

EXPLORING THE AMAZON CUSTOMER JOURNEY

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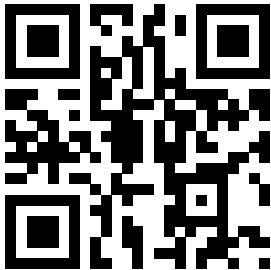
Phone: 1-954-422-4999

Address: 20283 FL-7, Boca Raton, FL 33498, Boca Raton, Florida, United States

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Description:

Exploring the Amazon Customer Journey A "Customer Journey," explained, is how the potential buyer goes from being aware that they need an item that is generic to buying your product. Identifying where your intended customers end at this point is essential, especially in the Amazon marketplace, where many brand names try to get in and steer the customer to their preferred route. The conventional marketing funnel includes three major stages of the customer's journey: awareness, consideration, and, finally, a decision. However, keep in mind that Amazon claims to be an entirely customer-centric company and has a mission to promote the experience of buying centered around the user. This means that the initial three ...



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