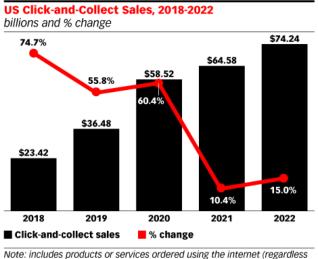


## Free Shipping, Drones, and **Click and Collect, Oh My!**

## **AUDIO**

## Andrew Lipsman and Cindy Liu

eMarketer principal analyst Andrew Lipsman and senior forecasting analyst at Insider Intelligence Cindy Liu speak about innovations in ecommerce and how technology is creating a frictionless experience for online shoppers. They discuss the jump from fast to free shipping, what drone deliveries could potentially look like, and dive into the many facets of click and collect. They also explain the downsides of frictionless commerce and how businesses can overcome those hurdles.



Note: includes products or services ordered using the internet (regardless of payment method) for pickup in a store or a locker in a retail or pickup hub location; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales Source: eMarketer, May 2020 255407 www.eMarketer.com

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