

Retail investeert in web

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Volgens [Internet Retailer](#) ziet het lijstje er zo uit:

- E-commerce platforms, 58%;
- Integrating a website with such software as order management, inventory management and financial accounting, 51%;
- Mobile sites and apps, 44%;
- Multichannel integration, 39%;
- Web content management, 38%;
- Product content management, 35%;
- Site governance, 24%;

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