

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

Audio



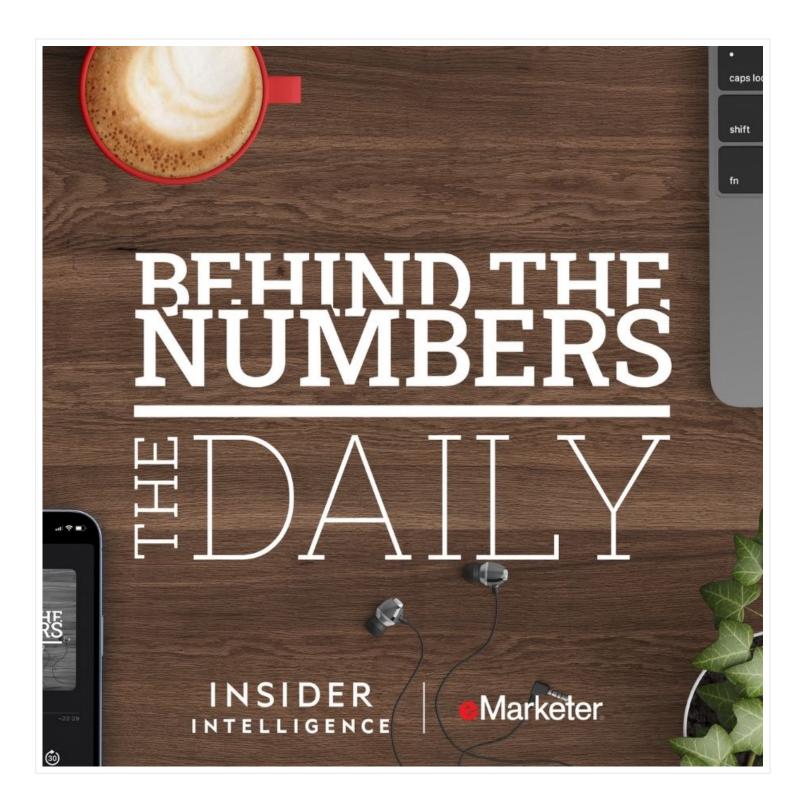






Copyright $\ensuremath{\mathbb{C}}$ 2022, Insider Intelligence Inc. All rights reserved.

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.



Subscribe to the "Behind the Numbers" podcast on Apple Podcasts, Spotify, Pandora, Stitcher, Podbean or wherever you listen to podcasts.

Neustar, Inc., a TransUnion company, is a leader in identity resolution providing data and technology that enables trusted connections between companies and people. Neustar offers industry-leading solutions in marketing, risk and communications that responsibly connect data on people, devices and locations, through billions of transactions.



