

# Accelerating Growth Through eCommerce

 Instructor-led  Onsite or Remote  ~7 Hours

## Overview:

Meeting the evolving expectations of today's retail customer can be challenging. Many companies can benefit from delivering a more customer-centric purchase experience — from legacy brands to direct-to-consumer challenges.

## Business Outcomes:

- Boost online and in-store sales.
- Improve time to market for new products.
- Get ahead of digital-first competitor brands.

## eCommerce

**Delve into the ecosystem** of eCommerce models and retail customer insights.

**Choose the strategies** that best serve your acquisition, conversion, and retention goals.

**Develop a clear understanding** of a successful eCommerce experience for your brand.