



WHAT IS SOCIAL COMMERCE?

VIDEO TRANSCRIPT

A great shift is taking place: A devolution of power, driven by people, transforming the online shopping experience.

Social commerce. It's a trillion-dollar opportunity and it's growing three times faster than traditional e-commerce.

But what actually is it? It's about how we engage with the things we love, seamless experiences, the thrill of discovery, and so much more.

Social commerce isn't click-through ads, but the complete integration of the social experience and commerce.

It can be a midnight scroll, a live stream, a friend's recommendation, or the emergence of in-app shops.

The opportunity is huge.

Platforms and brands that adapt to empower people can unlock value at every link in the commerce chain.