

Takeaways from NRF 2020

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eMarketer Editors

eMarketer principal analyst Andrew Lipsman and executive editor of the eMarketer Retail Newsletter Rimma Kats share firsthand accounts of the National Retail Federation's annual trade show, focusing on retail personalization, returns, sustainability and more.

Most Important Elements of the Shopping Experience When Making a Digital Purchase According to US Internet Users, Oct 2019

% of respondents



Source: Retail TouchPoints, "2019 Shopper Insights Survey: Mapping the Customer Journey," Oct 31, 2019

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