



# Commerce Without Limits: Sell Where Your Customers Shop





# Engage New Consumers Where they Scroll with Social Commerce

Fueled by shifting consumer behavior and platform innovation, global social commerce is expected to reach \$1.2 trillion by 2025, representing approximately 17% of all online commerce spend. Globally, the commerce channel is expected to more than double from \$570 billion in 2023 to over \$1 trillion by 2028 (emarketer, Business Insider).

44% of GenX TikTok users say that the platform helps them discover new things (source: TikTok ads business insights).

Platforms like TikTok, Instagram, Facebook, and Pinterest are evolving from content hubs into transactional ecosystems. With features like shoppable posts, live-streamed product drops, and in-app checkout, these platforms are turning engagement into conversion - often without the user ever leaving the app. Critically through social commerce, the way consumers discover, engage with, and buy from brands is creating blurred lines between content and commerce:



Global social commerce is expected to reach

**\$1.2t**

by 2025



TikTok and Instagram Live are blending entertainment with shopping and making real-time shopping events mainstream, especially with Gen Z and Millennials. These experiences drive urgency and emotional connection and in turn, increase conversion rates.



Creators are becoming the new storefronts. One study found that 82% of consumers trust influencers more than traditional ads, and partnerships with micro and nano influencers are delivering high ROI in niche communities (Collab-Go.com).



Social platforms are using AI to recommend products based on user behavior, increasing discovery and relevance, especially in fashion, beauty, and lifestyle categories.



With Meta and TikTok rolling out native checkout capabilities, the full purchase journey, from discovery to payment, happens in one place, significantly reducing friction in the buying journey and increasing conversion.



THG Commerce is a TikTok Shop Partner meaning that we are an officially recognized agency by TikTok for both our TikTok Shop services as well as a recommended partner for our supporting marketing and influencer services. Collaborating with a partner who provides a breadth of services to support your TikTok Shop strategy is essential as success typically relies on a multi-tiered approach:

- 1 Create engaging and viral content.
- 2 Leverage Influencer partnerships.
- 3 Utilize live shopping and promotions.
- 4 Engage your audience and foster community.

Lookfantastic is an example of a brand who has successfully implemented a 360 TikTok strategy to drive awareness and demand for their 2024 Christmas advent calendar to drive purchase intent in the lead up to the product's release. As a result:

759

videos were created by these influencers

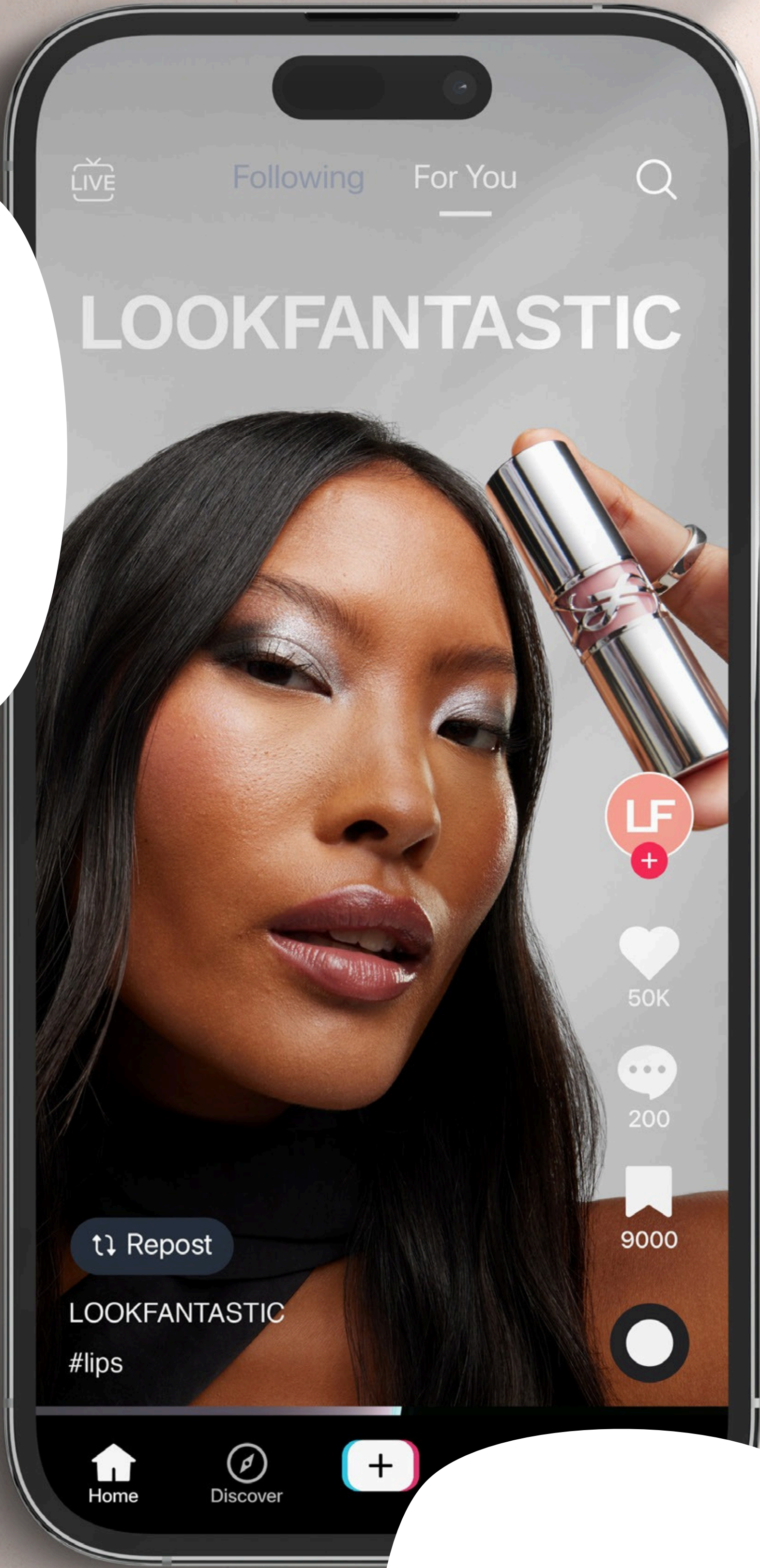
177

influencers were utilized

Delivering >

550,000

views



Product =

Sold Out





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THG Commerce Whitepaper