MarketDirect Platform Sessions

Track	Session	Description
MarketDirect Platform	**What's New (and Coming) in MarketDirect StoreFront!**	Explore the latest updates and upcoming features in MarketDirect StoreFront. This session will provide insights into new tools and enhancements designed to improve your web-to-print experience, helping you stay ahead in a dynamic industry.
MarketDirect Platform	**Leveraging SmartStores Builder 2.0 to build engaging online stores**	Discover how to utilize SmartStores Builder 2.0 to create more engaging and visually appealing online stores. This workshop will cover practical tips on using the platform's latest functionalities to enhance user experience and increase sales.
MarketDirect Platform	**Using Variable Data to Drive Success**	Learn how to effectively use variable data printing (VDP) to personalize print products and marketing materials. This session will cover techniques and strategies to tailor content to individual preferences, boosting relevance and customer engagement.
MarketDirect Platform	**Understanding Fulfillment Workflows**	Gain a comprehensive understanding of MDSF's Fulfillment tools and the options for both Pick and Pack fulfillment as well as Product Rental workflows through your online stores. This session will discuss best practices for setting up and building your pick and pack, and rentals business using MDSF, how to configure products, and map out your warehouse.
MarketDirect Platform	**Understanding how to leverage Picsart**	Picsart's AI-powered creativity tools are now available in MarketDirect StoreFront. Using the integration you can give access to more than 20 AI-powered design tools to your customers. Explore how to integrate and leverage Picsart within MarketDirect StoreFront to enhance your product offerings with high-quality graphics and editing tools. This session will provide practical demonstrations and use cases.
MarketDirect Platform	**Creating a Cross Media Campaign**	MarketDirect StoreFront offers powerful Cross Media Campaign tools, that enable you to provide your customers with the ability to create engaging multi-channel campaigns, driving revenue and more print volume for your business. Dive into the creation of cross-media campaigns that combine print, email, web, and mobile channels. Learn how to design integrated strategies that enhance customer engagement and drive conversions across multiple platforms.
MarketDirect Platform	**Breaking into B2C**	Understand the nuances of shifting from B2B to B2C markets in the print industry. This session will discuss strategies for building a successful B2C site and business using MarketDirect StoreFront.
MarketDirect Platform	**Product Management Q&A**	Engage with the product managers from the MarketDirect StoreFront team in an interactive Q&A session. Get answers to your specific questions and discuss challenges and solutions in managing and enhancing your web-to-print storefront.

* Sessions subject to change