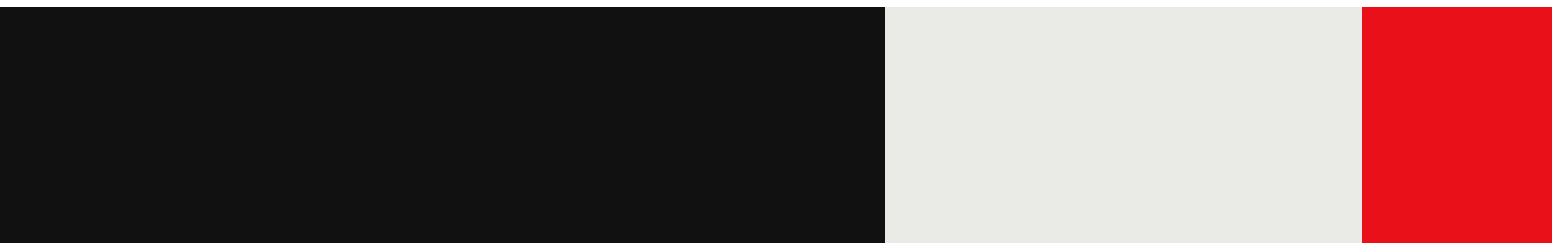


# Important social advertising trends, nano-influencers, and social media video statistics

Audio

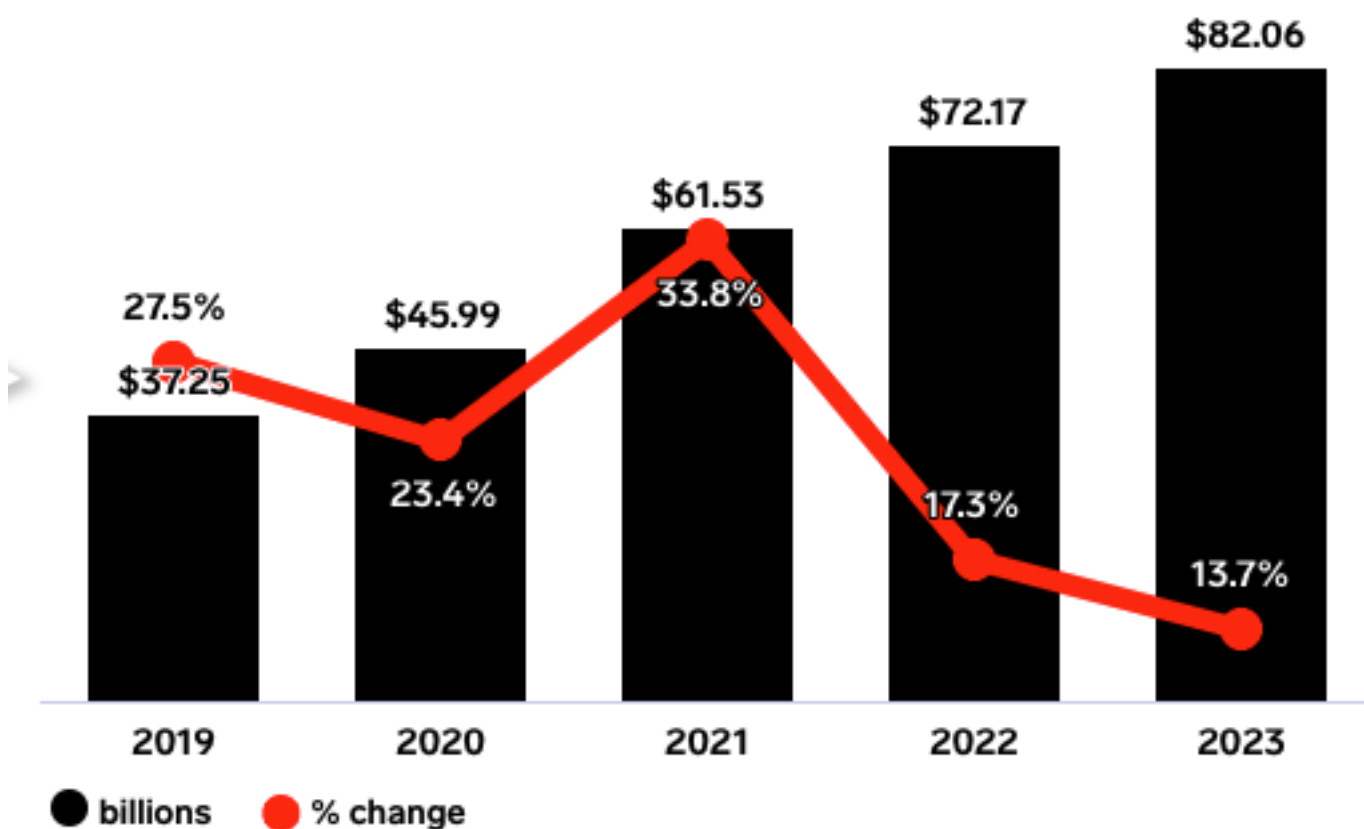


On today's episode, we discuss the opportunities and challenges within social advertising and how automation will play its part. We then talk about what to expect from micro- and nano-

influencers in 2022 and what the most interesting social media video statistics are. Tune in to the discussion with global director of marketing at Smartly.io Riikka Söderlund and eMarketer principal analyst at Insider Intelligence Debra Aho Williamson.

## Social Network Ad Spending

US, 2019-2023



Source: eMarketer, October 2021 (see below for notes and methodologies).

eMarketer | InsiderIntelligence.com

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