Consumers who have bought a product from an ad on social media visit these apps



visit Instagram



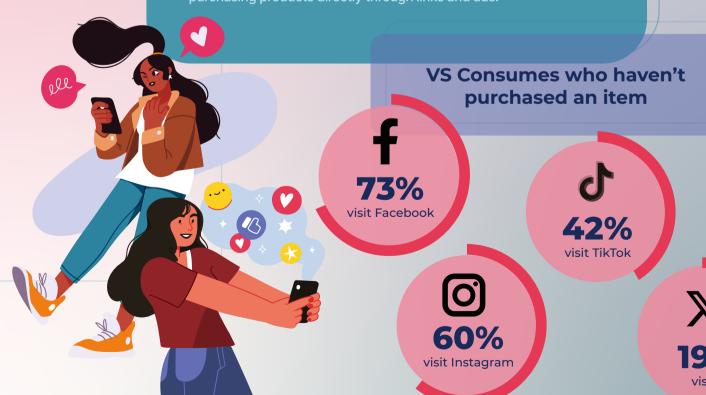
SOCIAL MEDIA'S TRANSFORMATION

26%

visit X

FROM SOCIALIZING TO SHOPPING

As social media evolves into a shopping marketplace, certain apps are emerging as major players and showcasing the direct impact social media has on consumer spending habits. Find out what social media platforms are generating high engagement from consumers purchasing products directly through links and ads.



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