

Targeting Mantra

[What All E-Commerce Companies Must Resolve to Do in 2015](#)

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**#8 Omnichannel is not a competitive advantage anymore. It's a need in 2015.**



*Suchit Bachalli, @Suchit\_bachalli*

Customers will continue to demand a seamless browsing and an exceptional shopping experience across multiple platforms. This will require a greater investment in platforms and solutions to meet cross-channel access demands for optimized mobile browsing.

Additionally, **businesses should integrate in-store, online and mobile shopping experiences to provide multi-channel access for their customers.** ~ *Suchit Bachalli, President of Unilog*