

2022

# Social Commerce Report

**Accept No Limits.**

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## Letter from Diana Gordon



Welcome, and thank you for your interest in 3Q Digital's 2022 Social Commerce Report! This report outlines the findings of a survey of 400 marketing leaders across several different industries. In commissioning this study, we set out to better understand the beliefs and motivations behind a brand's decision to include social commerce as part of their overall marketing mix.

What we discovered in some cases validated our initial assumptions regarding the space. For instance, we confirmed that the majority of respondents still have social commerce activity sitting exclusively within an eCommerce "center of excellence." This confirms our hypothesis that internal organizational silos still prevail, even 18 months into the pandemic.

On the other hand, we saw some results that surprised even us. For example, while the majority of brands were investing in social commerce through Facebook-owned properties, other platforms like Snapchat were said to have better success at achieving overarching marketing objectives. Across the board, all respondents (regardless of industry) stated that social commerce would continue to grow in importance, as will investment in subsequent quarters.

We expect investments in social commerce to increase in coming years. As such, there will likely be a continued emergence of new platforms (such as Amazon Live), new capabilities like Facebook Shops, and new tech and service solutions geared toward helping brands maximize their return on investments in this space. We are certainly excited for the future of social commerce moving forward, and will continue to keep a very close eye on how brands can best leverage it to improve their growth marketing efforts.

*Diana Gordon*

**Diana Gordon**

*VP, eCommerce & Marketplace Strategy*

