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Multichannel vs Omnichannel Structure



The Social Shake-Up
May 22-24, 2017 | Atlanta

www.socialshakeupshow.com

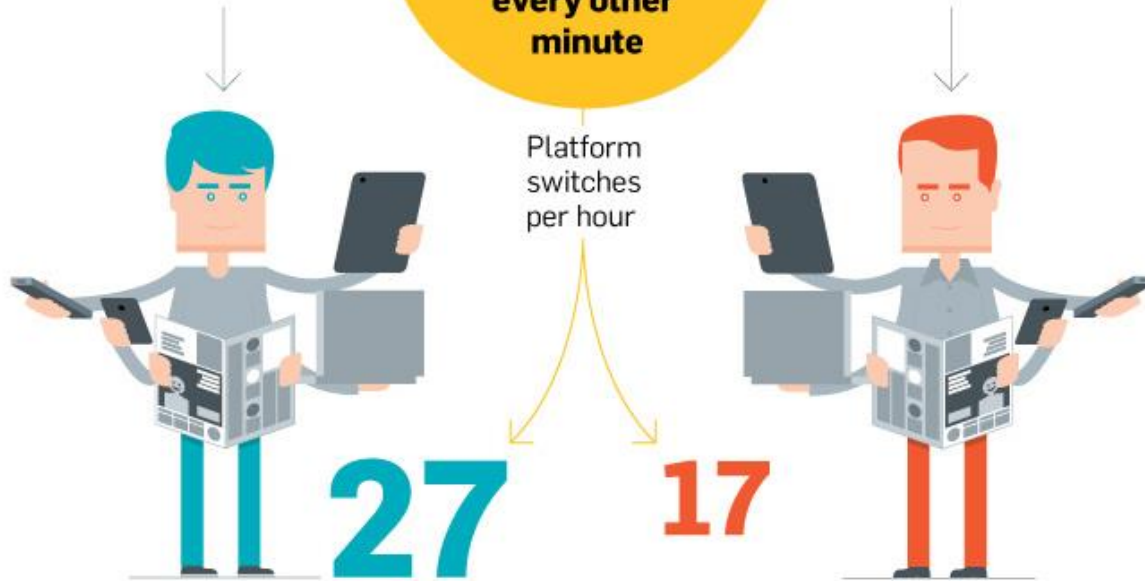
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**Time Inc.
found that during
nonworking hours
digital natives are
switching platforms
every other
minute**

Digital natives
(adults under age 30)

Nonnatives
(adults 35-55)







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Building Materials

- Strategy
- Paid
- Earned
- Analytics

Hardlines

- Strategy
- Paid
- Earned
- Analytics

Decor

- Strategy
- Paid
- Earned
- Analytics