Launching ecommerce during the pandemic, the fitting-room dilemma, and rental services

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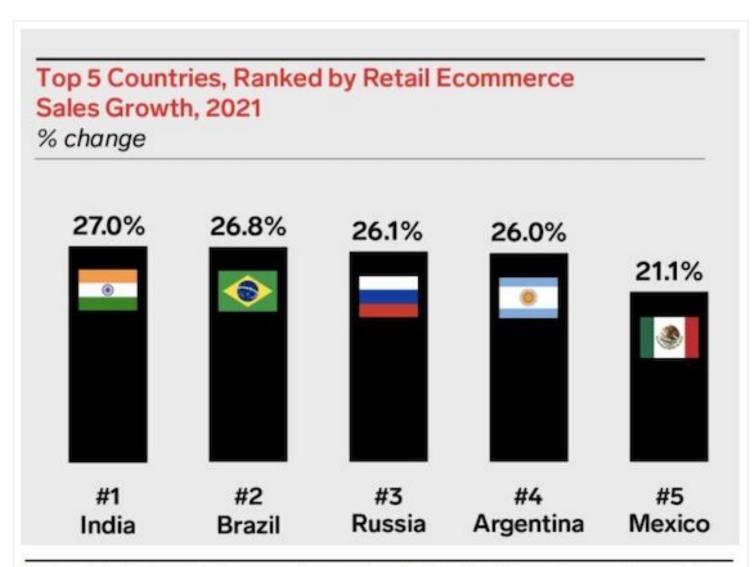


On today's episode, we discuss what it's like to launch an ecommerce business unit during the pandemic and how customers are changing. We then talk about livestream ecommerce's US





entry point, how to solve the fitting-room dilemma, and how seriously we should take retailer rental services. Tune in to the discussion with ecommerce general manager for the Americas region at Tekmovil Cristian Serrano and eMarketer senior analyst Matteo Ceurvels and analyst at Insider Intelligence Blake Droesch.



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling, and other vice goods sales Source: eMarketer, May 2021

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