

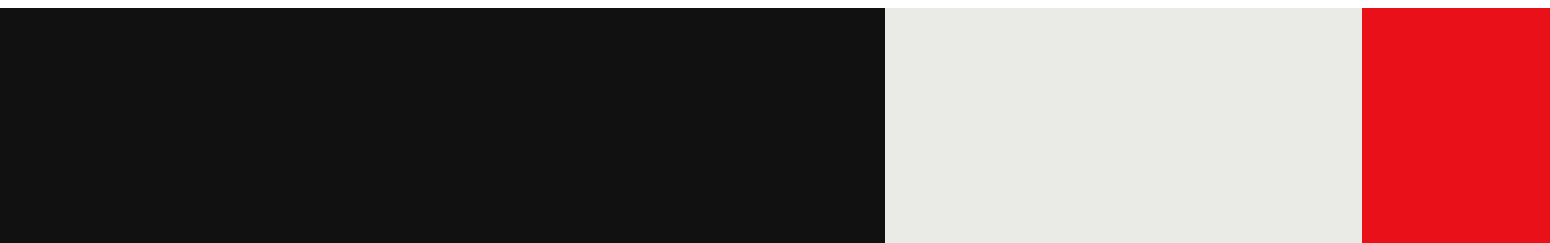
LTK wants a bigger piece of the social commerce pie

Article



The news: Influencer shopping platform **LTK** is adding native checkout to make it easier for users to shop, per a company release.

How it works: As with social platforms, LTK doesn't hold any inventory itself. Instead, while shoppers can complete their orders without leaving the app, the brand or retailer is responsible for fulfilling the order.



- Influencers make commission on sales based on existing agreements with their retail partners.
- LTK makes money via transaction fees associated with sales made throughout the platform.

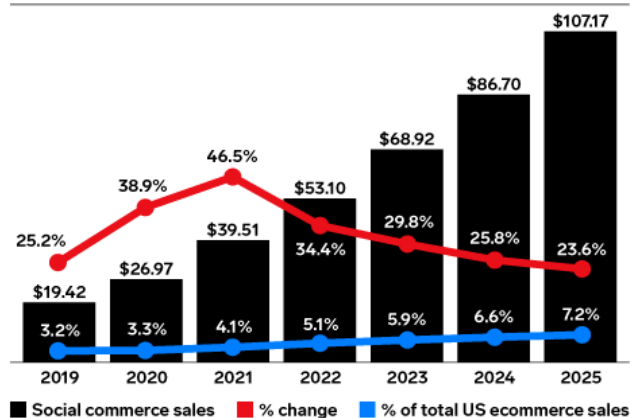
Swimming against the tide: LTK’s decision to go deeper into social commerce comes as **Meta** and **TikTok** pull back on some of their shopping initiatives.

- **Instagram** is [testing the removal of its “Shop” tab](#) as it moves away from in-app shopping and refocuses on its advertising business.
- **TikTok** and **Facebook** have pressed pause on livestream shopping amid tepid consumer response.
- But LTK co-founder and president **Amber Venz Box** told Bloomberg that in addition to being a feature users have asked for, in-app shopping makes it easier for content creators to measure attribution and demonstrate their value to brands.

Looking ahead: While social platforms’ commerce efforts have led to mixed results, it’s still a huge revenue opportunity: **We expect [US social commerce sales](#) to grow 34.4% this year, to \$53.1 billion.** That growth will come not just from an influx of new shoppers, but also from existing shoppers spending more.

Go further: [Check out our latest Social Commerce Forecast.](#)

US Retail Social Commerce Sales, 2019-2025
billions, % change, and % of total US ecommerce sales



Note: includes products or services ordered via social networks and messaging apps, such as Facebook, Instagram, Pinterest, WeChat, Line, VK, and others, regardless of the method of payment or fulfillment; excludes travel and event tickets, tips, subscriptions, payments, such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, July 2022

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