Optimizing the social commerce experience

	Immature shoppers: Little-to-no social commerce shopping	Evolving shoppers: Occasionally social commerce shopping with increasing comfort	Mature shoppers: Frequently use social commerce shopping
Objective	Permission to play	Permission to compete	Permission to win
Strategy	Build trust	Improve experience	Increase customer confidence & LTV
Platform Investment Focus	Basic commerce capabilities	Social capabilities	Commerce + social capabilities
Brand Investment Focus	Authentic experiences	Engaging experiences	Differentiated experiences

Level of social commerce adoption

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