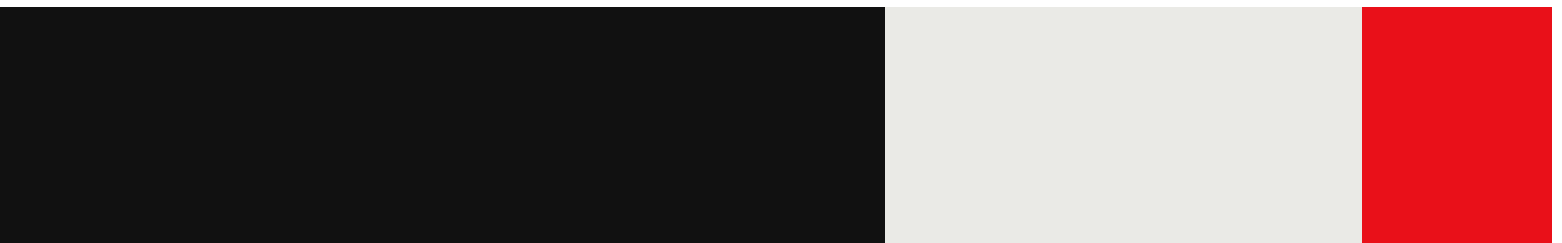


Where advertisers stand on TikTok, Facebook's 'meaningful pivot,' and Reels on the blue app

Audio



On today's episode, we discuss whether TikTok is actually a top choice for social advertisers, how it compares with other ad channels, and what to make of the companies current

shopping efforts. We then talk about Facebook's "meaningful pivot" around its ad business, the latest Federal Trade Commission suit against the social giant, and whether Reels on the blue app has potential. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Debra Aho Williamson.

Have US Internet Users Ever Purchased a Product They Have Seen on TikTok?			
% of respondents in each group, Sep 2020			
	Yes, on multiple occasions	Yes, once	No
16-21	8.0%	20.2%	71.8%
22-34	7.9%	10.2%	81.9%
35-54	3.9%	3.5%	92.6%
55+	0.2%	0.3%	99.5%
Total	4.2%	5.9%	89.9%
Note: numbers may not add up to 100% due to rounding			
Source: 5W Public Relations (5WPR), "2021 Consumer Culture Report" conducted by Censuswide, Jan 12, 2021			
263169	eMarketer insiderintelligence.com		

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