Using Tech to Transform a Product into a Customer Experience Platform

By Russ Dieringer // December 21, 2022 //

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Are you selling a product or a platform?

99% of companies sell products. They distribute them across channels, hope the consumer falls in love with their brand, and are mostly operating in the dark when it comes to marketplace control.

A product that is a PLATFORM can do so much more…

- Serve as a marketplace control mechanism, providing insight as to which channels the product traveled through before reaching the end consumer.
- Make re-ordering as simple as a scan and tap.
- Illuminate which shoppers are influencers, helping brand marketers reward and encourage word of mouth.
- And more…

For those working in eCommerce or in product innovation, Netrush will explain how it is working to transform any product, from apparel to CPG, into a smart platform using NFC technology and smart content management.

It will be a very forward-looking view into the future of building loyalty, controlling the marketplace, and personalization.

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Attendees will leave with a clear idea of what's possible with this technology today, what's coming in the future, the investment required to unlock it, and some of the existing challenges to widespread adoption.

Presenter: Chris Marantette, President, Netrush

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 10 minutes of Q&A

Learn more about Netrush

Netrush partners with brands to increase value at all points between the business and the consumer, bringing data, technology, strategy, and infrastructure to help them thrive on Amazon and other ecommerce platforms. With headquarters in Vancouver, Washington, and several processing facilities across North America, Netrush provides integrated retail capabilities ranging from logistics and data science to brand control and creative services, helping brands outsmart, not outspend, the competition.

Recap & Replay Here

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