

# How Prime Day 2021 did, Shopify buys AR platform, and Facebook brings Shops to WhatsApp

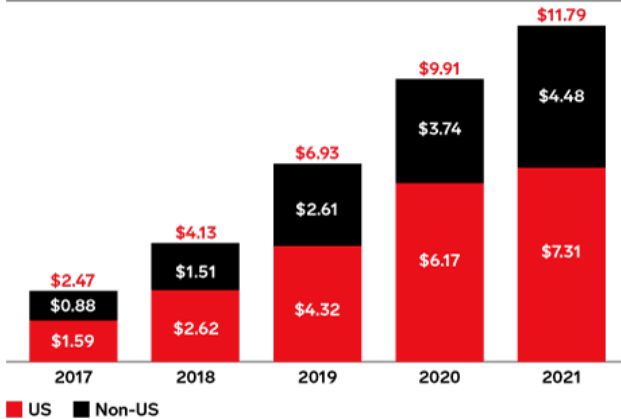
Audio



On today's episode, we discuss how Prime Day performed versus last year, what kind of a halo effect took place, and whether Amazon was able to capture the back-to-school spending. We then talk about augmented reality's ability to help shoppers, what WhatsApp Shops might look like, and how many folks said social media content resulted in them buying products. Tune in to the discussion with eMarketer analyst at Insider Intelligence Blake Droesch.

### US vs. Non-US Amazon Prime Day Retail Ecommerce Sales, 2017-2021

billions



Note: represents the gross value of products or services sold on Amazon.com or international Amazon platforms (browser or app) during the Amazon Prime Day sales event, regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales

Source: eMarketer, May 2021

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