

\$POTTED: 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.



Instagram dominates in purchases for fashion, beauty & lifestyle.

ENTERTAINMENT: MR. POPULAR.



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:



FIND OUT WHY.

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

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