

Amazon's Prime Focus: Deliver Things Faster

AUDIO | APRIL 30, 2019

eMarketer Editors

eMarketer principal analyst Andrew Lipsman discusses Amazon's new one-day delivery promise to US Prime members. How much will this move the needle? How are the company's financials? And what's the most significant move Amazon has made in the past six months? "Behind the Numbers" is sponsored by LinkedIn Marketing Solutions. Listen In.

What Do US Amazon Prime Members Like Most About Prime?

% of respondents, Feb 2019



Note: Amazon Prime members ages 18+ who have purchased a product on Amazon in the past 24 months
Source: Feedvisor, "The 2019 Amazon Consumer Behavior Report" conducted by Zogby Analytics, March 19, 2019

246119

www.eMarketer.com

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

