

## SOCIAL INSIGHTS

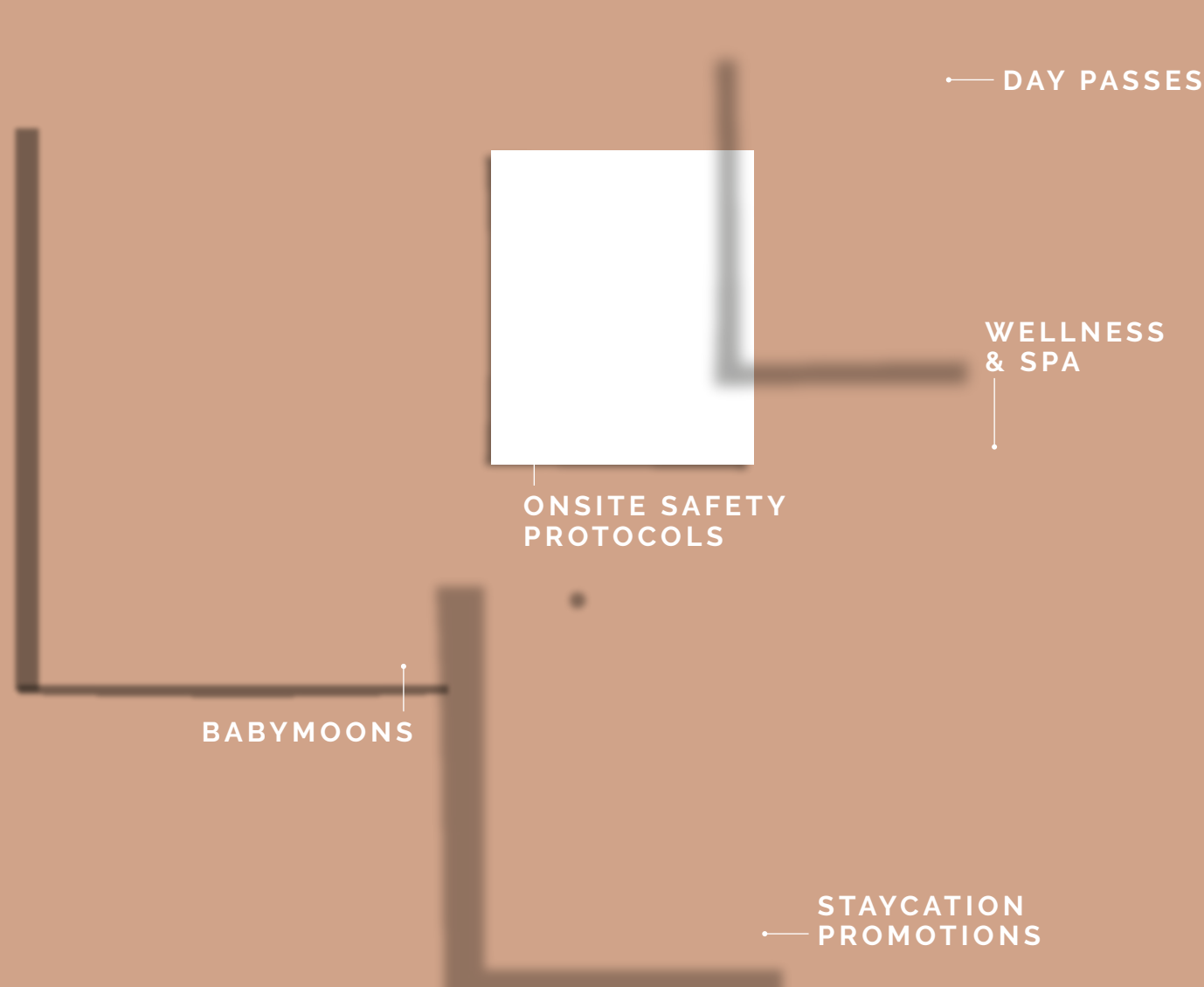
MAY 2021

AVERAGE TIME SPENT SCROLLING (PER DAY)

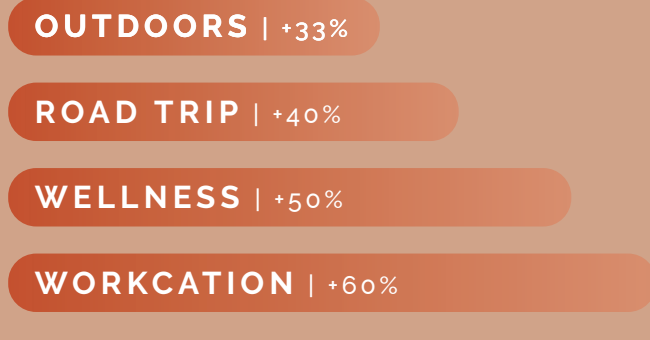


BCV INSIGHTS

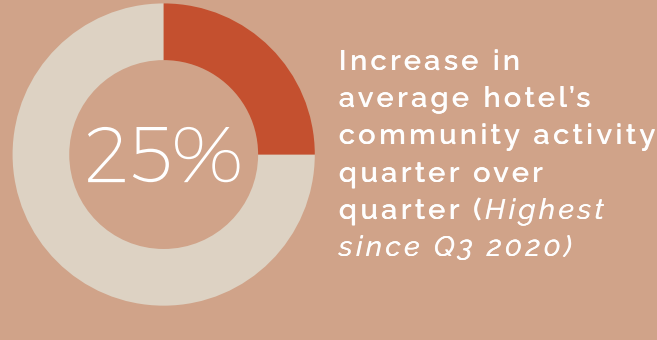
## TOP COMMUNITY TOPICS



## TRENDING KEYWORDS



## INCREASED INTEREST



## TOP REVENUE-DRIVING AD PLACEMENTS

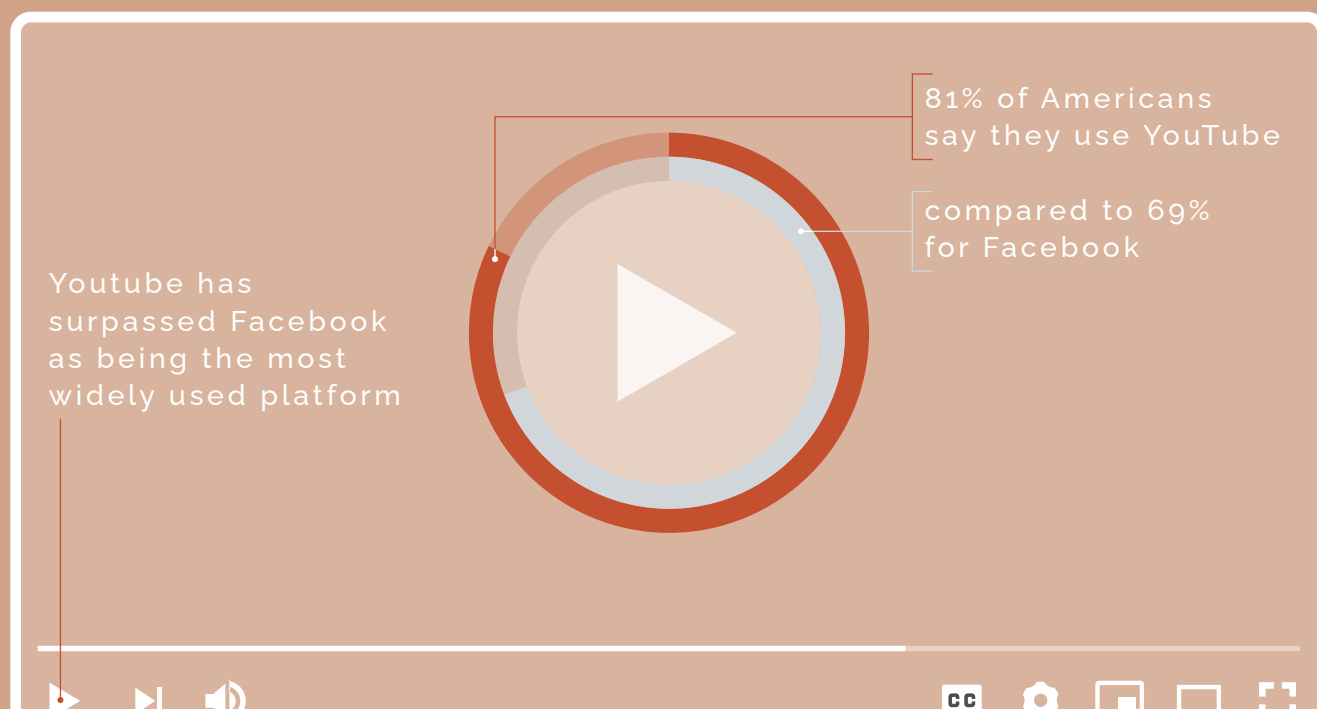


## KEY REVENUE TAKEAWAYS



PLATFORM HIGHLIGHTS

## YOUTUBE



## INSTAGRAM

INSTAGRAM ADDS A CAPTIONS STICKER FEATURE FOR STORIES.

IMPROVING MESSAGING TO THOSE WHO CONSUME VIDEO WITHOUT SOUND.

WHAT WE'RE WATCHING



## EMERGING AUDIO FEATURES

With the rising popularity of Clubhouse, leading platforms are rolling out competitive products including Facebook's Soundbites and Twitter's Spaces

## TRENDING TOKENS

NFTs (Non-Fungible Tokens), or ownable digital assets, are trending big in some industries



## SHOPPING STAYS SOCIAL

- 40% more consumers have made purchases due to social media advertising YoY
- 24% of Americans will continue using social media as their primary marketplace

CHI

MIA

LDN

DXB

DEL

STAY CONNECTED



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