

ID	Title	Slug	Buzzworthy Author	Name	First Name	Last Name	Email	URL
13363	How a Pair of Leggings Sparked a Debate About Cu	pair-leggings-sparked-debate-c	Gregarious Narain	Gregarious Narain	Gregarious	Narain	gregarious@beforealpha.com	martechexec.com/article/pair
13736	A Touchy Subject: Essential B2B Customer Touchpo	touchy-subject-essential-b2b-c	Chris Wright	Chris Wright	Chris	Wright	chris.wright@fiftyfiveandfive.com	martechexec.com/article/touc
13875	Is Your Business Worth 5 Stars?	business-worth-5-stars	THOMAS SMALE	THOMAS SMALE	THOMAS	SMALE	thomas@feinternational.com	martechexec.com/article/busi
13960	Are You Ready for the Customer of Today?	ready-customer-today	ARI RABBAN	ARI RABBAN	ARI	RABBAN	ari.rabban@phone.com	martechexec.com/article/reac
14023	Marketers Don't Understand the Customer Journey	marketers-dont-understand-cu	Jeff Rajeck	Jeff Rajeck	Jeff	Rajeck	jeff.rajeck@econsultancy.com	martechexec.com/article/mar
14199	We Have a Secret! Social Media Boosts Word of M	secret-use-social-media-gain-b	Grant Polachek	Grant Polachek	Grant	Polachek	grantp@squadhelp.com	martechexec.com/article/secr
14276	Technology Alone Won't Close the Customer Exper	closing-customer-experience-g	Ron Miller	Ron Miller	Ron	Miller	ronsmiller@gmail.com	martechexec.com/article/clos
14330	What Are Your Customers Worth?	what-are-your-customers-wort	Michael Schrage	Michael Schrage	Michael	Schrage	schrage@mit.edu	martechexec.com/article/wha
14933	Becoming a Social Media Doomsday Prepper	becoming-social-media-dooms	Emily Lordahl	Emily Lordahl	Emily	Lordahl	Emily.Lordahl@conversocial.com	martechexec.com/article/beco
15065	The Fatal Flaws Driving Your Customers Off the Clif	fatal-flaws-driving-customers-c	Lincoln Murphy	Lincoln Murphy	Lincoln	Murphy	lincoln.murphy@sixteenventures.com	martechexec.com/article/fata
13270	12 Tips for Data Visualization	12-tips-data-visualization	Bernard Marr	Bernard Marr	Bernard	Marr	bernard.marr@ap-institute.com	martechexec.com/article/12-t
13609	A Data Visualization Paints a Million Words	data-visualization-paints-millio	Matthew Montesano	Matthew Montesano	Matthew	Montesano	yourfriends@medium.com	martechexec.com/article/data
13891	Why You Should Judge a Dashboard by its Cover	judge-dashboard-cover	Mary Shacklett	Mary Shacklett	Mary	Shacklett	mshacklett@twdtransworld.com	martechexec.com/article/judge
19455	Flashing Back for a Refresher on Data Visualization	flashing-back-refresher-data-vi	Katy French	Katy French	Katy	French	kfrench@columnfivemedia.com	martechexec.com/article/flas
20920	Less is More: Minimal yet Mighty Data Visualization	minimal-mighty-data-visualizat	Avinash Kaushik	Avinash Kaushik	Avinash	Kaushik	avinash@kaushik.net	martechexec.com/article/min
14645	Playing Dr. Data Using Predictive and Prescriptive A	playing-dr-data-using-predictiv	insideBIGDATA	insideBIGDATA	insideBIGDATA		kevin@insidebigdata.com	martechexec.com/article/play
19610	The Many Superpowers of Predictive Analytics	many-superpowers-predictive-	Nikunj Thakkar	Nikunj Thakkar	Nikunj	Thakkar	nikunj@dataone.io	martechexec.com/article/mar
20468	Learn the Churn: Predictive Models that Breed Loy	learn-churn-predictive-models-	Florian Douetteau	Florian Douetteau	Florian	Douetteau	florian.douetteau@dataiku.com	martechexec.com/article/lear
18817	How to Use Quality Scores to Build Quality Ads	use-quality-scores-build-quality	Lisa Raehsler	Lisa Raehsler	Lisa	Raehsler	lisa@bigclickco.com	martechexec.com/article/use-
13612	Take Control of Your Data With These 4 Tips	take-control-data-4-tips	Analise Polsky	Analise Polsky	Analise	Polsky	analise.polsky@sas.com	martechexec.com/article/take
15111	Protecting Brand Safety in a Ray of Whitelisting	protecting-brand-safety-ray-wh	Al Roberts	Al Roberts	Al	Roberts	alrobertsphotography@gmail.com	martechexec.com/article/prot
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17618	Programmatic Takes the Hit for Low Digital Trust	programmatic-takes-hit-low-di	Kevin Gallagher	Kevin Gallagher	Kevin	Gallagher	kgallagher@businessinsider.com	martechexec.com/article/prog
19446	How Consumers Feel About Digital Advertising Righ	consumers-feel-digital-advertis	Jessica Davies	Jessica Davies	Jessica	Davies	jess@digiday.com	martechexec.com/article/con
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20126	Display Advertising is Getting the Shake-Up From A	display-advertising-getting-sha	John Marcinuk	John Marcinuk	John	Marcinuk	jmarcinuk@bluefountainmedia.com	martechexec.com/article/disp
20344	Amazon Enters the Ad Business: Are You Ready?	amazon-enters-ad-business-re	Mark Walsh	Mark Walsh	Mark	Walsh	walsh@mediapost.com	martechexec.com/article/ama
20870	Why Should B2B Advertisers Be Interested in Progr	b2b-advertisers-interested-pro	Michelle Stewart	Michelle Stewart	Michelle	Stewart	michelles@dwamedia.com	martechexec.com/article/b2b
14672	Brand Like You Mean It	brand-like-mean	Tracey Wallace	Tracey Wallace	Tracey	Wallace	tracey.wallace@bigcommerce.com	martechexec.com/article/bran
14825	Sell on Your Competitor's Site: The Benefits of Mar	sell-competitors-site-benefits-r	Phil Masiello	Phil Masiello	Phil	Masiello	phil@philmasiello.com	martechexec.com/article/sell-
14996	E-Commerce - It's All About the Sales	e-commerce-sales	William Harris	William Harris	William	Harris	william@elumynt.com	martechexec.com/article/e-co
15086	Don't Stand for Low E-Commerce Conversion Rates	dont-stand-low-e-commerce-c	Xenia Volynchuk	Xenia Volynchuk	Xenia	Volynchuk	xenia.volynchuk@semrush.com	martechexec.com/article/don
15443	E-Commerce is Getting Smarter, Artificially	e-commerce-getting-smarter-a	Nikki Baird	Nikki Baird	Nikki	Baird	nbaird@rsrresearch.com	martechexec.com/article/e-co
15509	Know Your Market - B2B vs. B2C E-Commerce	know-market-b2b-vs-b2c-e-cor	Patrick Foster	Patrick Foster	Patrick	Foster	info@curatti.com	martechexec.com/article/kno
15608	It's All About M-Commerce	its-all-about-m-commerce	Josh Mcallister	Josh Mcallister	Josh	Mcallister	hello@ecommerce-nation.co	martechexec.com/article/its-a
16141	What Not to Do With Your E-Commerce Startup	not-e-commerce-startup	Steve Olenski	Steve Olenski	Steve	Olenski	steve.olenski@oracle.com	martechexec.com/article/not-
16143	Automated Emails for E-Commerce Success	automated-emails-e-commerce	Nadav Dakner	Nadav Dakner	Nadav	Dakner	nadav@inboundjunction.com	martechexec.com/article/aut
16773	Let's Get Into Visual Search	lets-get-visual-search	Christi Olson	Christi Olson	Christi	Olson	colson@gmail.com	martechexec.com/article/lets-
17004	This is the Key to E-Commerce Keyword Research	key-e-commerce-keyword-rese	Richard Lazazzera	Richard Lazazzera	Richard	Lazazzera	richard@abetterlemonadestand.com	martechexec.com/article/key-
19476	Video Testimonials: How to Build Trust and Close S	video-testimonials-build-trust-	Victor Blasco	Victor Blasco	Victor	Blasco	victor@yumyumvideos.com	martechexec.com/article/vide

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19483	Boost Rank and Smite Your Rivals: E-Commerce SEO	boost-rank-smite-rivals-e-com	Navneet Kaushal	Navneet Kaushal	Navneet	Kaushal	navneet@pagetrafic.com	martechexec.com/article/boost-rank-smite-rivals-e-commerce-seo
19509	Cut the Crap: Dispelling E-Commerce SEO Myths	cut-crap-dispelling-e-commerce	Ron Dod	Ron Dod	Ron	Dod	ron@visiture.com	martechexec.com/article/cut-the-crap-dispelling-e-commerce-seo-myths
19555	E-Commerce Technology: Four Ways to Beat the Competition	e-commerce-technology-four-ways	Chris J. Snook	Chris J.	Chris	J.	chrisjsnook@gmail.com	martechexec.com/article/e-commerce-technology-four-ways-to-beat-the-competition
20022	E-Commerce Greatness: 11 Tips for a Customer-Centric Approach	e-commerce-greatness-11-tips	Ethan DeYoung	Ethan DeYoung	Ethan	DeYoung	ethan@clearvoice.com	martechexec.com/article/e-commerce-greatness-11-tips-for-a-customer-centric-approach
20331	Creative Selling: Using Creativity to Drive Online Sales	creative-sel	James Jorner	James Jorner	James	Jorner	jamesjorner@gmail.com	martechexec.com/article/creative-selling-using-creativity-to-drive-online-sales
20336	Money, Money, Money: 4 Ways to Drive E-commerce Growth	money-money-money-4-ways	George Beall	George Beall	George	Beall	george.philip.beall@gmail.com	martechexec.com/article/money-money-money-4-ways-to-drive-e-commerce-growth
20712	B2B E-Commerce: Treat it Like B2C and Win	b2b-e-commerce-treat-like-b2c	Aaron Orendorff	Aaron Orendorff	Aaron	Orendorff	aaron@iconiccontent.com	martechexec.com/article/b2b-e-commerce-treat-it-like-b2c-and-win
14349	Let Your Navigation Bar Be Your Guide	let-navigation-bar-guide	Christian Holst	Christian Holst	Christian	Holst	christian@baymard.com	martechexec.com/article/let-your-navigation-bar-be-your-guide
14670	Burning Questions for E-Commerce Brands	burning-questions-e-commerce	Abigail Nwaocha	Abigail Nwaocha	Abigail	Nwaocha	nwaocha@gmail.com	martechexec.com/article/burning-questions-for-e-commerce-brands
15816	Don't Reinvent the Wheel of E-Commerce Website Design	dont-reinvent-wheel-e-commerce	Liraz Margalit	Liraz Margalit	Liraz	Margalit	liraz.margalit@clicktale.com	martechexec.com/article/dont-reinvent-the-wheel-of-e-commerce-website-design
16776	It's Time to Fight the Fraudsters	time-fight-fraudsters	Shoshanah Posner	Shoshanah Posner	Shoshanah	Posner	shoshanah@nofraud.com	martechexec.com/article/its-time-to-fight-the-fraudsters
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