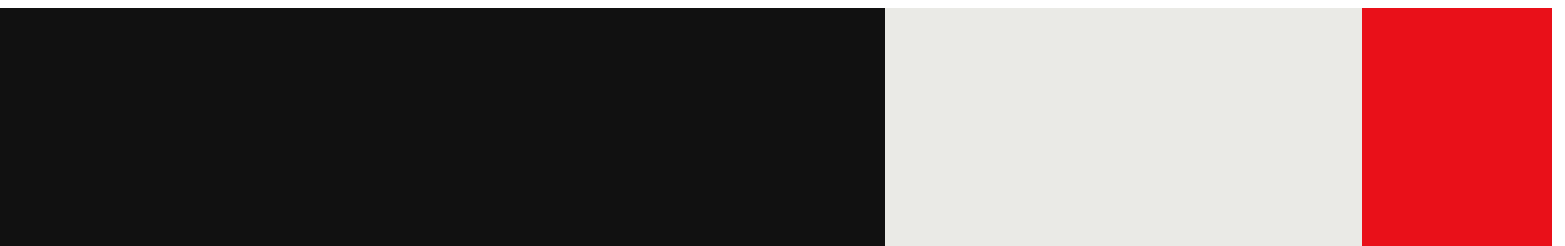


# Podcast: The Customer Experience Isn't Always Right

Audio

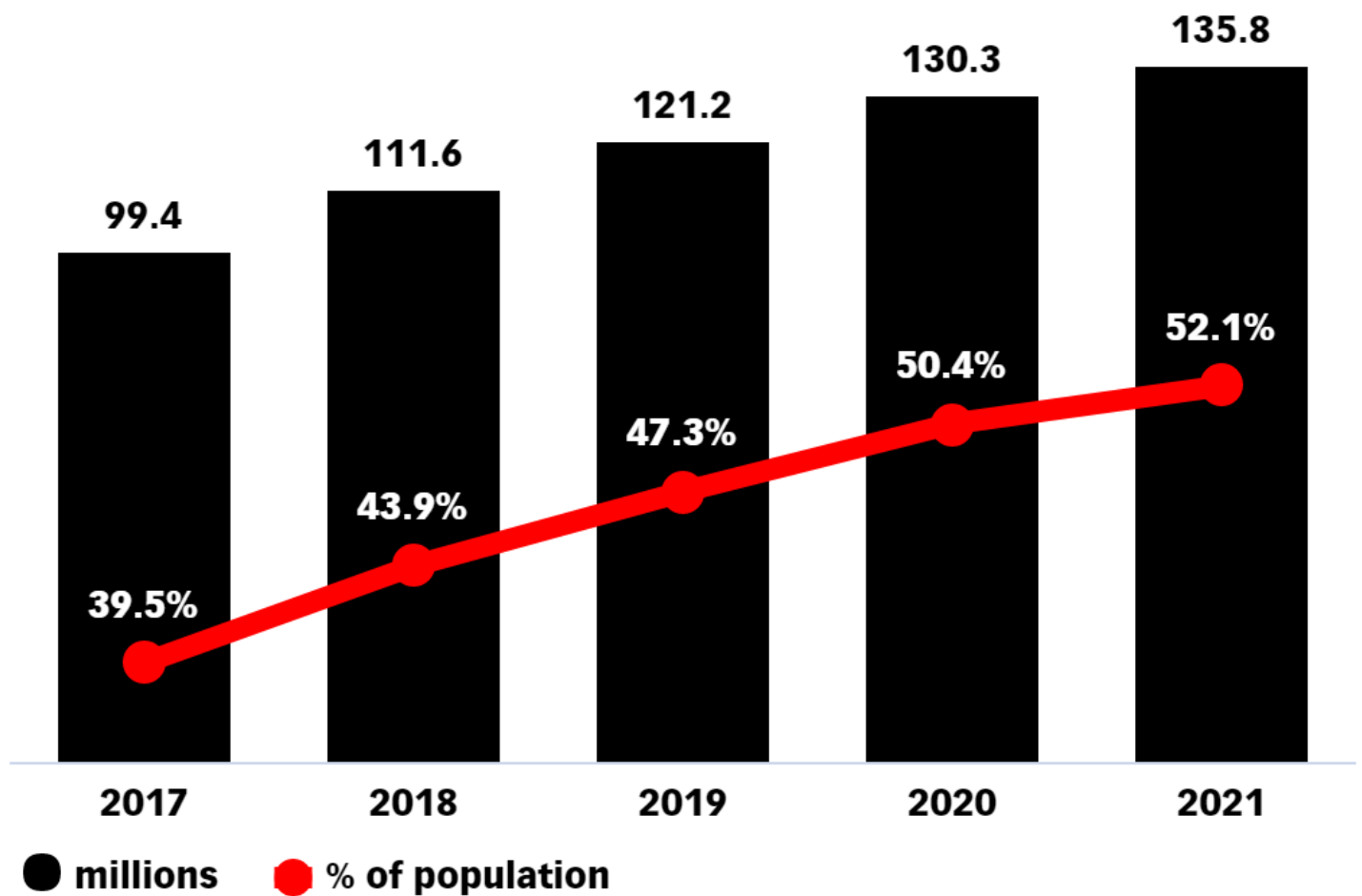


eMarketer principal analyst Nicole Perrin shares her latest findings on the customer experience, focusing on messaging frequency, loyalty marketing and what to do about those crumbling cookies.

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## Amazon Prime Users

US, 2017-2021



Source: eMarketer, May 2019

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