

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



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Poll Question

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Question 1

- How do brands leverage eCommerce to attract customers?

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Question 2

- **What kinds of data points are organisations using to build customer experience and lead to revenue?**

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Question 3

- **The future ecommerce evolution and trends for brands**

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Key Takeaways

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Q&A