

TRACTION

Meaning: Traction refers to the gaining of support, popularity, or momentum for a concept, strategy, or business in a particular market or among a specific audience.

1. The new marketing strategy gained traction quickly among young consumers.
2. After several months of development, the startup finally found traction in the competitive market.
3. To improve traction on the icy roads, the driver switched to winter tires.
4. The athlete's innovative training methods have helped him gain traction in the sports community.
5. The project lost traction due to a lack of funding and resources.

Source: sentences.whatistheurl.com

<https://sentences.whatistheurl.com/sentence/traction>