



Panel Discussion | **[E-commerce]** Adapting to the Future of Online Shopping

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What's your biggest challenge in e-commerce today?

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Question 1

How has the role of the physical store changed in your category in the e-commerce era?



Q&A

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Question 2

How are you creating a seamless online + offline customer journey?



Q&A

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Question 3

How do you scale during demand peaks like holidays, sales campaigns, or viral moments?



Q&A

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Question 4

How do you leverage data to respond to changing consumer behaviors?



Q&A

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Question 5

What's one piece of advice you'd give to brands trying to future-proof their ecommerce strategy?



Q&A

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Which messenger apps do you use most often?