

COMMERCE SPOTLIGHT

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BERTELSMANN
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Dear Ladies and Gentlemen,

Digital Commerce is a key topic for retailers and the consumer goods industry, as customers today expect a seamless shopping experience across various channels before making a purchase. Learn in our new free webinar series "Connecting Customers & Commerce" how you can optimize processes and increase customer satisfaction with a strategic approach and the use of innovative technologies. Find out more in our Top News.

In the first issue of the year, you can also read more about a customer data platform as well as sustainability and transparency in the food industry.

Kind regards,

Your Commerce Spotlight Team

TOP NEWS

Webinars: Connecting Customers & Commerce. Be part of our pioneering webinar series and create digital WOW moments for retail with us. Participation is free of charge - register now for the complete webinar series (only in German language)!

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NEWS & TRENDS



Customer Data Platform

What is a customer data platform? What data does it collect? What happens to it? How do companies benefit from it? Get answers to these questions now!

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Sustainability and Transparency in the Food Industry

In our blog post find out more
about the initiatives and
measures under the EU Green
Deal.

[READ MORE](#)



SAVE-THE-DATE



January 25 - March 7

Webinar Series: Get Ready for Copilot – Gen AI for Your Business

Don't miss our exclusive webinar series on Generative AI and Copilot. You will receive in-depth insights, practical applications and the basics of using these technologies optimally in your company.

[READ MORE](#)

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HOW TO CONTACT US

Do you have any questions, ideas or suggestions?

We are looking forward to your feedback!

Write to us!

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BLOG

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