

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



84%

visit Facebook



71%

visit TikTok



78%

visit Instagram



26%

visit X



SOCIAL MEDIA'S TRANSFORMATION

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.

VS Consumers who haven't purchased an item



73%

visit Facebook



42%

visit TikTok



60%

visit Instagram



19%

visit X



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Data witnessed May 2024

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