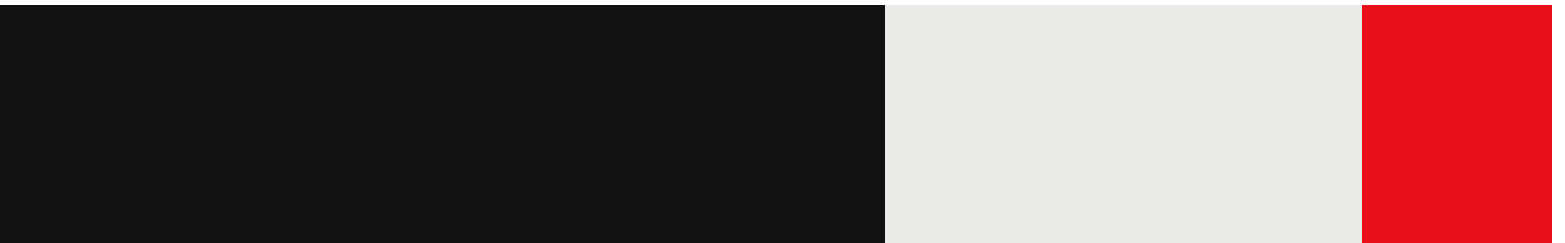


# The Daily: Snapchat's sales slump, how to engage Gen Z on social media, and TikTok games

Audio



On today's episode, we discuss what to make of Snapchat's Q2 sales slump, what the No. 1 challenge facing the company is, and how Snapchat+ will fair. "In Other News," we talk about

how to best interact with Gen Zers on social media and the significance of TikTok testing games in the app. Tune in to the discussion with our analyst Jasmine Enberg.



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