

Where Commerce and Conversation Converge

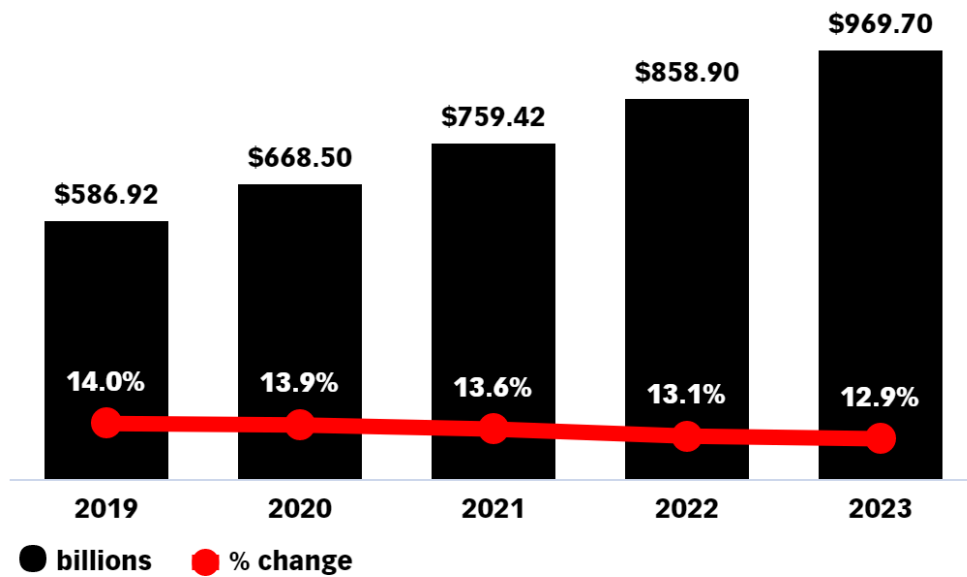
AUDIO |

eMarketer Editors

Cynthia Rowley president and CEO Allie Egan sits down with eMarketer executive editor Rimma Kats to discuss a variety of topics, including mcommerce, a text message channel and the need to maintain an active conversation with retail customers.

Retail Ecommerce Sales

US, 2019-2023



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