Infographic Shows $1.8bn Generated Last Year By Social Commerce

Contributed by Levelwing
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Digital marketing agency, Levelwing, have produced the infographic below illustrating the impact of social on commerce. Their research, taken from a number of sources (supplied) suggests that $1.8billion (20% of all online purchases) was generated from social commerce last year. The infographic gives a more detailed asessment of their findings, and also includes predicitions as to the future of social commerce and the propensity for sharing online purchases online.