

E-commerce solutions



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GET INVOLVED BY: Friday, October 1
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INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

The shift toward integrating e-commerce solutions has accelerated exponentially during the coronavirus pandemic, and experts believe this will permanently shape consumer habits. This special feature explores the opportunities and challenges this new landscape presents for retailers of all sizes, their supply chains and their customer base.

Proposed topic highlights:

TRENDS – How current conditions and customer preferences shape opportunities.

SUPPORTING LOCAL BUSINESSES – Resources and support for 'buy local' initiatives.

MARKET REACH – Finding and reaching a growing customer base.

RISKS AND REWARDS – Navigating risks like fraud and scams.

SUSTAINABLE OPTIONS – Retailers looking to reduce their carbon footprint.

GET INVOLVED TODAY. CONTACT:

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Source: Comscore Media Metrix Multi-Platform,
Jul-Sep 2020 (Q3) Average

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Source: Vividata Fall 2020, National, A14+

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