

Analyzing Twitter's Q3 Earnings, a TikTok and Shopify Deal, and Whether Social Audio Has a Future

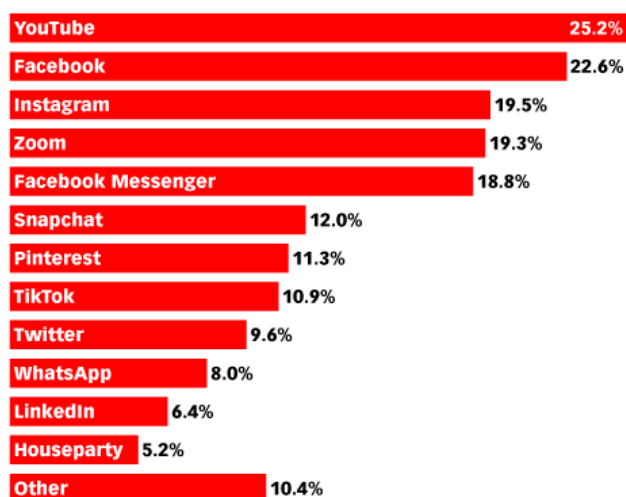
AUDIO |

Debra Aho Williamson, Blake Droesch and Eric Haggstrom

eMarketer principal analyst Debra Aho Williamson, junior analyst Blake Droesch, and forecasting analyst at Insider Intelligence Eric Haggstrom discuss how Twitter's Q3 earnings should be evaluated. They then talk about whether social audio will be the next big thing, TikTok's new partnership with Shopify, and if 2020 has been the year of live shopping.

Coronavirus Impact: US Adults Who Have Significantly Increased* Their Usage of Social Media, by Platform, May 2020

% of respondents



Note: *compared with last month

Source: Kantar, "COVID-19 Barometer Wave 4," May 18, 2020

255745

www.eMarketer.com

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

Meeting the expectations of today's consumer means you have to deliver memorable digital experiences. Sitecore empowers more than 5,000 brands to create personalized content that shows you understand your customers' needs. Explore our resources and learn how to make digital your difference through customer connections that power your business. [Find out more.](#)