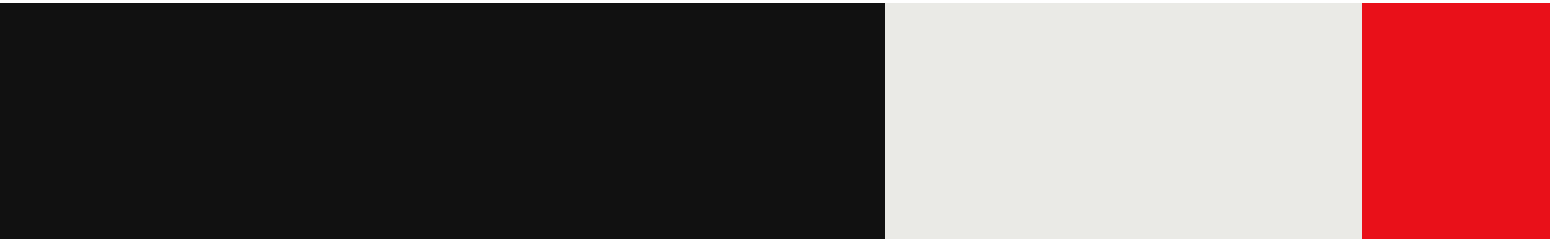


# The 8 Most Notable Conversations: Creating a good retail site/app and your mid-funnel game

Audio

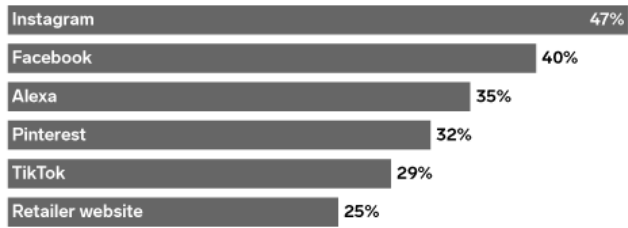


On this special edition of the show, we're taking a look back at some of the most notable conversations we've had this year. In this episode, we discuss what it takes to create a good

retail site/app and why marketers need to work on their mid-funnel (mid-range) game.

**Shopping Platforms US Gen Z Holiday Shoppers  
Will Rely on the Most, July 2021**

% of respondents



Note: ages 18-24  
Source: Brightpearl, "Tis the Season to Be Scalable" conducted by OnePoll, Oct 15, 2021

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