

Podcast: CommerceNext's Scott Silverman Talks D2C Brands' Digital Investments

AUDIO |

eMarketer Editors

eMarketer principal analyst Andrew Lipsman talks with Scott Silverman, co-founder of retail conference CommerceNext, about how D2C brands and retailers are earmarking their digital investment dollars. Lipsman also weighs in on Brandless's new CEO, Nordstrom being a "no-growth" retailer and Starbucks's new tie-dye Frappuccino.

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What Were the Leading Ecommerce Marketing Investment Priorities for Direct-to-Consumer Digital Retailers in North America During 2018?

% of respondents, Feb 2019



Source: CommerceNext, "How Leading Retailers and Direct-to-Consumer Brands Are Investing in Digital" sponsored by Oracle, May 30, 2019

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