

The Daily: Social commerce pivots, YouTube Shorts money hose, and can TikTok remain fun?

Audio



On today's episode, we discuss how social commerce is evolving, how many Americans buy things on social platforms, and the importance of native checkout. "In Other News," we talk about the significance of YouTube turning on the money hose for Shorts and how long TikTok can preserve its image as a fun app. Tune in to the discussion with our analyst Jasmine Enberg.



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