

Reimagining Retail: The customer-retailer relationship, and what drove folks to buy this Cyber Five?

Audio

On today's episode, we discuss the best time to target your customers with discounts, how to use zero-party data, and how far you should go with personalization. Then for "Pop-Up Rankings," we rank the top five things that drove people to buy this Cyber Five. Join our analyst Sara Lebow as she hosts analysts Suzy Davidkhanian and Zak Stambor and CMO of Tealium Heidi Bullock.



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