

BEHAVIOURAL ASPECT	COMMUNICATION	CONTENT	COMMERCE
ALWAYS ON	REAL TIME Across the funnel	STORYTELLING HUB DISTRIBUTION OPTIMIZATION	OMNICHANNEL
BEING SOCIAL	SM= KEY TOUCHPOINT Awareness-advocacy	UGC VISUAL HERO	SOCIAL COMMERCE
IN THE KNOW	INFLUENCER/D consideration/preference	REVIEWS ↔	MESSY MIDDLE
iWwIwWwIw	INBOUND	RILEVANZA/QUALITA' HELP-MICROMOMENTS	UX-WEBSITE OPTIMIZATION PRICE PERCEPTION SEMPLICITY-SUPPORT
MULTITASKING	BREVE-SORPRENDENTE	WEBSITE DESIGN CONVERSION OPTIMIZATION	SEMPLICITY-SUPPORT
CO-CREATOR	ADVOCATE Advocacy	UGC	PRODUCT ACCESSIBILITY THE SOLUTION – PERSONALIZATION