

Our Mission: Multichannel Merchant provides insights, best practices & community to DTC multichannel merchants to improve their customers' experiences – across marketing, ecommerce & operations

Content Formats: PDF Reports; Webcasts; Podcasts; Video, Blogs.

Content Treatments: Q&As; Profiles; Case Studies, How To; Tips & Trends; Research; Commentary.

	Q1			Q2			Q3			Q4		
MARKETING TOPICS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Email Marketing		✓		✓				✓			✓	
Advertising		✓			✓		✓			✓		
Affiliate Marketing	✓			✓			✓			✓		
Search	✓				✓				✓			✓
Video			✓			✓		✓			✓	
Catalog		✓		✓			✓			✓		
Social		✓			✓				✓			✓
Content			✓			✓		✓			✓	
ECOMMERCE TOPICS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Marketplaces	✓					✓			✓		✓	
Mobile Commerce		✓		✓			✓					✓
Payment			✓		✓		✓			✓		
Security						✓		✓			✓	
Shopping Cart				✓							✓	
Usability					✓				✓	✓		
OPERATIONS TOPICS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Contact Center			✓		✓		✓			✓		
Customer Experience		✓				✓			✓		✓	
Workforce	✓				✓			✓		✓		
Order Management	✓					✓	✓			✓		
Warehouse & Distribution			✓	✓					✓		✓	
Shipping		✓			✓		✓					✓
Fulfillment		✓				✓		✓			✓	
Delivery	✓			✓					✓			✓
Returns	✓			✓					✓			

3 Enewsletters

Multichannel Merchant publishes three Enewsletter titles in which you can place your message – each focused on a different component of marketing, ecommerce and operations. A great way to promote time sensitive events and promotions as well as build your brand.



Circ.
25,000



Circ.
25,000



Circ.
30,000