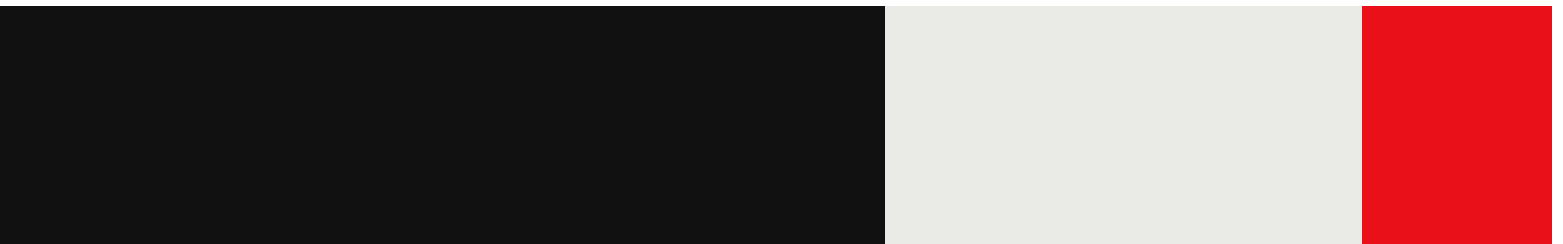


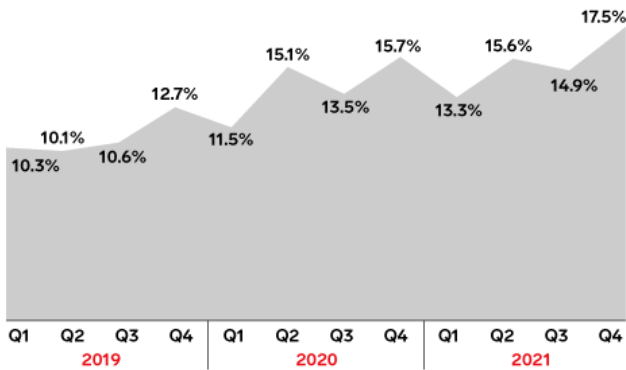
# The Weekly Listen: Digital habit myths, conversational commerce, and creator migration

Audio



On today's episode, we discuss which “digital habits” are just myths, whether travel has reached pre-pandemic levels, whether conversational commerce can take online shopping by storm, social audio getting some new big partners, which platforms creators want to create for, what it would look like if companies were mini countries, and more. Tune in to the discussion with eMarketer principal analyst Paul Verna, forecasting analyst Peter Vahle, and analyst at Insider Intelligence Blake Droesch.

**Retail Ecommerce Sales as a Percent of Total Retail Sales in the US, Q1 2019-Q4 2021**



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling, and other vice goods sales

Source: US Department of Commerce, Q4 2020; eMarketer, May 2021

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