

Panel: Expanding eCommerce Opportunities



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Panelists:

- Linda Li, SVP & General Manager, Wirecutter (The New York Times)
- Tyler Sperry, Director, eCommerce + Affiliates, America's Test Kitchen
- Scott Stein, VP, GM Content Ventures, USA TODAY

Moderator:

- Rebecca Frank, News/Media Alliance



Key takeaways:

- **Develop a reader-first strategy.**
 - It is imperative to understand your audience to help guide where your brand should go. Develop brand recognition and gain readers' trust so they take the action to buy from your recommendations and come back to your brand time after time.
- **Utilize the right data for monetization.**
 - Data is a launchpad. Connect the dots with all your reader data to help guide editorial content and monetize it in the eCommerce space.

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- **Ride the eCommerce wave.**
 - eCommerce isn't going to stop growing in the future, but it's going to grow slower. Recognize the wave and lean into opportunities and challenges when they arise.