

# The Ad Platform: Talking TikTok with Movers + Shakers

Audio

We estimate that one in four US internet users will use TikTok this year, and adult users will spend almost 32 minutes per day on average with the short-video app. Evan Horowitz, co-founder and CEO of creative agency Movers + Shakers, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss TikTok's ad products, how advertisers are using

the app to build brand equity, and the need to tailor social creative to make sense for each platform.

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### Average Time Spent per Day by US Users on Social Media Platforms, 2020

minutes



Note: ages 18+ who use social media at least once per month; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Snapchat and 1 hour for Facebook

Source: eMarketer, Jan 2021

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