



WHEN SOCIAL MEETS COMMERCE

VIDEO TRANSCRIPT

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It's common knowledge that social commerce has really taken off in China, with sales of around \$360 billion in 2021. In fact, a recent social livestream event was watched by over 480 million people and generated \$3 billion worth of sales.

And social commerce is beginning to take off around the world. This represents incredible growth potential for creators, influencers, small businesses, brands and social platforms, in what could become a trillion dollar market.

OLIVER WRIGHT

So what does this mean for brands? They need to understand that hyper-personalization creates more authentic social experiences and is critically important for this channel. Social channels engender higher levels of trust, which can mean up to 4x greater repeat purchases.

So join us at CES 2022, where we'll be exploring the dynamics behind social commerce. What does the rest of the world need to do to harness its amazing trajectory? We will share findings from our recent research into the drivers and barriers you need to be aware of when creating your winning social strategy. We hope to see you there.