

WEBINAR

Creating a game plan for growth:

How to close the loop in
your ecommerce strategy

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→ 4 PM EST



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INTROS



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WHAT WE'LL COVER

- **What smart merchants are doing now** to capitalize on changing consumer behavior
- **The changes merchants are making to their storefronts** to make online shopping easier
- **Advertising strategies** that are winning right now
- **What data marketers can trust** to provide the best feedback loop
- **The KPIs merchants can look at** to identify their best opportunities for growth

- **Quick temperature check - how are merchants feeling right now?**
- **What are merchants doing right now to capitalize on changing behavior and prepare for the future?**
- **What changes are merchants making to their online shopping experiences?**
- **What advertising strategies are winning right now?**
- **How should brands be balancing acquisition and retention right now?**
- **What data can marketers trust right now? What's here to stay vs. just a passing trend?**
- **What indicators can merchants look at to identify their low-hanging fruit opportunities for growth?**

QUESTIONS?



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