

Making Sense of Amazon's Q1, Etsy's Surprise Pivot and Automating Brand Creative

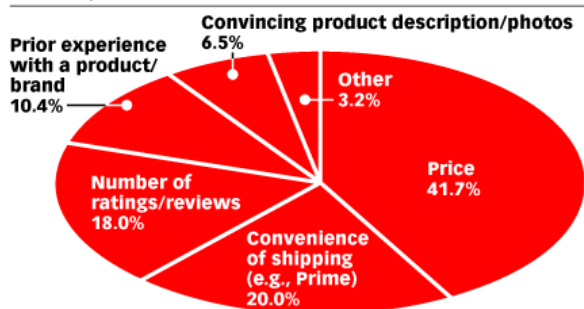
AUDIO |

eMarketer Editors

eMarketer principal analysts Andrew Lipsman and Nicole Perrin discuss what to make of Amazon's Q1 2020 earnings from a retail and advertising perspective. They then talk about Walmart's "Express Delivery," a new company that automates brand creative, Amazon using independent seller's data and why a senior executive stepping down is such a big deal.

Reasons that US Internet Users Purchase Products on Amazon, Feb 2020

% of respondents



Note: numbers may not add up to 100% due to rounding
Source: Tinuiti, "The 2020 Amazon Shopper Survey: How Shoppers Browse & Buy on Amazon" conducted by Survata, March 27, 2020

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