

Fireside Chat | [E-Commerce] Leverage Data and Insights in E-Commerce for Brands to Effectively Grow Revenue



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1. Stories of brands building e-commerce & online marketplace ecosystem

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2. How to engage with new generation shoppers

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3. How to build /leverage first party data around customer

HONG KONG ◆ 6 JULY ◆ #THEMARTECHSUMMIT

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Key Takeaways

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Q&A



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