

# The Pandemic Effect on Business Metrics

## AUDIO |

**Nicole Perrin, Andrew Lipsman and Eric Haggstrom**

The pandemic has had all kinds of effects on consumers, and in turn, on how they interact with products and services. eMarketer principal analyst at Insider Intelligence Nicole Perrin speaks with fellow principal analyst Andrew Lipsman and forecasting analyst Eric Haggstrom about what happens when business metrics go haywire, including at Walmart, Nike, and Peloton. They also talk about Facebook's narrowing attribution window, Prime Day finally happening, and Samsung Ads' new self-serve demand-side platform option.

### Coronavirus Impact: Where Do US Internet Users Digitally Shop for Nonessential Items?

% of respondents, March 2020



Source: CGS, "2020 State of US eCommerce Consumer Survey" conducted by Dynata, April 9, 2020

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