

Working on your mid-funnel (mid-range) game, Peloton apparel, and D2C packaged food sales

Audio

On today's episode, we discuss why marketers need to work on their mid-funnel (mid-range) game and the potential opportunities. We then talk about Peloton's apparel ambitions,

Walmart's Q4 and 2020 performance, and packaged food giants' game plan for direct-to-consumer (D2C) sales. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Andrew Lipsman.

Share of Total Content Created for Each Stage of the Customer Journey According to B2C Marketers Worldwide, July 2019

% of total



Note: in the past 12 months

Source: Content Marketing Institute (CMI) and MarketingProfs, "B2C Content Marketing 2020: Benchmarks, Budgets and Trends" conducted by Readex Research, Dec 11, 2019

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