those that cater to a specific fandom and focus on producing great content, e.g. NTWRK and Whatnot. **Expect the popularity of social commerce to continue to grow in the next few years** as more and more creator-led brand emerge and social platforms continue to build out tools and infrastructure to support this space. ”

“ Plenty of people buy things they’ve seen on social media. But many of those transactions are happening outside of social apps, like by visiting a retailer’s website or offline. TikTok has been stepping up efforts to push its new shopping features, but they could risk alienating users by inundating them with shopping content, when many are there for entertainment. A few elements are at play, **including trusting social networks with sensitive information** such as payment data, and making the experience of shopping on social as good as on a retailer’s website, such as being able to see sizing, reviews and other information in one place. ”

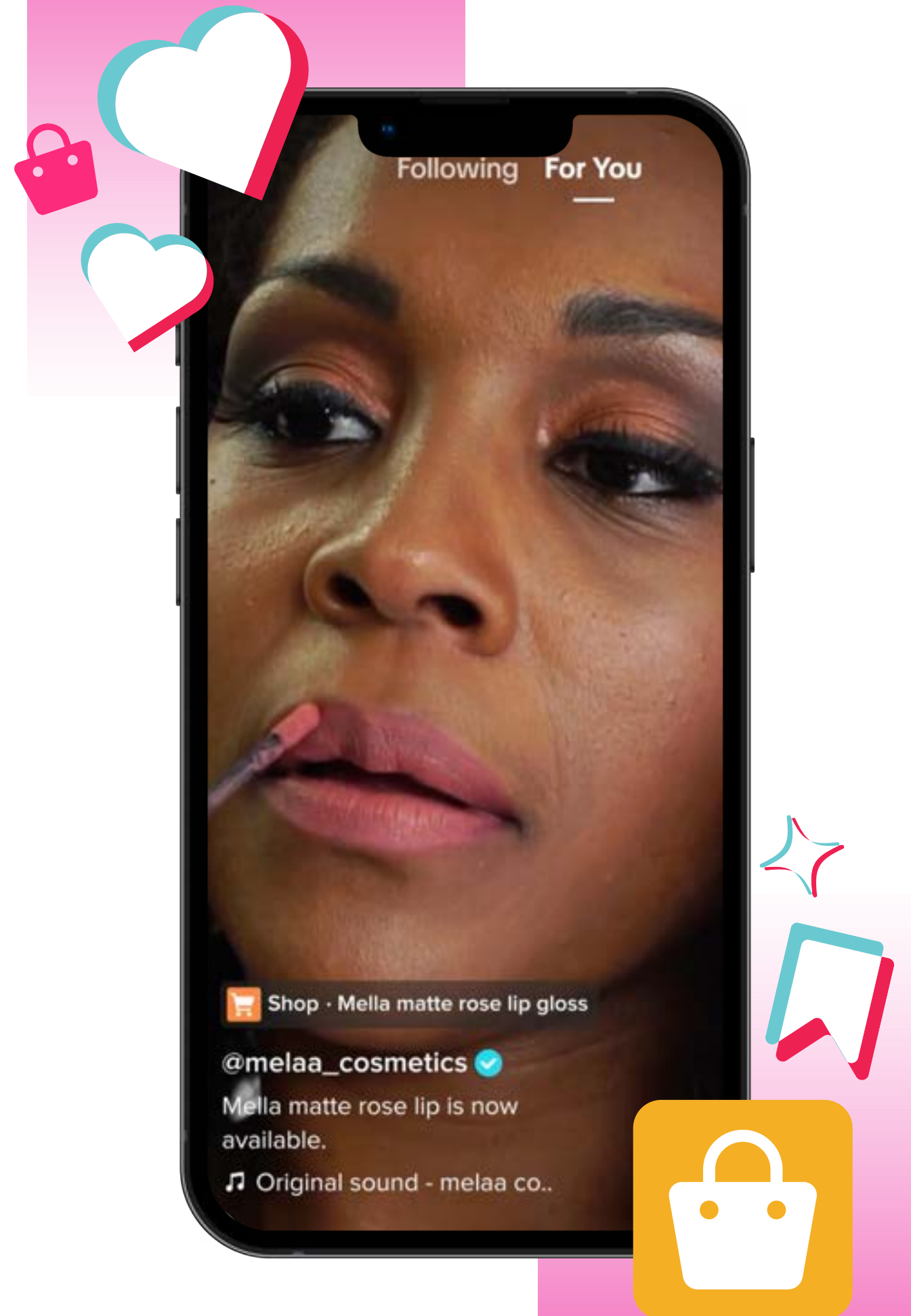


Kaya Yurieff

Creator Economy Reporter
at The Information

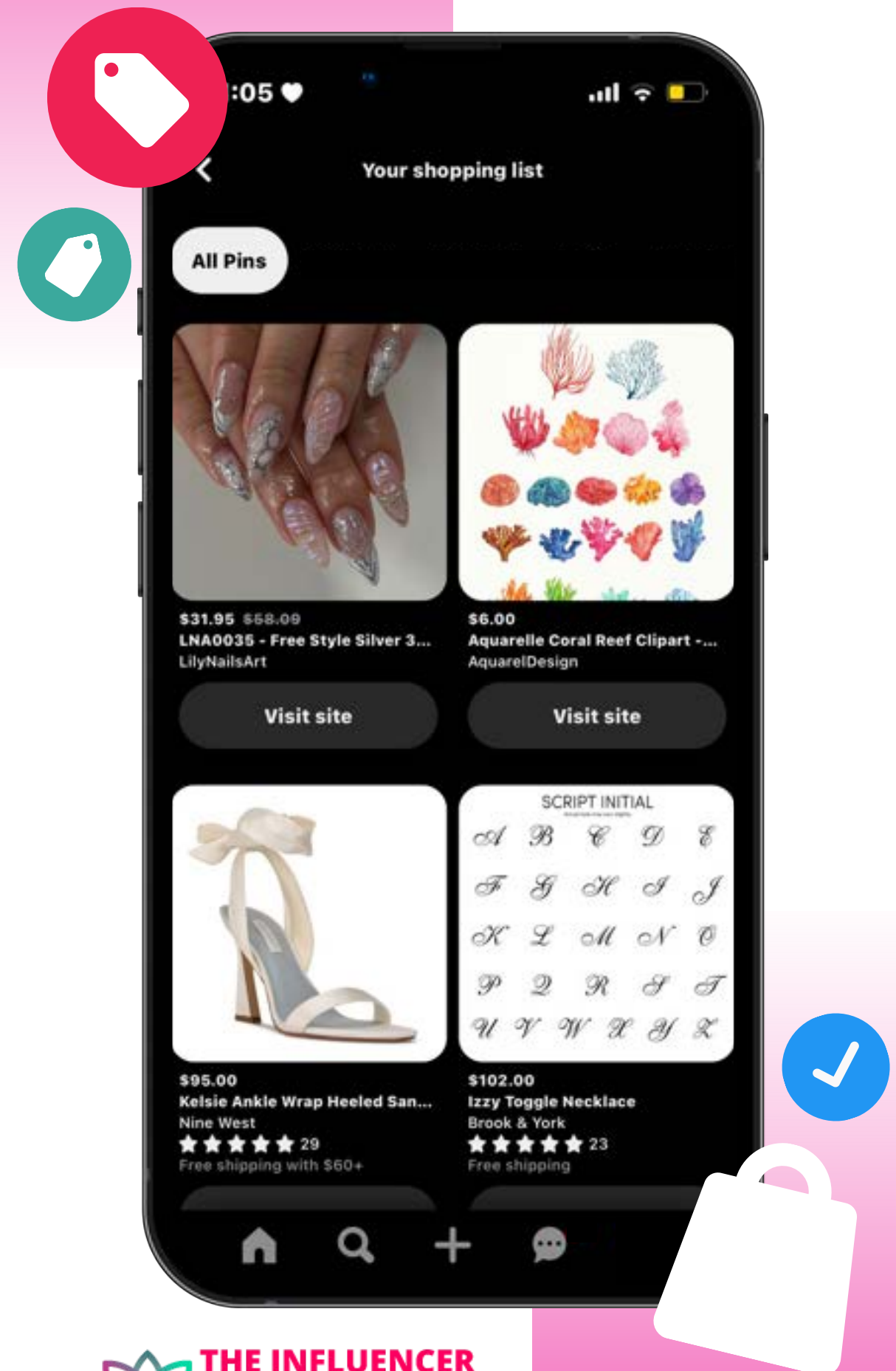
TikTok

- **TikTok Shop:** Offers a personalized and integrated commerce solution connecting sellers with creators and communities.
- **TikTok Shop Affiliate Programs:** Connect with creators fit for your brand, monitor how well creators sell your products, and pay experienced influencers commission automatically.
 - **Shop Plan:** Simply set a flat-rate commission for all products.
 - **Open Plan:** Create a special plan open to all creators for unique products.
 - **Targeted Plan:** Invite hand-selected creators to promote particular products with specialized rates.
- **Fulfilled by TikTok Shop:** Seamless integration with TikTok Shop Seller Center which manages storing, picking, packing, and shipping goods for merchants.
- **Shop Ads:** Offers sellers more opportunities to promote their shops and direct in-app purchasing.
- **Secure Checkout:** TikTok collaborates with trusted third-party payment platforms for secure transactions on TikTok Shop.



Pinterest

- **Shop from Search:** Users may search for unique styles, top brands, and well-priced products via the Shop tab.
- **Shopping List:** Users may save all shoppable items to a single board which provides price-drop notifications.
- **Shop with Lens:** With the snap of a photo, users may search products of interest on the go using the Pinterest search camera.
- **Shop from Pins:** Whether a Pin of interest directly tags a product, users may shop related collections, looks, and more tagged below listings.
- **Try-On Product Pins:** AR tech allows users to virtually try on products discovered through Pinterest Lens, accessible also via the search bar or certain Product Pins with Try-On enabled.
- **Shop from Boards:** Users can find a dedicated Shop section on their Pinterest boards, showcasing in-stock product suggestions inspired by their saved content.
- **Shopping Spotlights:** Expert-selected, trending content to inspire Pinner to shop and discover new brands.





Jacob Pace

CEO & Founder of Pace

“ The Shadow Work journal by Zenfulnote has been an amazing case study to watch on TikTok Shop. To date, the product has **sold almost half a million units** on the platform. I think this is due to the idea of the product itself, being a new-age self-reflection journal, as well as its natural ability to invite organic content using the product since customers of the book are sharing their answers on TikTok with a link to the product. ”

“ Creators are the future of retail, which is why we've seen a significant shift in how brands interact with creators, and how creators interact with their audience on the major platforms. With platforms like TikTok making big bets on social commerce, to the extent that the "Friends" feed on TikTok has been replaced by a "TikTok Shop" feed, it is a really **exciting time for creators to explore this monetization pathway** and diversify their income - which remains a key priority for mid-tier creators who are trying to build a sustainable career. ”

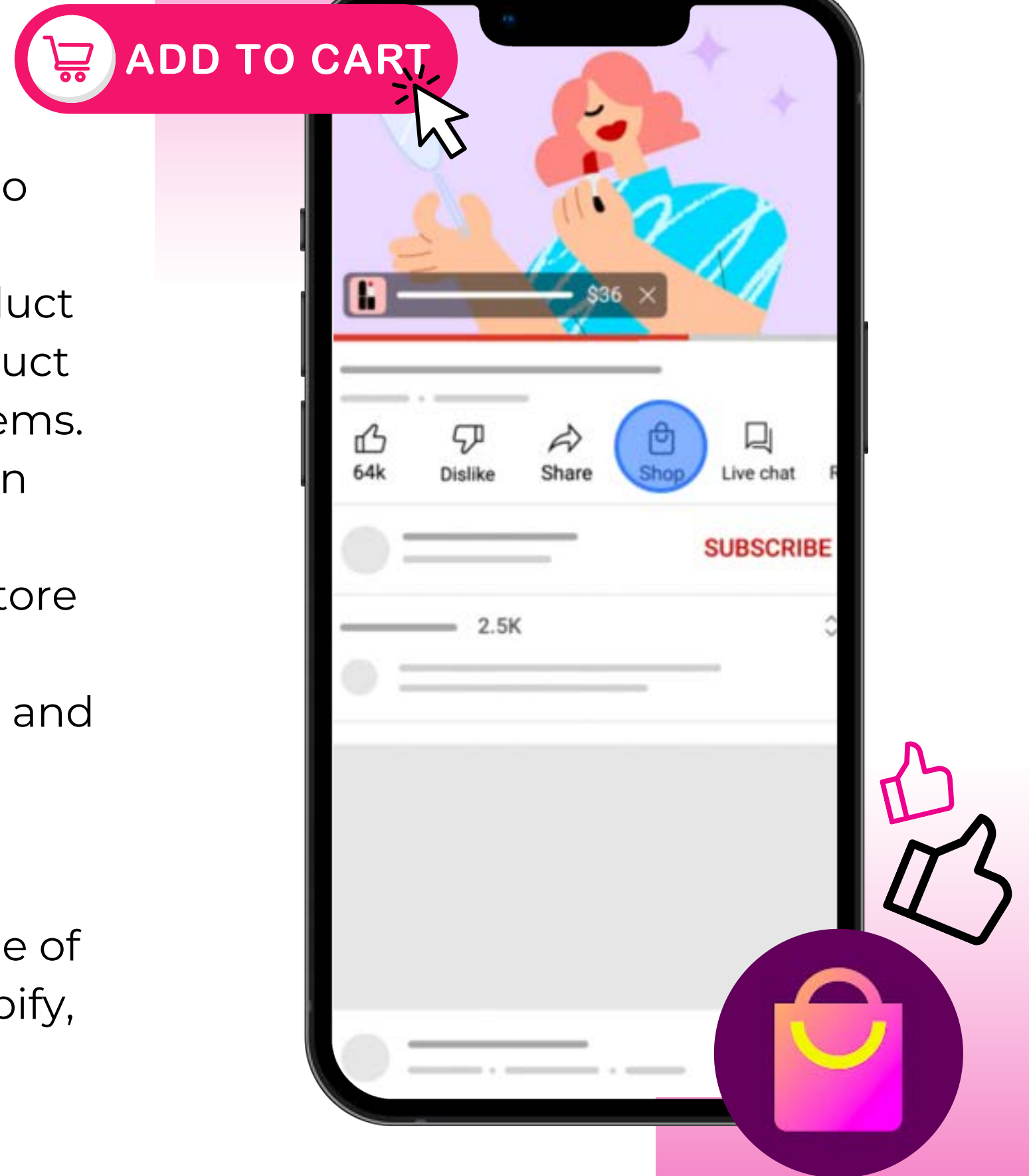


Ayomi Samaraweera

Founder at Canopy

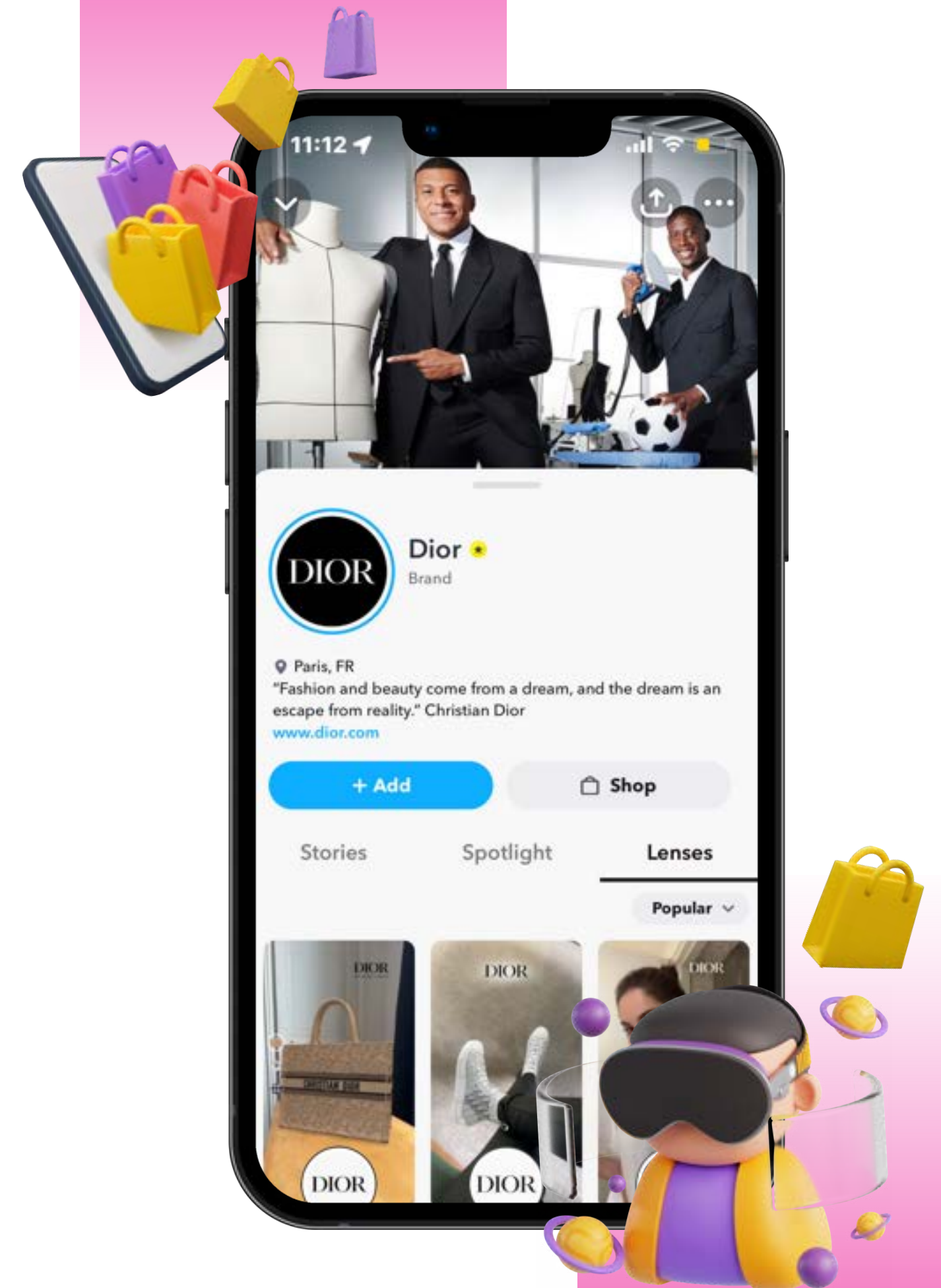
YouTube

- **Shoppable Videos:** Users may click the Shopping bag icon to buy or learn more about featured products in videos.
- **Shoppable Shorts:** Tagged products will be shown in a product shelf at the bottom of Shorts which display pricing and product details. Users may tap to learn more or purchase featured items.
- **Store Description Links:** Access product previews directly on YouTube via URL store links in video descriptions.
- **Channel Store:** View all products sold by creators via their Store tab located on the channel homepage.
- **YouTube Shopping Affiliate Program:** Participating brands and retailers set commission rates and attribution windows per individual product which only U.S. creators may tag in their videos and collect earnings via AdSense account.
- **Third-Party Integrations:** Set up your channel's store outside of YouTube on mobile or the web using platforms such as Shopify, Spring, or Spreadshop.



Snapchat

- **Catalog Powered Shopping Lenses:** Brands may add up to 20 clothing SKUs for users to “try-on” with a single lens, creating a more personalized shopping experience at scale.
- **3D AR Assets:** Take the guesswork out of shopping on Snap using 3D assets to “try-on” and view products in your current space.
- **Public Profiles:** Brands with public profiles may host native social commerce shops which can be utilized as virtual try-on stores on native stores and checkout.
- **ARES discontinued 2023:** Snap announced the shutdown of its AR Enterprise business after 6 months due to not enough investment in web-based AR, competition with generative AI, and a necessary redirection of resources toward its core advertising business.
 - Snap will continue to Support CameraKit, Sponsored AR Advertising, and other core AR tools in the long run.



● LIVE

USE CODE IMF30

Livestream Shopping



DOWNLOAD OUR LIVESTREAM SHOPPING REPORT

INCLUDES

- What is Livestream Shopping?
- The Chinese Market
- Livestream Shopping Survey
- Social Media and Livestream Shopping Platforms



[CLICK HERE](#)



● LIVE

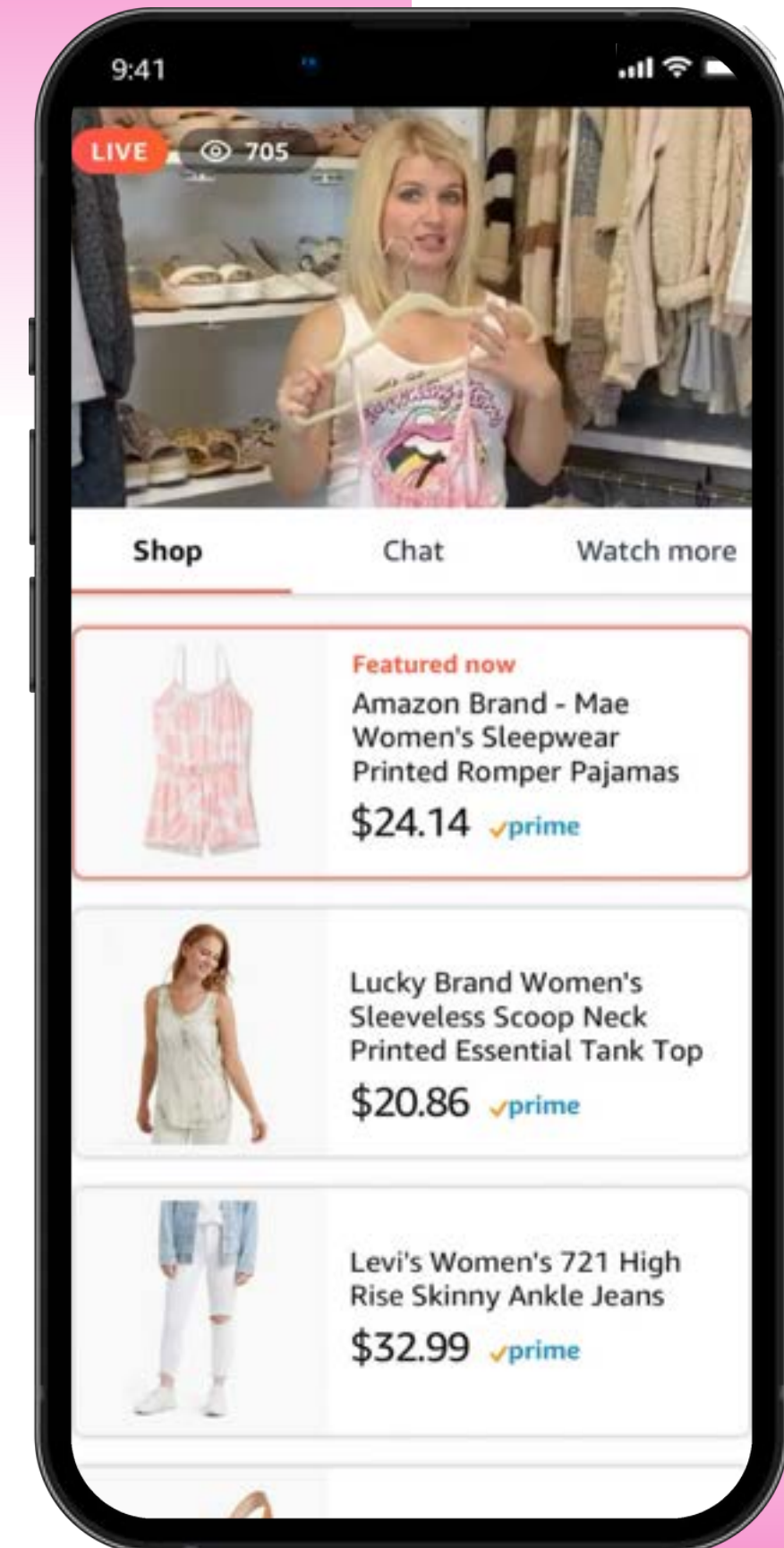
Growth and Benefits of Livestream Shopping

Livestream shopping has become the perfect hub for brands and creators to connect with new audiences and interesting consumers. Creators may host lives on various platforms such as Amazon or TikTok to share all about their latest favorite products, voice their user testimonies, and give product recommendations relevant to their niche of content. Brands may utilize live shopping events on their primary channels to give more expert solutions and recommendations as well as trouble-shoot fulfillment issues, answer questions related to products, and inform consumers about current deals.

According to a recent report from Coresight Research and Bambuser, **the livestream e-commerce market will reach approximately \$50 billion by the end of 2023**, nearly triple its size in 2021. Coresight Research and Bambuser projects that **the livestream e-commerce market will surpass \$67.8 billion in 2026** which will account for more than 5% of all e-commerce sales. As influencers and businesses big and small fine-tune their livestreaming business models, profit-sharing and identifying key strategies are repeatedly at the tops of conversations.

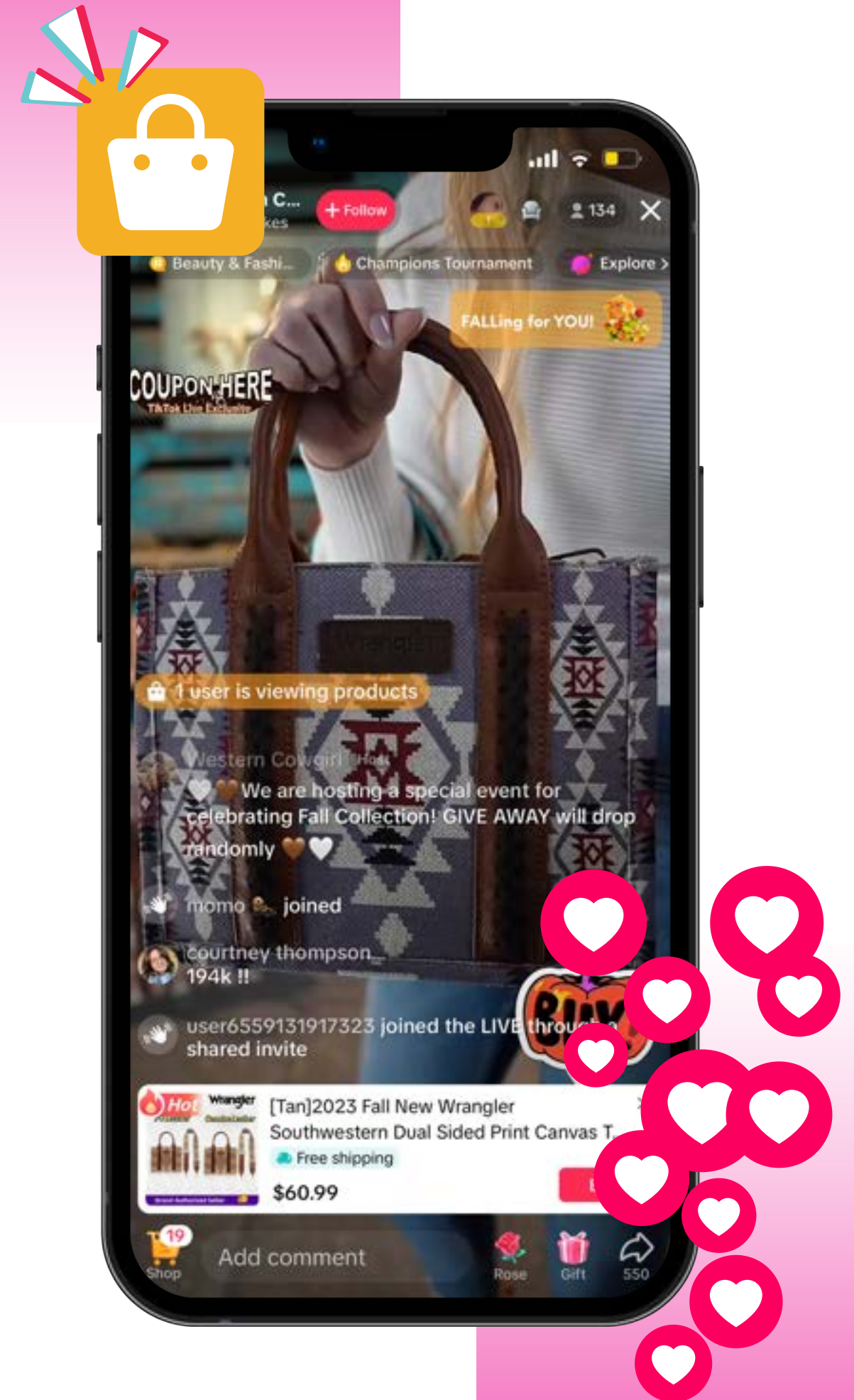
Amazon Live

- **Entertain and Inspire:** Grab attention with lively videos featuring real people, telling stories about your brand and products.
- **Inform and Educate:** Educate viewers through live product demos, showcasing features, and benefits to assist informed buying decisions.
- **Connect and Engage:** Interact with shoppers in real time using Live's chat feature and keep them connected through the 'Follow' option on Amazon, allowing followers to receive reminders whenever you go live.
- **Amazon Hosts:** Brands can join Amazon's curated live shows, featuring special themes, realistic demonstrations, and authentic testimonials aimed at educating shoppers about products available in Amazon's store.
- **Amazon Influencers:** Brands can sponsor influencer livestreams created by top influencers through the Amazon Live Creator app.
- **Self-Service Brand Hosts:** Brands can livestream directly to Amazon from their iOS device using the Amazon Live Creator app, maintaining full control over the content.



TikTok Live

- **Live Shopping Ads:** Brands can help users discover and watch their live videos and browse featured products, bringing more traffic to their TikTok Shop and profile.
- **Live Shopping:** Promote and sell your products while you actively engage with your audience in real time.
- **Shop Live Products:** Users may access a list of all featured products featured in a livestream to shop or browse at any time by tapping the Orange Cart button.
- **Showcasing different products? Change product links in real time.**
 - Livestream hosts may tag and untag featured products in real time to highlight products showcased on screen, limited-time price drops, and more.
 - Many livestream creators take advantage of this feature to instill a sense of urgency in viewers to tap to view product info and save for a later purchase.



Pinterest TV

In 2022, Pinterest hosted a “Shop the Holidays” program with 10 hours of daily programming between November 15-18th in the U.S. and Canada.

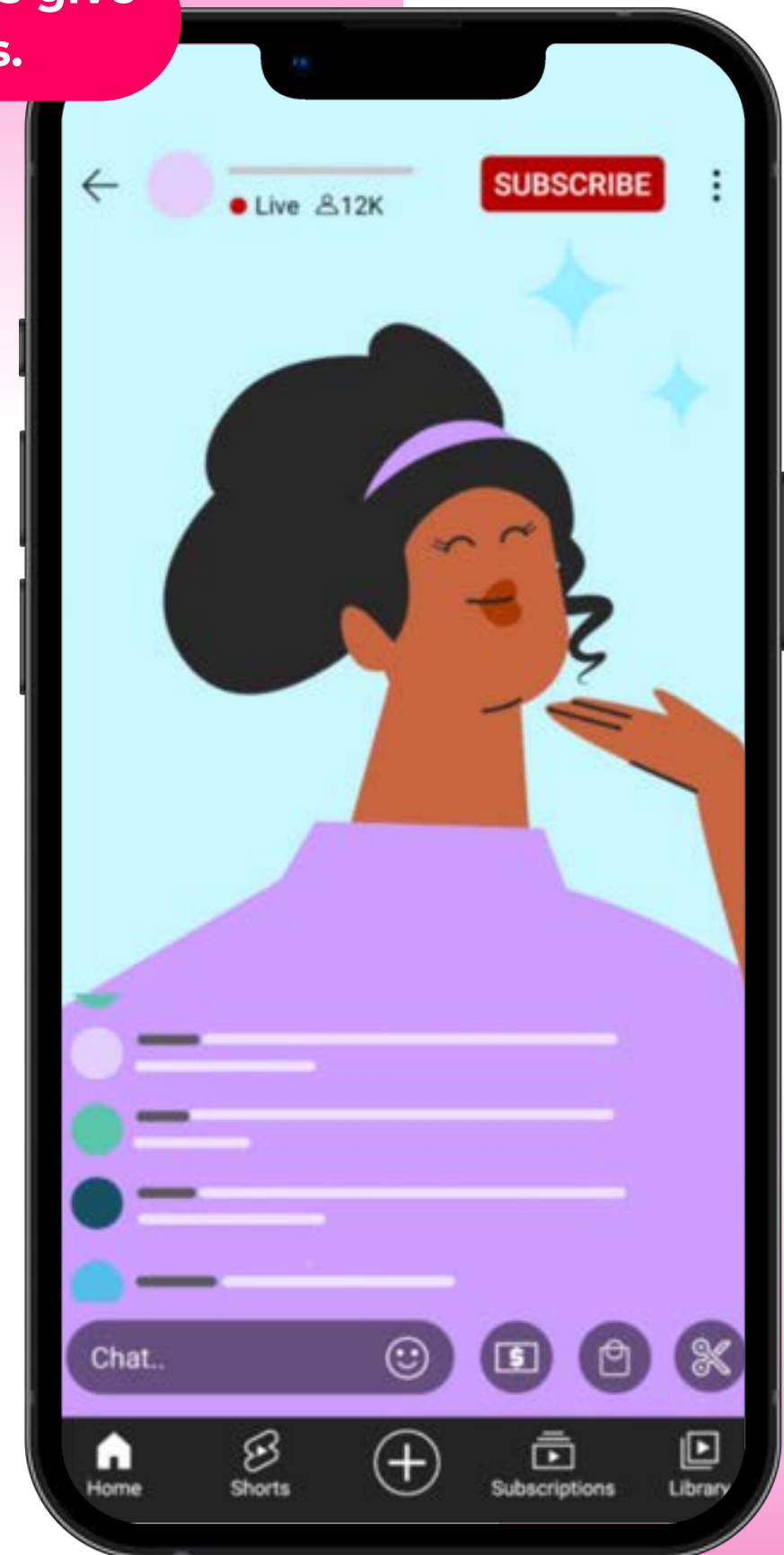
- **Fresh, live inspiration:** Users may discover fresh inspiration via live content from diverse Pinterest creators across various niches.
- **Inspiration for your life:** Pinterest TV shares new live shopping shows every weekday focused on different lifestyle categories including food, home, fashion, and beauty.
- **Watch live, revisit later:** Users may tune in during livestreams to chat with creators and tap into exclusive deals with select Pinterest TV recordings available after they air.
 - Pinterest recommends users tap “Remind Me” on their favorite creators and brands’ profiles so they never miss a live event.
- **Shop anytime:** New Shoppable Boards will be released following every Pinterest TV shopping stream showcasing featured products to streamline the shopping and browsing experience for users.
- **Shopping Toolbox:** Live hosts have access to a variety of tools including a product drawer with product details, price drops, stock quantity, and a limited-time-offer module to offer discounts.



YouTube Live

89% of viewers agree that YouTube creators give trustworthy product recommendations.

- **Host live shopping streams by encoder or your mobile device.**
 - When on mobile, YouTube recommends to have a laptop or desktop device handy to manage product tagging and live chat during your stream.
- **Set up your live shopping stream in advance to give users space to chat and generate excitement as the countdown closes.**
 - Be sure to have your store connected to your channel and all of your products to be shared approved. YouTube notes that product approval may take up to 5 business days.
- **By clicking “Shop for products in this live stream,” livestream viewers may open the list of featured products in your live and shop without leaving YouTube.**
 - Viewers may shop for featured products even when they have live chat closed by accessing the product section of top of the watch feed.
- **YouTube recommends shopping livestreams between 30 min - 1 hour.**
 - Have a script ready with all your products numbered and in order.



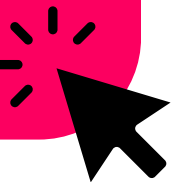


Methods to Engage with Viewers on Live

- **Chat Functions:** Users can chat amongst each other, express their opinions and questions via chat functions in a live stream
- **Viewership:** Often associated with high user or customer interest, the more viewers the more customers and in turn more satisfaction
- **Followership:** Users can show their loyalty or interest in a streamer through following their channel, which will alert them when they next go live
- **Channel Subscriptions:** Users can show their loyalty and satisfaction to a streamer by paying a monthly/annual subscription, which also benefits a user by receiving additional content
- **Monetary Donations:** Users are able to send monetary gifts or donations to their streamers



[Download our Livestream Shopping Report](#)

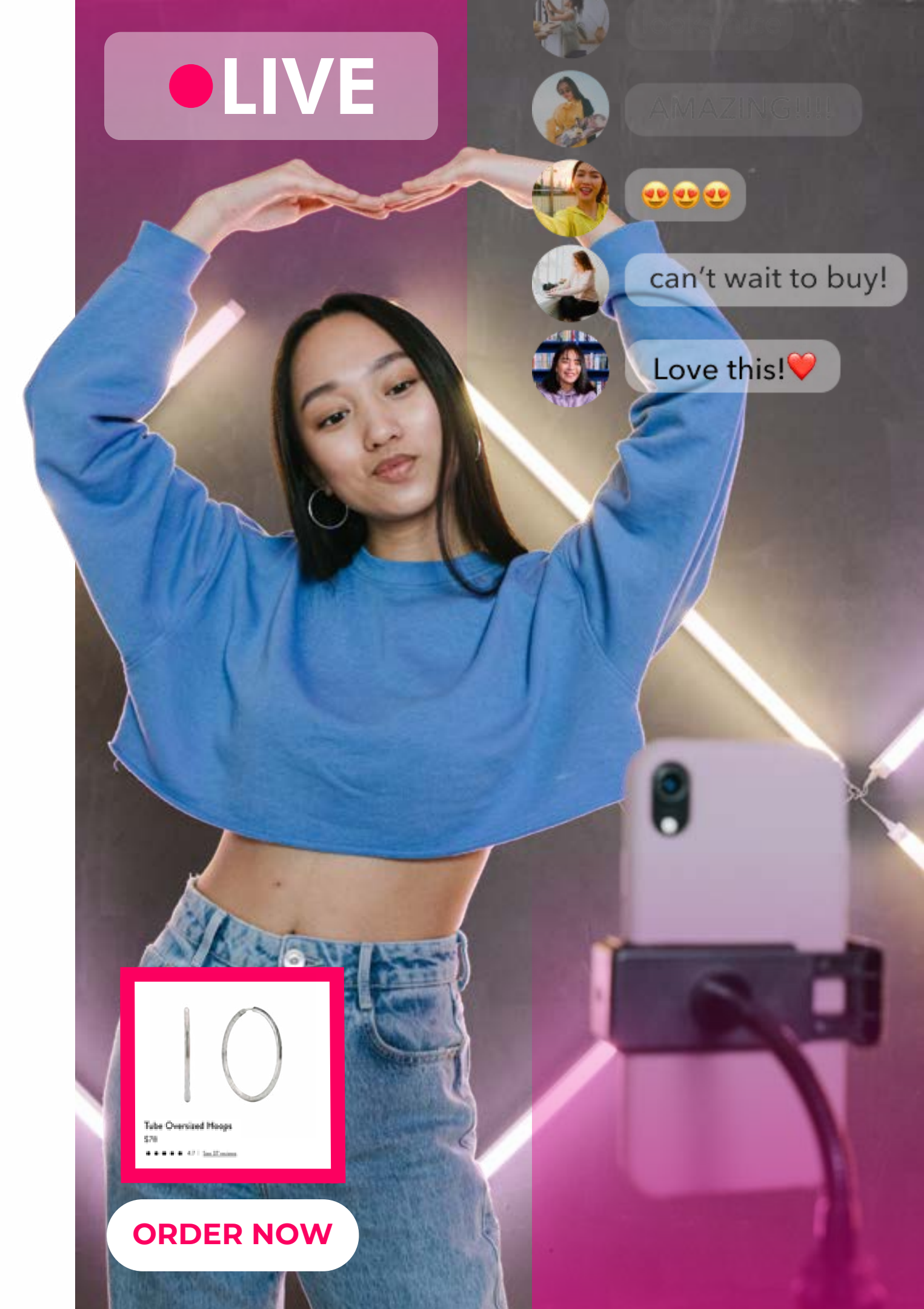


Livestream Shopping Revolutionized in China

According to data from Statista, **more than 526 million people used live commerce in China, which accounts for approximately 48.8% of total internet users in the country.** More than **\$500 billion in goods were sold during 2022 via Chinese livestreaming apps** such as Douyin according to Tencent. The abundant use and favorability of live shopping in China comes as no surprise considering the regions revolution of such social commerce features.

According to GMA, Chinese internet users are much more tech-oriented compared to social media users in the West. In China, online users are in search of all-in-one platforms due to their convenience. Western social platforms are much more segmented by content style and level of privacy, but many top platforms are shifting to a Chinese approach, such as TikTok's social commerce push to better resemble Douyin.

What makes Chinese super-apps which feature livestream shopping stand out from the biggest U.S. platforms are their group buying deals, QVC-style product livestreams, and a combination of cross-brand and cross-category business models. Furthermore, Chinese audiences are much more invested in livestream viewership and make use of chat features and tune in for several hours on end.



Best Social Commerce Apps of 2023



Top U.S. Social Commerce Apps



LTK

LTK is a social commerce platform which drives more than \$4.1 billion annually in brand sales by uniting brands, creators, and shoppers via the power of original content.



Shop App

The Shop App is an all-in-one hub for discovering new products and tracking your online orders from integrated platforms such as Facebook or TikTok Shop.



BuyWith

BuyWith is one of the leading livestream shopping platforms with up 8-times the industry average sales conversion rate and 67% livestream user engagement.

Top U.S. Social Commerce Apps



Flip.shop

Flip is a platform where genuine conversations about brands and products meet hassle-free shopping, rewarding engagement, and excellent customer support.



NTWRK

NTWRK is the top platform for exclusive sneakers, apparel, collectibles, and more, with live auctions, curated collections, and daily livestreams.



Whatnot

Whatnot is a dynamic social marketplace offering live video shopping shows, card breaks, and events where collectors can discover a wide range of products.

Top Chinese Social Commerce Apps



Xiaohongshu

Xiaohongshu aka Little Red Book is China's most-trusted social commerce platform regarding reviews and recommendations according to GMA.



Douyin

Douyin, TikTok's Chinese sister app, successfully integrates shoppable video content as the top short-form video platform in China.



WeChat

WeChat, developed by Tencent, hosts more than 1.3 billion active monthly users with mini-programs, in-app shops, and WeChat Pay.

WeChat Mini-Programs are Mega Useful

WeChat is taking the world of social commerce by storm by enabling businesses to establish specially-tailored and branded in-app experiences with customizable WeChat Mini-Programs. Mini-Programs may be integrated by brands into Channels and micro-blog-style official WeChat accounts to provide Chinese users with a more cohesive, smooth experience.

WeChat Mini-Programs may be leveraged by brands in a variety of different way to truly maximize the user experience for all:

- Showcasing products
- Offering exclusive deals
- Streamlining purchasing

Users may access Mini-Programs from their favorite brands by searching via WeChat, scanning QR code invites, or receiving status updates on Mini-Programs via chats. Chozan notes that creating Mini-Programs on WeChat is a cost-effective strategy for brands, providing them with the opportunity to test market viability without a large initial investment and reconsider their approach based on user feedback.



Buy Now, Pay Later

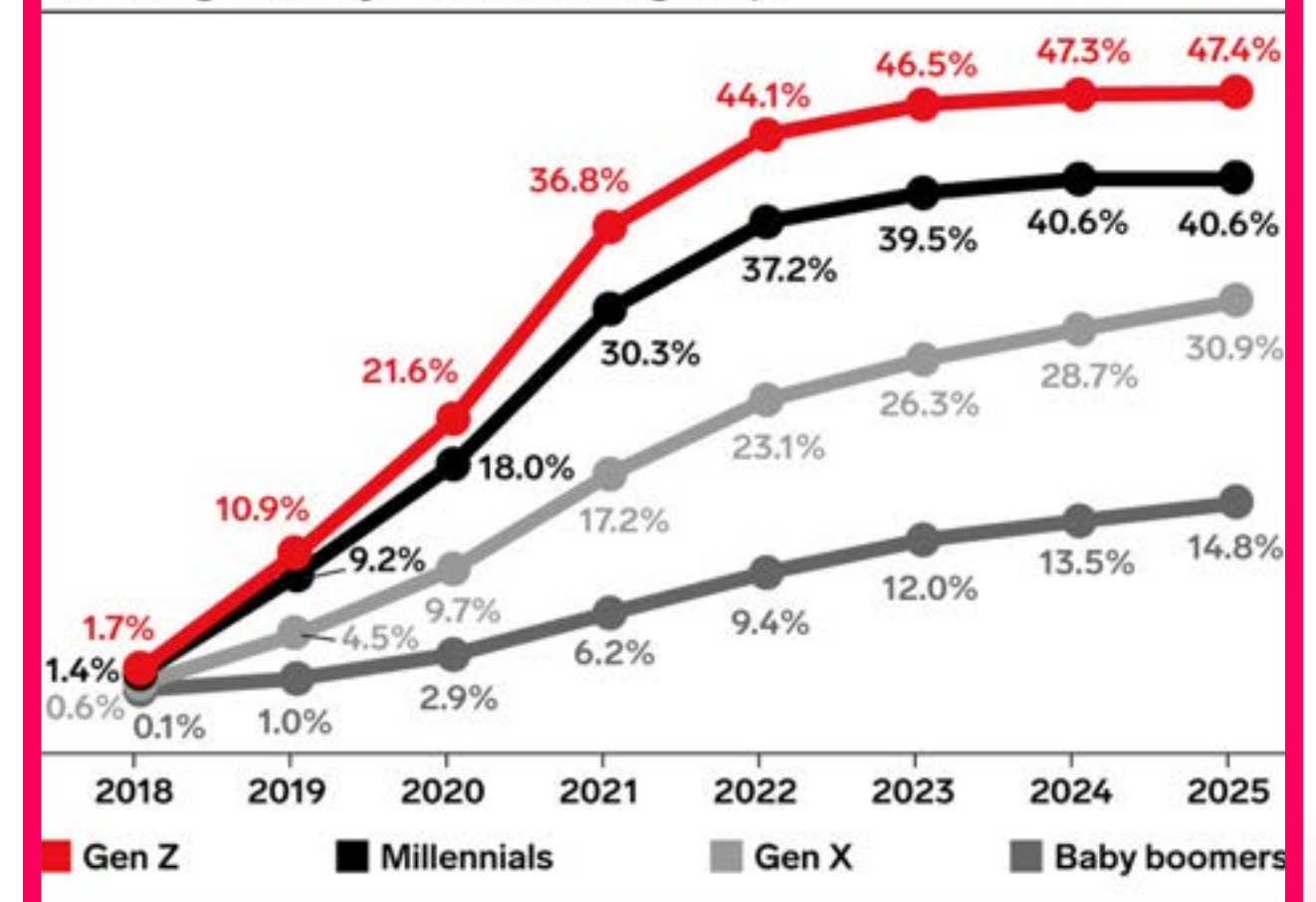
Buy Now, Pay Later services have become a staple in the e-commerce experience for primarily Gen-Z and Millennial users due to the appeal of splitting large payments without paying interest. NerdWallet highlights the seven top Buy Now, Pay Later apps of 2023 to be the following:

1. Affirm
2. Afterpay
3. Apple Pay Later
4. Klarna
5. PayPal
6. Sezzle
7. Zip



According to eMarketer, approximately **46.5% of Gen-Z users will use Buy Now, Pay later services in 2023 when shopping online whereas 40.6% of Millennials say the same.** Adobe predicts that a record number of consumers during the 2023 holiday season will opt for Buy Now, Pay Later services resulting in \$17 billion in sales. Moreover, Adobe predicts more than 51.2% of online sales during the holidays this year will take place on mobile devices, including social commerce platforms.

US Buy Now, Pay Later (BNPL) User Penetration, by Generation, 2018-2025
 % of digital buyers in each group



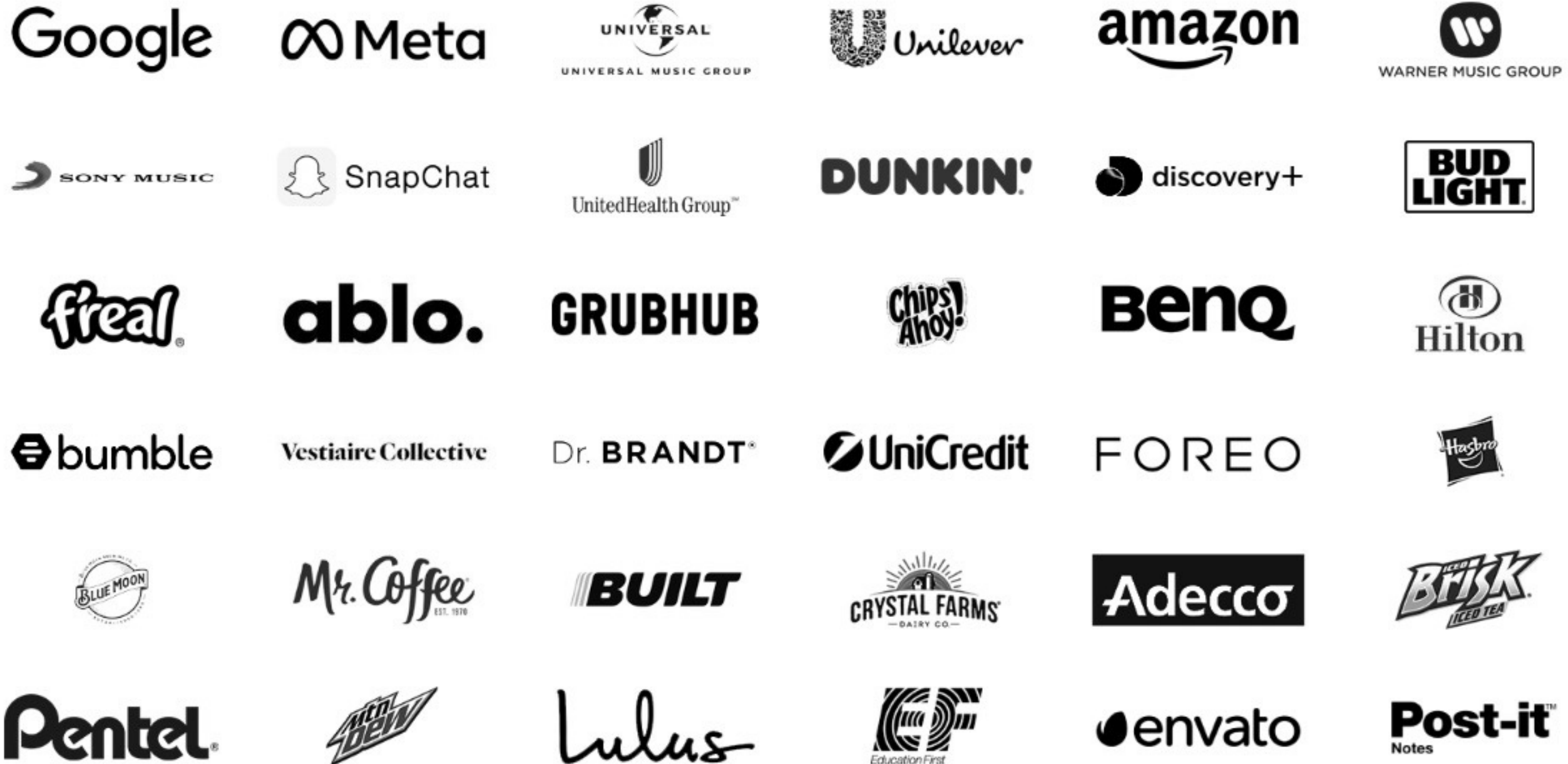
Note: internet users who have accessed a BNPL account digitally and have made a payment toward a purchase at least once in the past year; includes purchases of goods and services; Gen Z are individuals born between 1997 and 2012; millennials are individuals born between 1981 and 1996; Gen X are individuals born between 1965 and 1980; baby boomers are individuals born between 1946 and 1964
 Source: eMarketer, May 2021

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Need Influencer Marketing?

These are some of our amazing clients...



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Resources

<https://theinfluencermarketingfactory.com/social-commerce/>
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<https://www.insiderintelligence.com/content/us-social-buyers-spending-more-than-ever>
<https://marketingtochina.com/social-commerce-in-china/#:~:text=As%20of%202023%2C%20social%20commerce,US%20stands%20at%20around%205%25.>
<https://www.oberlo.com/statistics/top-social-commerce-platforms#:~:text=According%20to%20a%20recent%20analysis,of%20the%20US%20adult%20population>
<https://www.hootsuite.com/research/social-trends/commerce>
https://finance.yahoo.com/news/chinas-dynamic-social-commerce-industry-131300334.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAI9ie4U-9FHP5NeMShdwWGHJ3Pd5FsFihjnuE_XrxK6sNgrLCGfaDRf-dvLBjRby3HNJ5tMqniE4Ad4PYK-STa_tMT7VKEbbQZ3tYT0sQUVfIbVqMVku62c1nqzSVpPDFBV0HrWZ010-yWUdhl4_sCHkluC3aW_9VP9xFj1V0oW#:~:text=China's%20dynamic%20social%20commerce%20industry%20is%20on%20an%20upward%20trajectory,period%20of%202023%20to%202028
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