Social Commerce
social COMMERCE

Capitalize on this increasingly valuable intersection of content, commerce, and community

+38% Year-over-year growth in U.S. social commerce sales in 2020

$53B Projected social commerce market value by 2023

54% of younger consumers discover brands via social media

Source: (1) eMarketer Social Commerce Report, February 2021; (2) Shopify Future of Commerce Report, 2021
Social Commerce

**livestream SHOPPING**

Combining the power of influential talent, social and streaming in a real-time, commerce content experience

10-20% estimated share of all e-commerce sales that will come from livestream shopping by 2026
Influencer Marketing

Collaboration between brands and influencers to create a high impact conversation with consumers

+42% YoY increase in worldwide value of the influencer marketing economy from 2020
Ever tempted to leave a pile of empty Heineken 0.0 cans at your boss’ desk when they’re away? (in partnership with @Heineken_US.)

Seth Has a Solo Desk Party in Partnership with Heineken

Seth catches Late Night writer Ally Hord cleaning up after he desk party before throwing a solo party of his own.

70% OF INSTAGRAM USERS PREFER TO SEE POSTS WITH SHOPPABLE PRODUCT TAGS