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### **Presentation**

#### **Customer Search in the Digital World and Its Implications for Companies' Engagement Models**

In today's digital world, customer search behavior has transformed significantly. Unlike the past, where information gathering followed a linear path, consumers now navigate a complex, omnichannel landscape—seamlessly shifting between offline stores, websites, social media, and various digital platforms. Their decision-making is increasingly shaped by peer recommendations, social influences, and an overwhelming flow of unstructured information. Given this shift, companies must rethink their engagement strategies, aligning their journey with the customer journey to ensure that their sales and outreach efforts effectively match how consumers search, evaluate, and make decisions.