

Snapchat's Q1, how social media behaviors evolved, and Facebook's new ad offerings

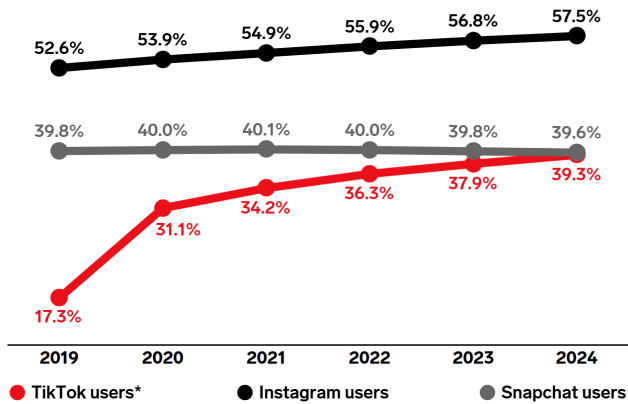
Audio

On today's episode, we discuss the highlights from Snapchat's user growth and revenue picture in Q1. We then talk about Snapchat integrating a fashion recommendation company

into its app, how social media behaviors have evolved because of the pandemic, and Facebook's latest ad offerings. Tune in to the discussion with eMarketer principal analyst Debra Aho Williamson and forecasting analyst at Insider Intelligence Nazmul Islam.

Instagram, Snapchat, and TikTok User Penetration in the US, 2019-2024

% of social network users



Note: mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month, and internet users of any age who access their TikTok or Instagram account via any device at least once per month;

*Aug 2020 forecast

Source: eMarketer, October 2020

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