

Fireside Chat | **[MarTech for E-Commerce]**

Leveraging MarTech in E-Commerce for Brands to Drive Revenue



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Worldwide E-commerce sales reached \$1.08875 trillion in 2012 according to various online sources, including Statista and Martech.org. Forbes projected that the number is expected to reach \$6.3 trillion in 2023.

What is the projected market size by 2026?

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Questions to Victoria

- **Are brands actually making money online?**
- **What are the common myths about ecommerce that still exist?**
- **Are there any ground rules for choosing a technology solution?**

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Questions to Andy

- **Leveraging MarTech in E-Commerce to drive revenue is our theme today. For companies leverage MarTech to drive D2C business? How do we measure the successes?**
- **For D2C E-Commerce, what are the key considerations in choosing the technology solutions and partners?**

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Key Takeaways

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Q&A



Scan here to submit your questions!