

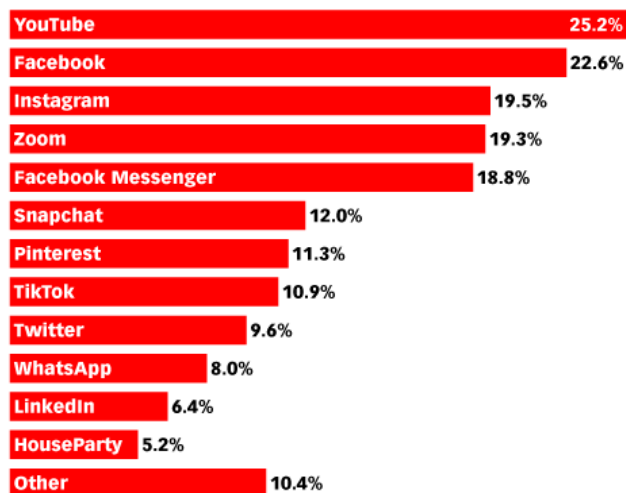
Twitter's Not-So Monetizable DAUs and a Look at Snapchat's Q2

AUDIO |

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and senior analyst at Insider Intelligence Jasmine Enberg discuss the implications of Twitter's and Snapchat's Q2 earnings. They then talk about what types of social media content are most influential, Instagram's new "Shop" page and what the return of video app Zynn means.

Coronavirus Impact: Types of Social Media of Which US Adults Significantly Increased Usage*, May 2020 % of respondents



Note: *compared to last month
Source: Kantar, "COVID-19 Barometer Wave 4," May 18, 2020

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