

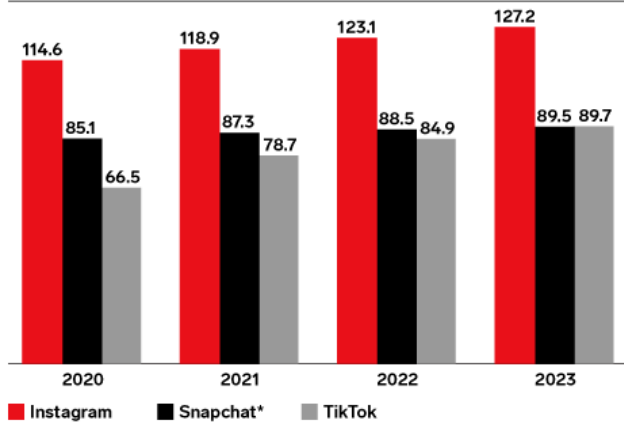
Snapchat hits the gas, Gen X on social media, and Gen Z's relationship with influencers

Audio

On today's episode, we discuss Snapchat's Q2 performance, which features are standing out, and what we expect in Q3 and Q4. We then talk about some recent Snapchat augmented

reality partnerships, Gen X's level of adoption across social media, and which platforms Gen Z folks think have the most genuine influencers. Tune in to the discussion with eMarketer forecasting analyst at Insider Intelligence Nazmul Islam.

US Instagram, Snapchat*, and TikTok Users, 2020-2023
millions



Note: users of any age who access their account at least once per month; *mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month
Source: eMarketer, May 2021

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