

25,000 in the Amazon Prime catalog.

Now I'm sure you can say you've seen a lot of them, but if you were to check, I'm sure you wouldn't have seen even 10% of them.

But, if we were to compare to TikTok, a single user posts about 20 videos per month, and with over 1.8 billion monthly active users... you do the math, that's a lot of videos. So in terms of a catalog, TikTok wins by a landslide.

Why am I telling you this?

Well, because TikTok seems to want to take Twitter's position as the leading social network of innovations and news.

And if you're wondering, YES, in your favorite newsletter you will find all the important news and updates from the week.

The new filter is more attractive than Brad Pitt

Nothing like a social media filter to remove blemishes, make you look flawless and add a little more of everything.

TikTok had this in mind when creating the new filter. It's so impressive, you may try it and think "Who is that person?"

The news isn't about filters in general, because there are now thousands on TikTok, but rather how it touches you up and turns you into an unrecognizable person. In fact, this filter uses an algorithm that adds makeup, smooths your skin and shapes your chin.

I present the "Bold Glamour" filter, its even in the largest newspapers about its true usefulness and if it should be legal...

Even TikToker Kelly Strauk weighs in. The debate is on, what do you think?



Podcasts land on YouTube

How many podcasts do you usually listen to a week? I juggle more than one.

Well, we have a new channel to listen to podcasts because it seems that YouTube has awoken from its lethargy and prepares its newest feature, "YouTube Podcasts". The goal? Here's two, in my opinion:

Continue to increase the variety of content on the platform and attract more users. Compete against other podcast platforms, such as Spotify and Apple Podcasts.

The novelty is that YouTube Music users will be able to listen to the podcast, even when your phone is locked. **FRIENDLY REMINDER:** This is only accessible for Premium accounts.

I personally like that YouTube is exploring this option free users, because the truth is if a creator upload a podcast, these users would only be able to listen to it while their phone is open.

Your own Spotify DJ

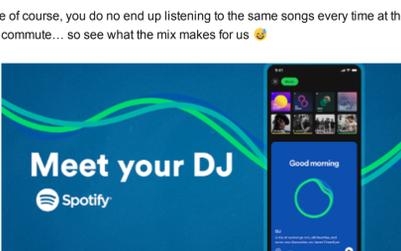
It was only a matter of time: artificial intelligence coming to social media.

One of the first to cave has been Spotify, which has announced the release of the "DJ" feature, an artificial-intelligence base that recommends songs based on your latest listens.

This is similar to YouTube recommendations that appear on the app or website.

The truth is that I haven't tried the "DJ" option, but I will need to give it a try...

Because of course, you do not end up listening to the same songs every time at the gym, on your commute... so see what the mix makes for us 🤖



TikTok: even faster

The idea that we live in a world of total immediacy is evident, although it seemed that networks like TikTok wanted to withstand this pull. Sure, until longer videos came along.

And, it is that many creators upload longer videos of more than a minute... But if they are not interested at first, users flee. **(SPOILER THOUGHT: I already have YouTube for this).**

So TikTok suggests a solution that everyone likes, at least the majority: give the option to increase the playback speed of these videos to 0.5x, 1x, 1.5x and 2x. This will help users move faster through videos, while creators maintain user retention by watching the video.

What's not clear to me is whether it will be useful to users for understanding the content well.

I am one of those who thinks that if you like a video, you stay until the end to watch it, regardless of how long it lasts. And therein lies the truth charm: The value the content provides.



The Postman Always Calls Twice... to WhatsApp

If you use WhatsApp as a sales channel, you're in luck.

WhatsApp is preparing the ground for the arrival of the Newsletter feature. There is currently no release date, but it is in the development phase.

This will be an excellent communication channel between clients, brands and interested users.

Of course, here it will be more important than ever to add value to your messages. Keep in mind that WhatsApp is more accessible than email and if you're a WhatsApp user, you probably use it more than the mail app daily.

While we wait to know more about this new email marketing tool, what do you expect from it?

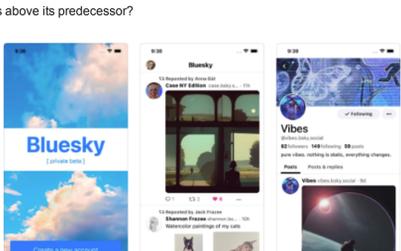
Twitter

Ever since Elon Musk acquired Twitter, many ventured to claim that the end of the social network was near... and they were then looking for a new shelter to claim as their new "Twitter".

Well, perhaps the answer is closer than you think. Jack Dorsey, the former Twitter CEO, has release his own social network to the App Store.

Bluesky, as he has named it, is similar to Twitter. Although, it is the user who chooses his own recommendation algorithm: you know, how social networks decide which content to show a user.

As it begins to develop, Bluesky is practically a carbon copy of Twitter... will it reach success above its predecessor?



Stickers for all TikTok versions

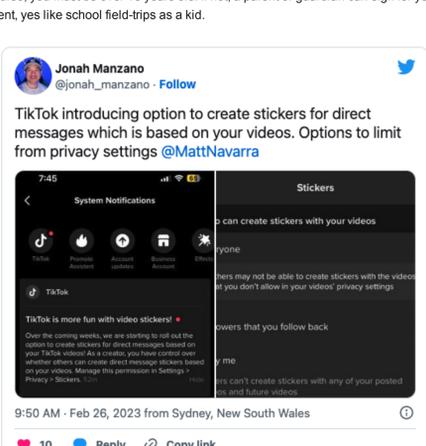
If you are not on social media, it seems that you are not anywhere, and if you don't respond with stickers, it's like you're not fully responding, right?

On iMessage they are great. (Trust me, I know people who only text with stickers, and if you didn't know, it's you 😊).

And now they have arrived to TikTok: where you can create your own stickers to use in TikTok DMs.

This is a fun way to communicate with your community or other creators.

Of course, you must be over 18 years old. If not, a parent or guardian can sign for your consent, yes like school field-trips as a kid.



I already told you, TikTok has put on their boots this week which shows that they don't want to be barefoot in the grass.

What do you think of this week's news? I hope you didn't choke on the appetizer...

We will see you next week Metricool, with more news of the week.

A big hug,

Carlos from Metricool.

P.S.: Don't close the newsletter just yet, Psssss I will tell you the secret and scoop quietly, on March 6, we launch the 2023 TikTok Study. Pay attention to our social media and blog for more information. 📧

I didn't tell you anything.

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