

7

Naked Honey GIF  
Chick-Fil-A AR Timberland  
Apple ""

Facebook  
Facebook Facebook Facebook Facebook  
Instagram Snapchat Facebook —  
Canva

9

71%

57

30 50 Instagram "" —

2018 2023 85%

5

Shopify web optimization web optimization Google

7

LinkedIn — B2B 64% LinkedIn Ads B2B LinkedIn Ads —

- —

90% 75%

TechRepublic LinkedIn ""

Wood Facebook

2013 eleven LinkedIn 2014 LinkedIn LinkedIn "" LinkedIn API 2021 6 PrivacySharks 7  
LinkedIn LinkedIn