



Netpeak Hosts E-commerce Expert Panel for U.S. and European Brands

DE, UNITED STATES, June 26, 2026 /EINPresswire.com/ -- The marketing agency Netpeak invites e-commerce brands from the U.S. and Europe to join its free online meetup, "[E-Commerce MythBusters: Scale Profit, Not Just Revenue](#)." The event is scheduled for June 30.

Experts from Netpeak, Google, Levanta, and Amazon marketplace backgrounds will share practical insights on AI, budget allocation, profitability, and sustainable growth. Netpeak's team has helped global brands, including Puma, Bosh, and Haggies, improve marketing performance across multiple markets.

Speakers:

Alyona Grytsuk, Startup Mentor & CEO, Netpeak International
Cyril Kuznetsov, Head of Marketplace Promotion, Netpeak (ex-Amazon)
Ruslana Kumantsova, Account Executive, New Business Sales, Google
Greg Potts, Senior Director of Partnerships, Levanta

During the 60-minute expert panel, speakers will debate how to uncover new opportunities and scale profit — not just revenue.

The myths they'll challenge:

"AI will solve targeting problems automatically."
"The best product naturally wins the market."
"Revenue growth is proof that marketing is successful."
"The same strategies work at every stage of growth."
"Increasing the budget is the fastest path to better results."

The panel will unpack why these beliefs persist, where they break down, and what e-commerce brands should focus on instead.

Who Should Attend?

E-commerce founders and Chief Marketing Officers. Identify costly assumptions and learn about a budget allocation framework tailored to their growth stage.

Performance and marketing teams. Gain an audit checklist providing a detailed look at which channels are profitable and which are not.

Marketing leads. Find an answer when the numbers stop adding up between acquisition, conversion, and retention, and receive an explanation of which reporting gaps causing that.

Event Details

What: Netpeak's "E-Commerce MythBusters: Scale Profit, Not Just Revenue" Expert Panel

When: Tuesday, June 30, 2026, 12:00-1:00 p.m ET.

Where: Online. Use the link to register:

About Netpeak

Netpeak is a marketing partner for ambitious growth backed by proven results. They deliver a full spectrum of marketing solutions — from strategy to click and bring expertise across diverse marketing landscapes, rapid service scalability, and flexible engagement models to empower clients to optimize their marketing, embrace a data-driven culture and grow.

A B DIGITAL HORIZON SYNDICATE LIMITED

A B DIGITAL HORIZON SYNDICATE LIMITED

+380 93 812 6989

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/922176390>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.