

# Will Facebook Shops Be the New Digital Mall?

**AUDIO** |

## eMarketer Editors

Insider Intelligence junior analyst Blake Droesch, research analyst Daniel Keyes and principal analyst Andrew Lipsman discuss Facebook Shops and whether businesses and customers will want to use it. They then talk about the significance of Walmart shutting down Jet.com, whether polls will work on LinkedIn and what shoppers expect to do after shelter-in-place orders end.

### Benefits that Retailers in North America Most Associate with Social Commerce, Q4 2019

% of respondents



Source: Slickdeals, WBR Insights and eTail, "Embracing Social Commerce: Strategies, Successes, and Future Investments among Retailers," Jan 8, 2020

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