

Snapchat and Twitter's Q4, pivoting toward professional content, and mid-roll ads in Snapchat Stories

Audio



On today's episode, we discuss the main takeaways from Snapchat and Twitter's Q4 performance. Then for "In Other News," we talk about why social platforms are pivoting toward more professionally created content and the significance of Snapchat testing mid-roll ads within Stories. Tune in to the discussion with our analyst Jasmine Enberg.

Average Time Spent per Day by US Adult Users on Leading Social Media Networks, 2022

minutes



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop
Source: Insider Intelligence, Feb 2022

272406 eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

MNTN Performance TV transforms streaming television advertising into a scalable performance channel. Combine the power and prestige of TV, with the precise targeting and measurement of a digital ad channel.

Get started today.