## INSIDER INTELLIGENCE | eMarketer

## Reimagining Retail: Shopping for Xbox and Surface products, how TikTok drives sales, and store digitization

Audio









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On today's episode, host Sara Lebow tees up a conversation between our analyst Andrew Lipsman and Ram Iyer, worldwide director, digital strategy and ecommerce at Microsoft, about omnichannel and mobile commerce, the consumer path to purchase, the metaverse, and more.







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