**Social Media Spending Continues Rapid Growth in Q4**

North American marketers boosted their fourth-quarter spending on social media advertising 92.3% year-over-year, reports Socialbakers. The addition of live shopping capabilities on platforms such as Facebook and TikTok helped show that livestreaming was a top priority, while influencer marketing dropped in Q4 by 17.6% compared to Q4 2019.

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[***https://www.marketingdive.com/news/social-ad-spend-surged-over-holidays-with-video-content-commanding-spotlig/593682/***](https://www.marketingdive.com/news/social-ad-spend-surged-over-holidays-with-video-content-commanding-spotlig/593682/)

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