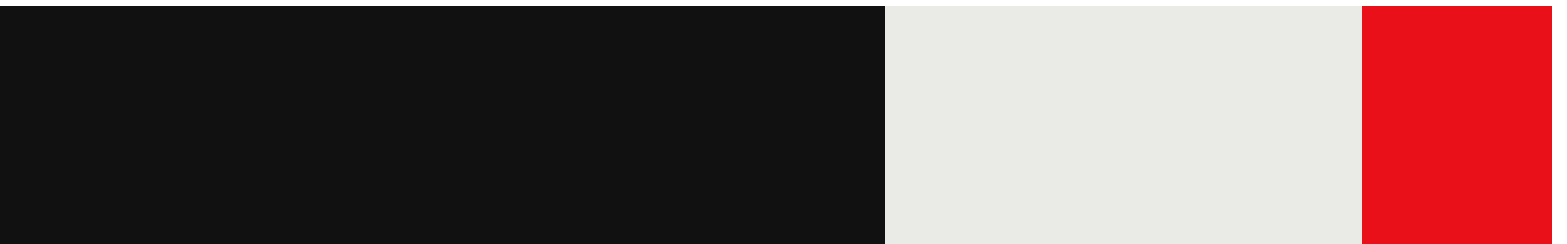


Where social media is taking AR, LinkedIn shuts down Stories, and authentic social commerce

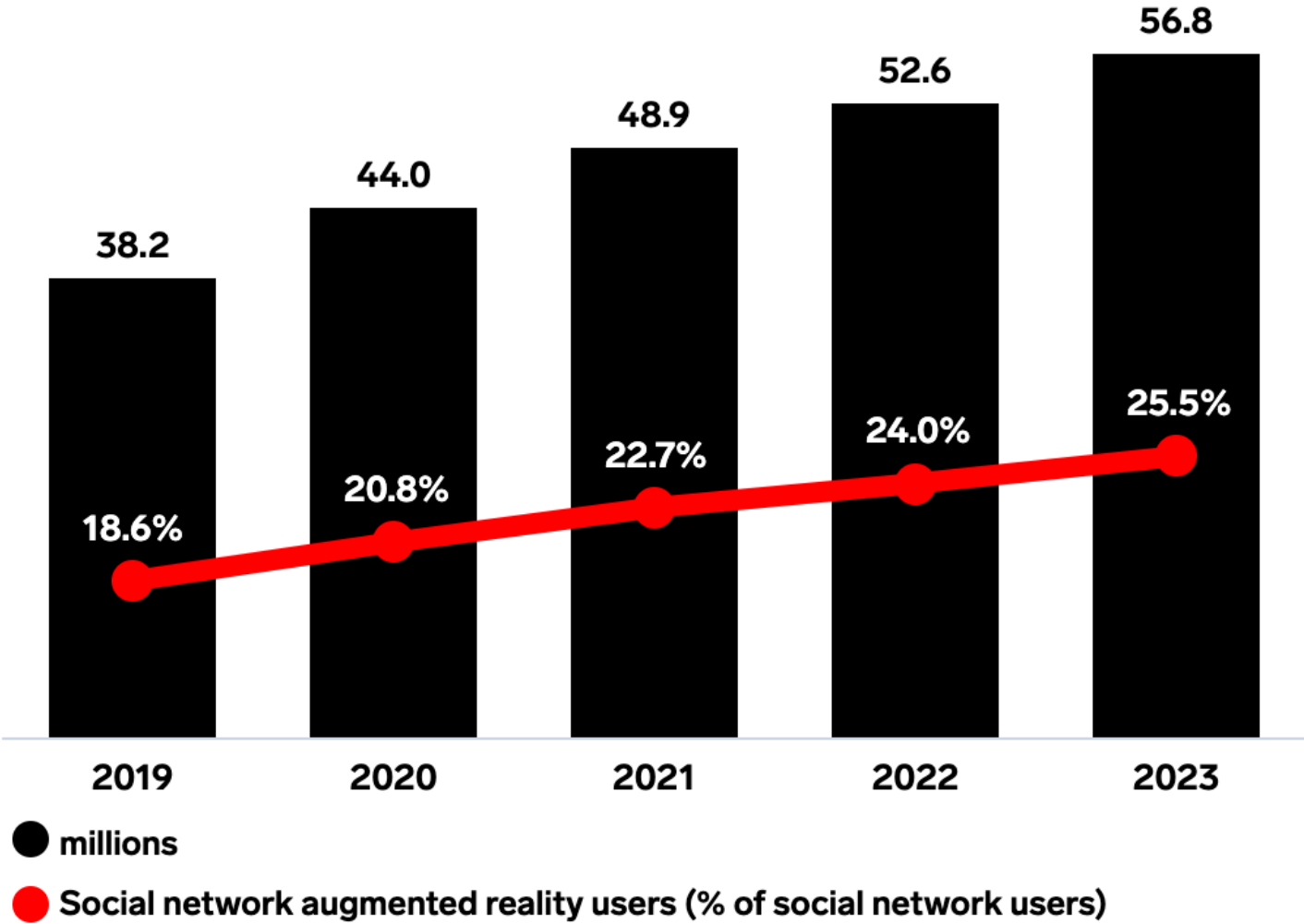
Audio



On today's episode, we discuss where augmented reality (AR) lands on the gimmick to utility scale, what AR looks like beyond fashion and beauty, and what the Carolina Panthers' new mixed-reality mascot might mean for marketers. We then talk about what authentic social commerce really means, why Stories never worked out for LinkedIn, and what we expect the reaction to Twitter's Super Follows will be. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Jasmine Enberg.

Social Network Augmented Reality Users

US, 2019-2023



Source: eMarketer, February 2021

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