

Branded Interactions Creating The Digital Experience

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It won't shock anyone reading this when I say that Apple and Google are big players in the technology game. In fact it's a fairly redundant sentence. But to give some context, if it were needed, Apple ...

How Apple and Google are Creating a New Era for Digital Customer Acquisition

This rapid growth of the digital marketplace has many brands rethinking their marketing strategy. Now, it's less about physical product placement and more about optimizing their online presence to ...

15 Smart Ways To Optimize A Brand For The Digital Space

Eight out of 10 consumers plan to maintain or increase their digital usage as COVID restrictions lift — but poor experiences and technical issues can threaten sales and loyalty ATLANTA, ... Continue Re ...

New Consumer Study from FullStory Finds Stakes Higher Than Ever When It Comes to Digital Experience

Building a personal brand is akin to building a romantic relationship. It involves being inspired to become the best version of yourself; fostering and maintaining trust between yourself and your ...

Treat Your Brand Like a Relationship: 8 Ways to Reignite the Romance

The retailer's Chief Information Officer Ron Glickman recently gave listeners to the very first episode of "The Breakthrough" podcast a rare ...

How Trader Joe's Is Embracing Technology, Human Interaction

NICE (Nasdaq: NICE) today announced Interactions Live, the world's biggest customer experience-focused virtual event of the year. To be held ...

NICE Announces Interactions Live 2021, the World's Biggest CX Customer Conference of the Year, Featuring Tom Brady and Hosted by James Corden

Before venturing into social media, a company needs to realize that being online opens the door to public criticism and offers no guarantees that all brand interactions will be positive.

How to Guarantee Positive Brand Interactions on Social Media

Boston Digital, a leading digital marketing agency, continues to expand its leadership team, with key hires in account management and business development. These new ...

Boston Digital Expands Leadership Team with Key Hires

Today the Estée Lauder Companies' brand announced the new makeup try-on and product recommendation service as a next-gen version of in-store makeup artist services.

Bobbi Brown Cosmetics adds digital consultation service in partnership with Perfect Corp.

Before Covid, a lot could be intuited about future consumer behavior by analyzing the past. If you gave me someone's credit card statement, I could, with some confidence, layout your marketing plan.

Why Alignment Between CX, Marketing and Insights Is Critical to Creating Ongoing Customer Relationships

Some of the oldest problems in machine learning relate to language - understanding it, editing it, translating it and creating ... in voice-based digital assistance and it's not hard to foresee a ...

This article wasn't written by a machine: Will artificial intelligence guide future interactions with brands?

We all have a relationship with a financial institution, so it's easy to put on the hat of your members and think about that credit union member experience. Do your members feel you understand them. ...

3 Steps to Creating Meaningful Member Experiences in a Digital World

Scalefast's Dan Wallace-Brewster discusses the growing appetite for resale and how brands can take ownership of the consumer journey.

Should Brands Be Driving Resale?

Digital marketing is more effective with the right communication and social interactions. As you make new connections on social media you can create lasting ... so that your brand can have the ...

Improve Your Networking on Social Media with These 4 Tools

AI-based learnings provide marketers with a road map of data to create a path from the brand to a physician ... and recognizing which digital platform raises the interaction level is crucial ...

AI Is Vital For Pharma Marketers To Raise Engagement With Physicians

D4t4 Solutions Plc (AIM: D4t4, "the Group" or "D4t4"), the AIM-listed data solutions provider, has launched two new capabilities for its world leading enterprise Celebrus Customer Data Platform (CDP).

D4t4 Solutions Plc Launches Major Update to Celebrus CDP Integration with Pega Customer Profile Designer to Power Customer Centricity

VSBLTY Groupe Technologies Corp. (CSE:VSBT) (Frankfurt 5VS) (OTC:VSBGF) ("VSBLTY"), a leading software provider of ...

VSBLTY & ONYX GLASS JOINTLY CREATE FIRST PATENTED OPAQUE TO 100% TRANSPARENT GLASS COOLER DOORS FEATURING FULL-COLOR VIDEO

CSG ® (NASDAQ: CSGS) today announced it is working with Axiata Digital Labs (ADL), to create a joint innovation initiative for an open API digital marketplace that will enable rapid time to market for ...

CSG and Axiata Digital Labs Announce Co-Collaboration to Deliver Enterprise Digital Marketplace

On the 100 th anniversary of Albert Einstein's Nobel Prize in Physics, Uneeq has remastered Einstein as a digital human driven by conversational and experiential AI to create a first-of-its-kind ...

Uneeq Uses Experiential AI to Bring Albert Einstein Back to Life as Latest Digital Companion

Learn how open clouds reduce latencies to client device, improve customer and device (IoT) interactions ... brands, and the brands have to take some legal action. But Roblox invests a lot in ...

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