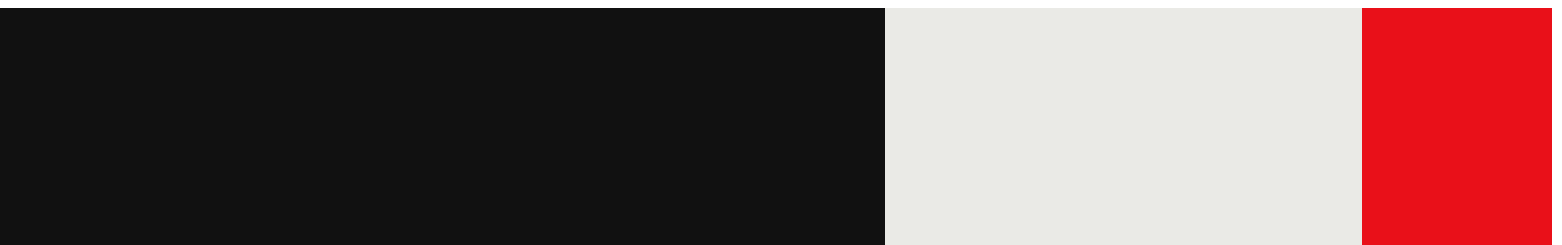


# How the delta variant is changing behavior, ads during tragedy, and events in limbo

Audio

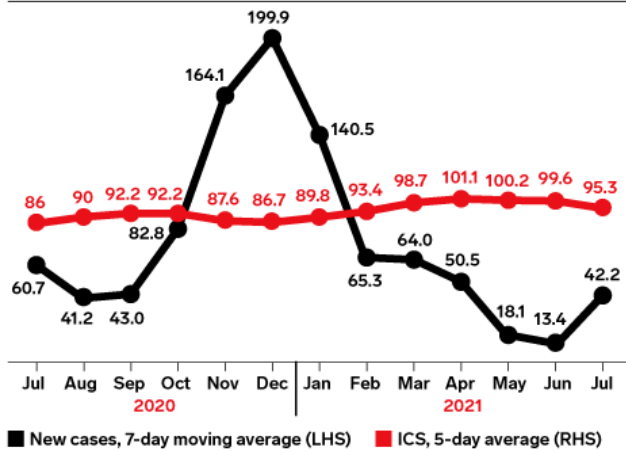


On today's episode, we discuss how the delta variant has affected people's comfort levels doing various activities, what customers want retailers to do in response, and what Americans

aren't willing to give up. We then talk about the COVID consumer trend most likely to stick, how brands advertise during tragedy, and what the short- (and long-) term future of events might be. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Jeremy Goldman.

#### Number of Coronavirus Cases vs. US Consumer Sentiment Index, July 28, 2020-July 25, 2021

thousands and scale of 0-200\*



Note: \*with 0=lowest confidence level and 200=highest confidence level  
Source: Morning Consult, July 28, 2021

268266 eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

**Drive business growth with VTEX Commerce Platform.**

We help companies in retail, manufacturing, wholesale, groceries, consumer packaged goods and other verticals to sell more, operate more efficiently, scale seamlessly and deliver remarkable customer experience. [Check out how Motorola, Stanley Black & Decker, L'Oréal and other brands are growing with us.](#)