**Here's How Brands Should Tap Twitch Livestreaming**

The Amazon-owned Twitch livestreaming platform has amassed an active user base of 140 million individuals with a penchant for visual content and community interactions, Emily Heaslip writes. Heaslip highlights platform marketing opportunities such as branded content experiences, influencer efforts and pre-roll ads and offers brand examples such as Wendy's in-game freezer destroying campaign, which yielded 1.5 million views and boosted social media mentions by nearly 120%.

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[*https://www.uschamber.com/co/grow/marketing/twitch-for-business*](https://www.uschamber.com/co/grow/marketing/twitch-for-business)