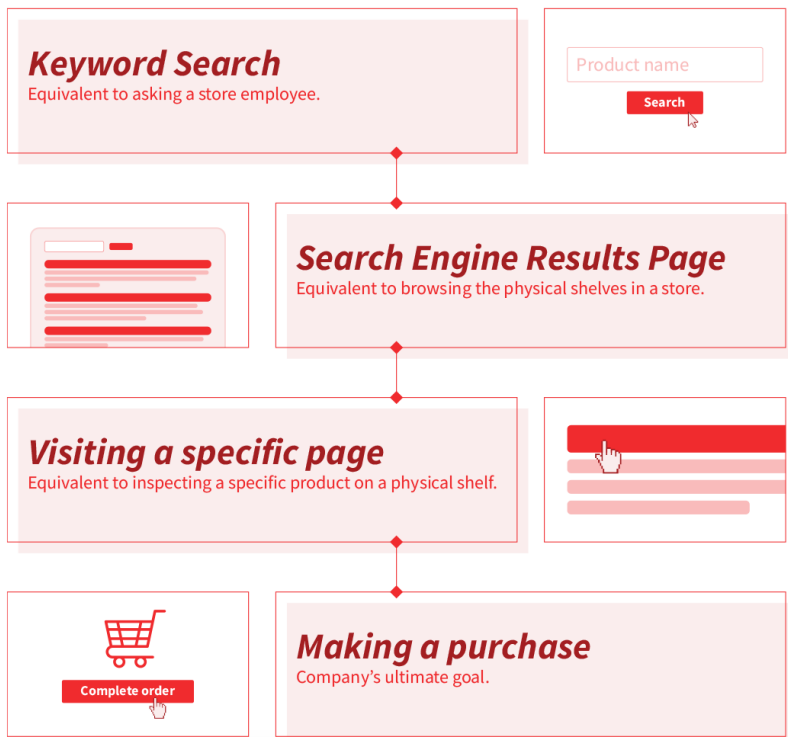


# Digital Shelf

A metaphor referring to the relationship between the customer and the product in the online/digital environment.

# Buyer's Journey

A simplified representation of what steps does a buyer take before making a purchase in the digital/online environment.



# Touchpoints

What are other ways a customer can encounter your product online? In other words, does your digital shelf consist of all these elements?

