



74%
OF PEOPLE
FOLLOW
BRANDS ON
SOCIAL MEDIA

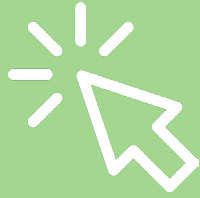
96%
INTERACT WITH
BRANDS
THEY FOLLOW



67%
MADE A
PURCHASE
AFTER SEEING
SOCIAL MEDIA AD



41%
BRANDS USE
INSTAGRAM
SHOPPABLE
CONTENT OPTION



50% BRANDS
USE FACEBOOK
SHOP NOW BUTTON AS
LINK TO BRAND SITE



1 IN 2 SHOPPER
BUY **NARTD**
ONLY IN STORE