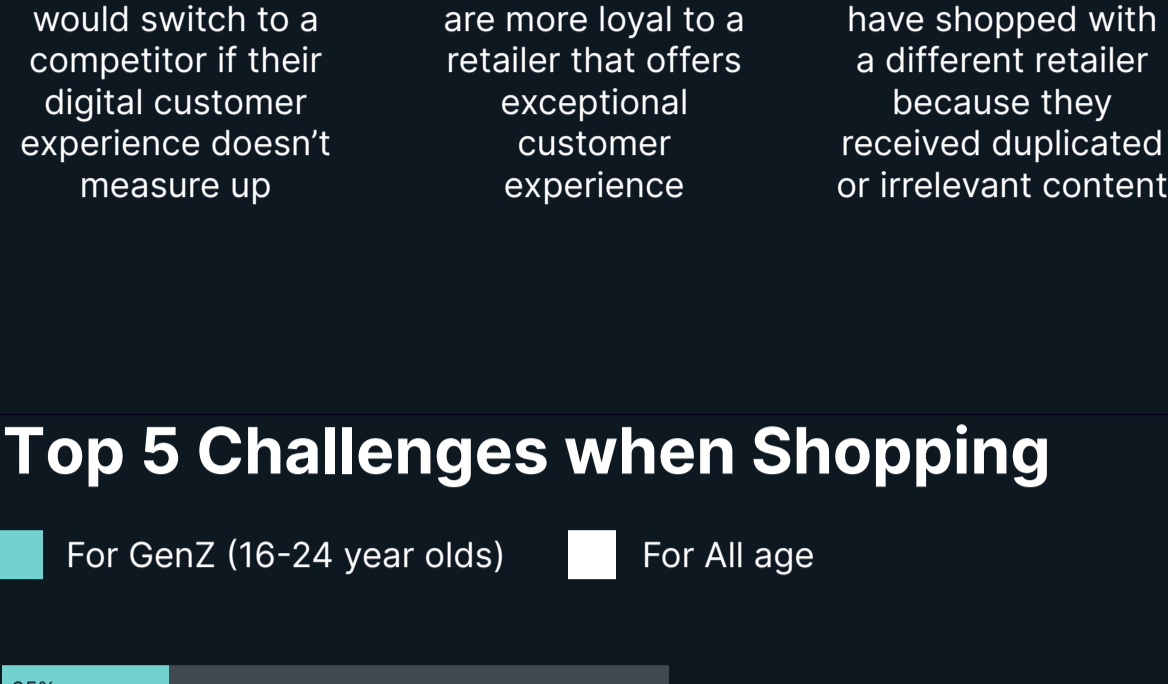


Retailers & Brands: the Importance of Digital Customer Experience



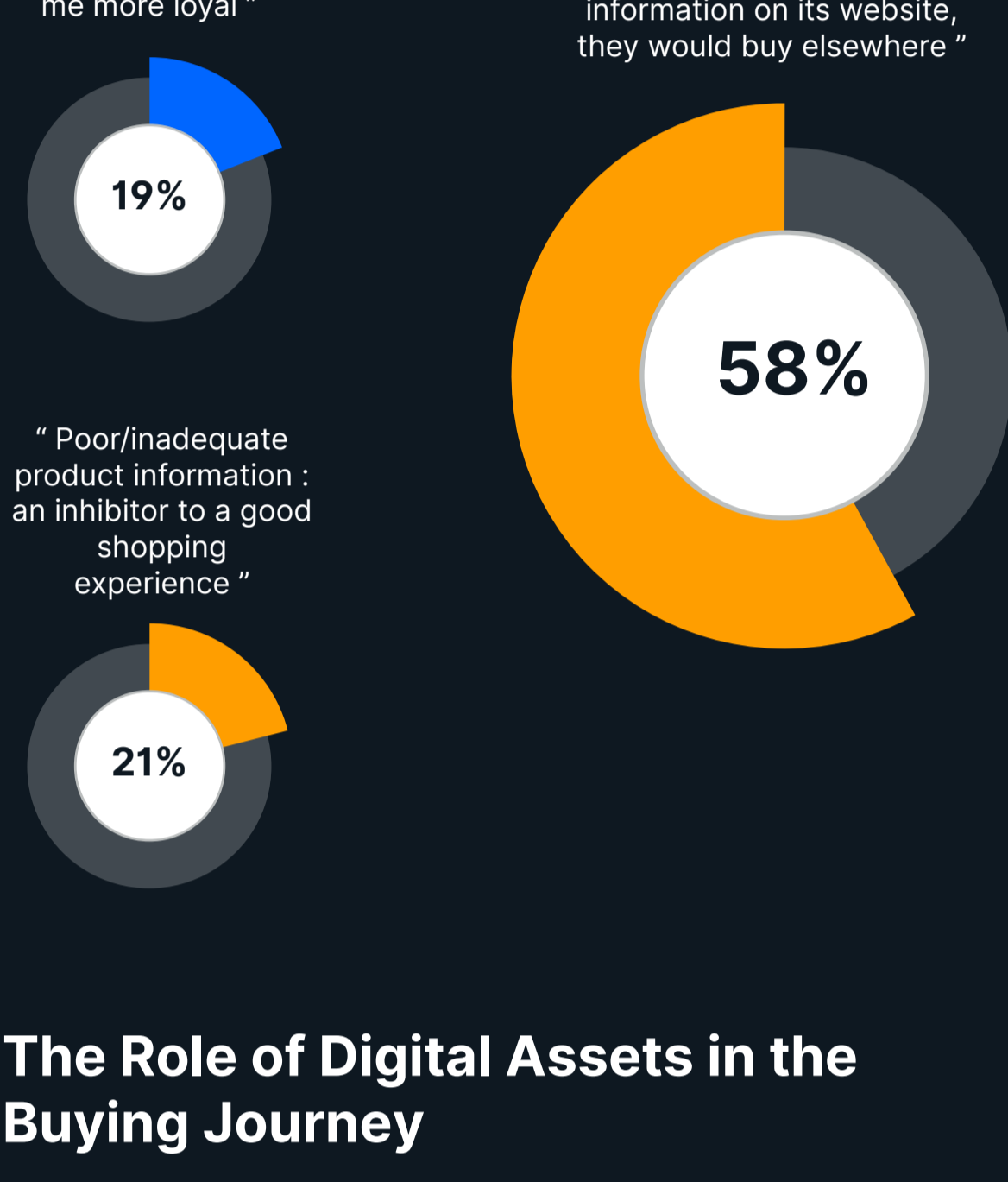
Rich Digital Experiences Matter



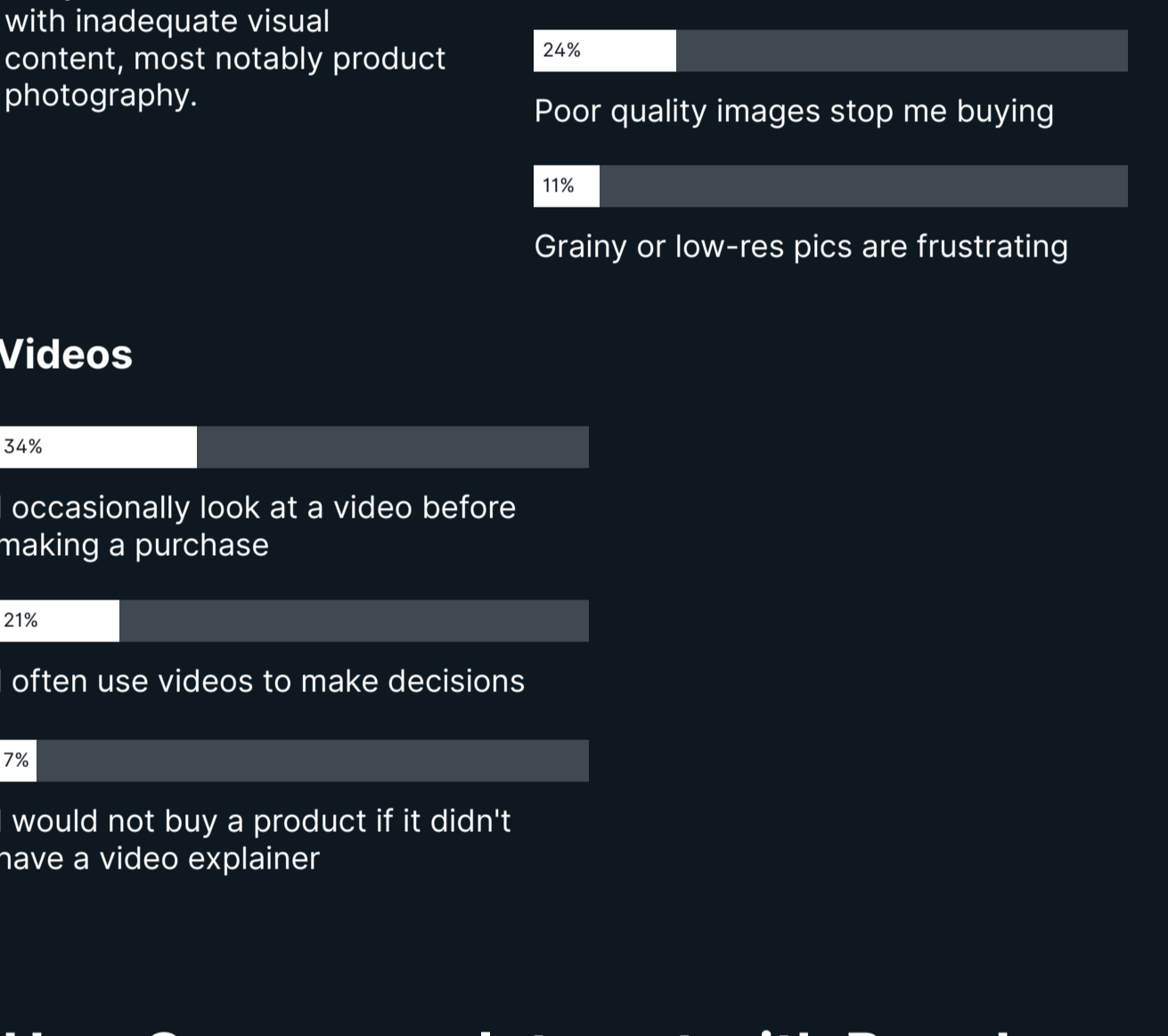
Top 5 Challenges when Shopping



The Role of Product Information



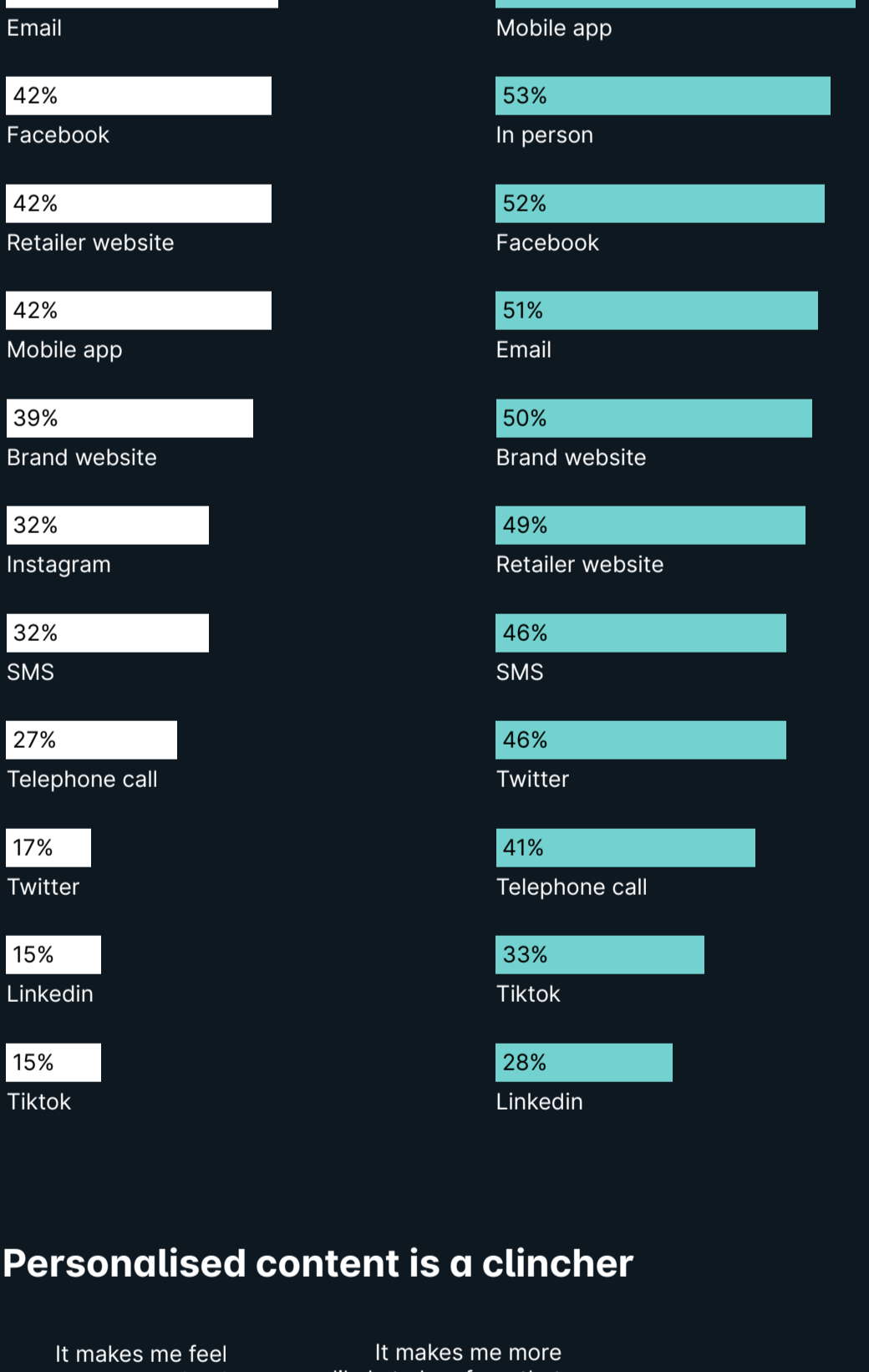
The Role of Digital Assets in the Buying Journey



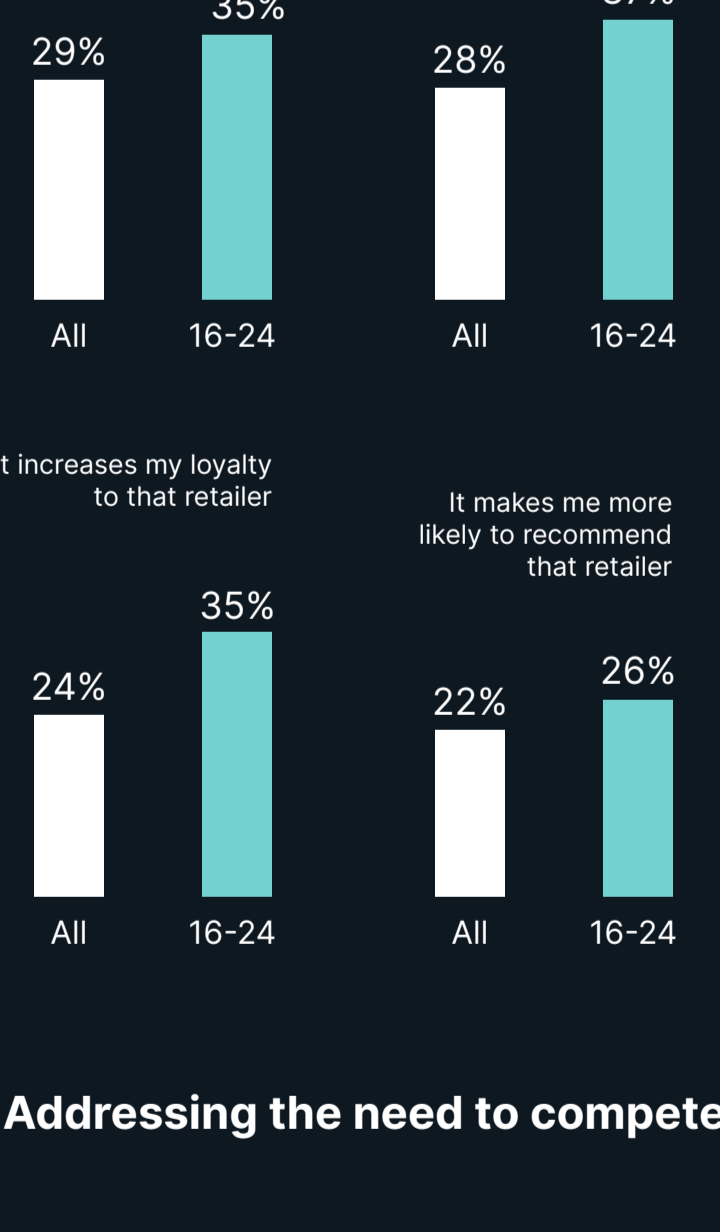
How Consumers Interact with Brands

How do they interact with their favorite brand's content?

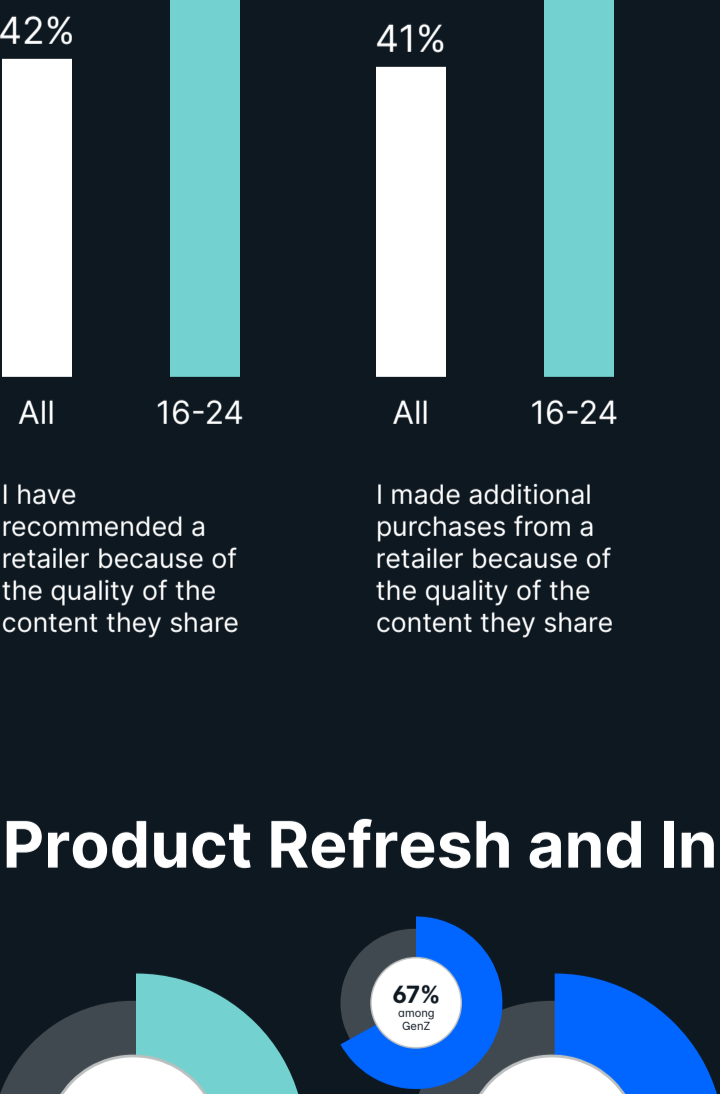
The variety of channels



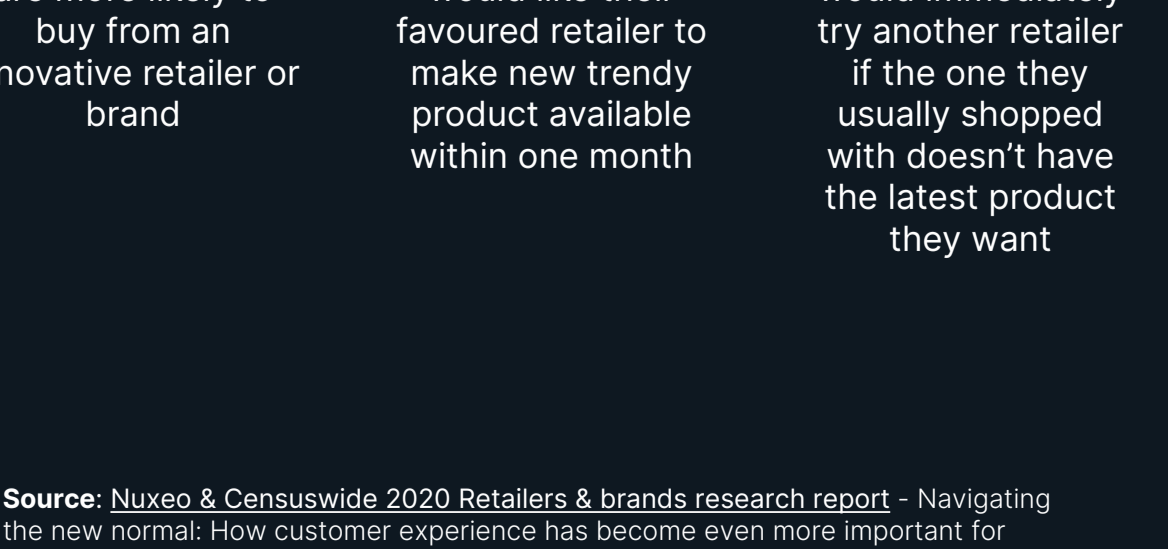
Personalised content is a clincher



Addressing the need to compete



Product Refresh and Innovation



Source: Nuxeo & Censuswide 2020 Retailers & brands research report - Navigating the new normal: How customer experience has become even more important for retailers and brands as they look to the future

