

Reimagining Retail: Google shopping and how it's influencing the ecommerce journey

Audio

On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss how shoppers and retailers use Google and why the company's previous investments in the ecommerce

space haven't worked out so well. Then for "Pop-Up Rankings," we rank the top three winning Google shopping features and discuss one feature we expect to fizzle out. Join our analyst Sara Lebow as she hosts analysts Sky Canaves and Yory Wurmser.



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