

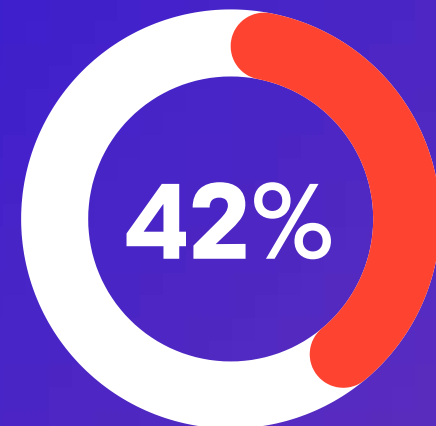
CONNECT:COLLAB:CREATE

upfluence

KEY LEARNINGS ON SOCIAL COMMERCE AT A GLANCE.

SEAMLESS SOCIAL COMMERCE

IS THE FUTURE.



Look for product
information on social
media.

Source: Global Web Index

LEVERAGE YOUR DATA

FOR IMPACTFUL MARKETING.



Google plans to phase out
third-party cookies by
2023.

Source: Google

REPURPOSE INFLUENCER CONTENT

FOR BETTER PAID ADS.



Paid social media ads with
IGC have a 5x higher
click-through rate.

Source: Salesforce

TAILOR CAMPAIGN STRATEGIES

TO MEET YOUR GOALS.



Two-thirds of marketers
measure ROI of influencer
campaigns.

Source: Influencer Marketing Hub

WATCH THE FULL EVENT