

Don't Forget About Snapchat

AUDIO |

Blake Droesch and Debra Aho Williamson

eMarketer principal analyst Debra Aho Williamson and junior analyst at Insider Intelligence Blake Droesch discuss Snapchat's surprising Q3 earnings. They then talk about the current TikTok debacle, how Facebook is monetizing WhatsApp, and the development of Facebook Gaming.

US Teens' Favorite Social Media Platform, Fall 2017-Fall 2020

% of respondents

	Fall 2017	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020
Snapchat	47%	45%	46%	41%	44%	36%	34%
Instagram	24%	26%	32%	35%	35%	31%	25%
TikTok	-	-	-	-	-	13%	29%
Facebook	9%	8%	5%	6%	3%	4%	2%
Twitter	7%	9%	6%	6%	3%	4%	3%
Discord	-	-	-	2%	2%	2%	3%

Note: excludes "other" responses

Source: Piper Sandler, "Taking Stock with Teens: Fall 2020," Oct 6, 2020

259637

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Meeting the expectations of today's consumer means you have to deliver memorable digital experiences. Sitecore empowers more than 5,000 brands to create personalized content that shows you understand your customers' needs. Explore our resources and learn how to make digital your difference through customer connections that power your business. [Find out more.](#)

