

Reimagining Retail: TikTok shopping and the communities driving commerce

Audio

On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss TikTok's available shopping features, its advertising versus commerce priorities, and what brands

should be doing on the platform. Then for "Pop-Up Rankings," we rank the top four TikTok communities driving commerce right now. Join our analyst Sara Lebow as she hosts analysts Sky Canaves and Jasmine Enberg.



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