

February: Unwrapping Holiday 2016

Ad close 1/6 Materials Due 1/12

Features

Unwrapping Holiday 2016**

This story will survey e-retailers, consumer brands and chain retailers about their holiday season sales, the patterns they saw emerge around key shopping days and the impact of mobile shoppers.

The cross-channel shopper**

This story, which will include the results of an Internet Retailer consumer survey, will dig into how consumers make their choices for retailer and sales channel, and the role the internet and marketing plays in making shopping choices.

Canadian E-Commerce: Beyond Borders

This story will delve into the development and current state of e-commerce in Canada, the evolving shopping habits of Canadian consumers and the leading online retailers tackling Canada's unique challenges and capturing market share.

Operations**

Personalized customer service

This story will look at the investments and techniques e-retailers are using to deliver superior service.

"How to"

Build dynamic/real-time email

This "how to" article will showcase how to create a "lively" email that stands out by including real-time, dynamic content within the message.

Marketing

Understanding retargeting

This story will look at the latest retargeting techniques and technologies that allow e-retailers to make this advertising method more effective, such as incorporating video into ad modules and applying data to better know when to stop retargeting a customer.

IR Tech Focus – Sponsored Report

Holiday Lessons Learned

This report and advertising section will review e-retailers' sales cycle, with experts weighing in on how e-retailers can improve their operations, sourcing and marketing plans, and prepare for holiday 2017. [See sponsorship detail](#)

****Product Showcase Advertising Option:** highlight the products and services your company specializes in these industry stories ([see sample](#))