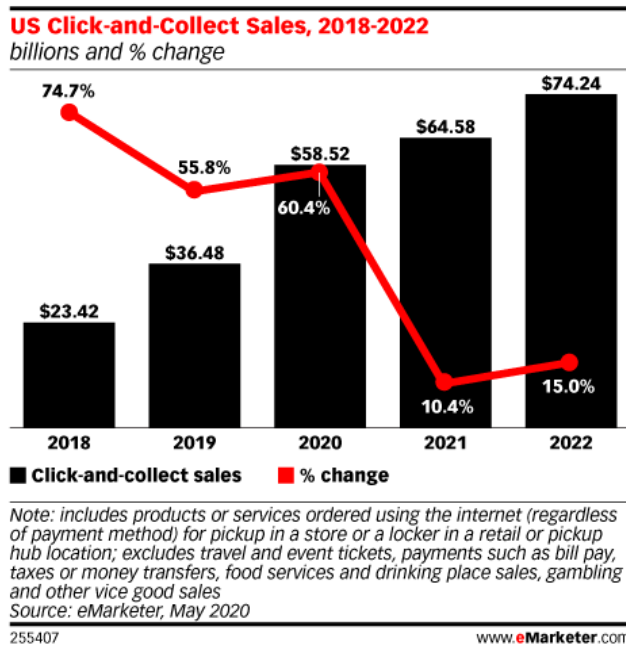


# Free Shipping, Drones, and Click and Collect, Oh My!

## 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.



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