

# Podcast | The Evolution of Social Commerce

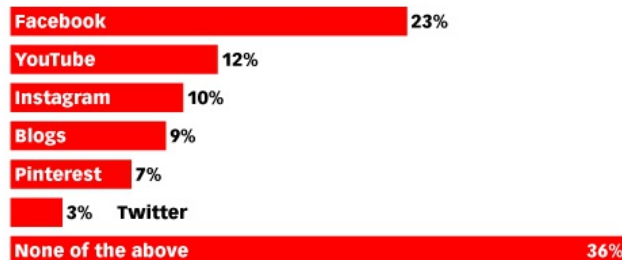
**AUDIO** | **MARCH 07, 2019**

## eMarketer Editors

In the latest episode of "Behind the Numbers," we're talking social commerce with Curalate CEO Apu Gupta. Why did social commerce fail to catch fire in its early years, and why is it different now?

### Which Digital Channel Has the Most Influence on US Internet Users' Decision to Complete a Purchase?

% of respondents, Oct 2018



Note: ages 18+

Source: Collective Bias data provided to eMarketer, Feb 18, 2019

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