CONTENT TO COMMERCE
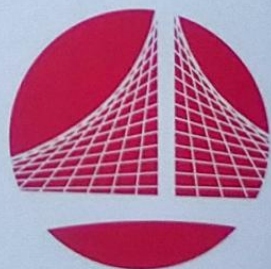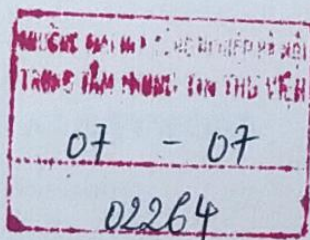
ENGAGING CONSUMERS ACROSS PAID, OWNED, AND EARNED CHANNELS

AVI SAVAR

To my wife and daughter, who inspire me every day.
Without them, nothing is possible.

CONTENTS