## **mfour**

## SPOTTED: NEW SOCIAL MEDIA SHOPPING HABITS.

69% buy on social media after researching online.

They're creating new, digital shopping habits. With more time our consumers say they're spending it on social media: buying clothes, games, and more.

## **INSTAGRAM: MISS FASHIONISTA.**

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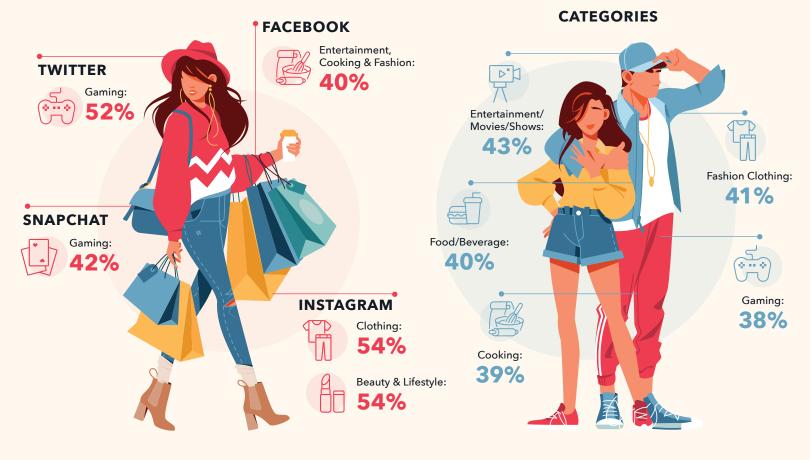
Instagram dominates in purchases for fashion, beauty & lifestyle.

Entertainment is the top category for research & buys in all social media.

Top category researched or shopped by platform:

Top categories researched or shopped across platforms:

**ENTERTAINMENT: MR. POPULAR.** 



## FIND OUT WHY.

To survey this consumer panel, email: **solutions@mfour.com** or call 714-754-1234.

LEARN MORE

**METHODOLOGY:** The Surveys on the Go<sup>®</sup> (SOTG) Mobile App was used to trigger surveys based on observed digital behavior and usage of key apps. Targeting adults 18+ for key apps of interest. N=1850 with n=500 for Facebook, Instagram, Snapchat and n=350 for Twitter.