

The graphic features a dark blue background with a hexagonal pattern. Overlaid on this are various blue and white geometric shapes, including lines and squares, some of which appear to be moving or glitching. The text is centered and layered on top of these shapes.

firstmovr

CYBER MONDAY

ECOMMERCE NEWS

AUGUST 2022



firstmovr™

Your Satellite COE

for CPG eCommerce Education
& Change Management

*Designed for first movers
by two fellow first movers*



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CHIEF LEARNING OFFICER
+ CO-FOUNDER

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eCommerce

WILLIAMS
Director of
eCommerce
NA

Hollings
Sr. Director of
eCommerce
NA

EDGE
VP of Global
Exec
Education



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Kinsherry-Cook
Director of Global
eCommerce

Mondelez
General Manager
of eCommerce NA

Hollings
VP of Global
eCommerce



2022 Industry Event Calendar

January						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

May						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

July						
S	M	T	W	Th	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

September						
S	M	T	W	Th	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

November						
S	M	T	W	Th	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

February						
S	M	T	W	Th	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

April						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June						
S	M	T	W	Th	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

August						
S	M	T	W	Th	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

October						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

December						
S	M	T	W	Th	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

RETAILER STRATEGY EVENTS



CATEGORY LEADERSHIP EVENTS



INDUSTRY NEWSCASTS



*2022 firstmovr industry events are FREE to brand manufacturers



Winning offline requires
winning online first, because...

**Commercial
Ecosystems**

Emerging Platforms

**Private Brand
Expansion**

D2C Propositions

↑
Rivalry is
RISING


Digital is
DRIVING


Shelf is
SHRINKING

Omni Growth

Shopper Engagement

Omni Measurement

O2O Excellence

Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce



Digital is
DRIVING



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Omni Growth



Shopper
Engagement



Performance
Measurement



O2O
Excellence

Prime Day Delivers!





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Performance
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Prime Day Differentiation





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Not All Shoppers Are Created Equal



Walmart has expanded a Spanish search capability to **its website**. **Walmart's decision stems from the** impact of the COVID-19 pandemic and overall demographic trends. In the early stages of the COVID-19 pandemic, Walmart saw its Spanish queries spike more than 5 times compared to pre-pandemic levels as shoppers bought more online.

[Source](#)



Instacart aims to incentivize its base of personal shoppers with the launch of a new rewards program. On the rewards side, shoppers in all Cart Star tiers get access to cash back on gas and car maintenance discounts via partnerships with Upside and CarAdvise, respectively, Instacart said.

[Source](#)



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Shopper
Engagement



Performance
Measurement



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It's ALL about Assortment...



Walmart has launched a refurbishment program called Walmart Restored. On the Walmart Restored portion of its website, customers can shop by category, including small appliances, tablets, computers and televisions, or by brand, such as KitchenAid, Apple and Samsung.

[Source](#)



Glossier announced its first wholesale partnership with beauty retailer Sephora. The brand will enter Sephora stores in the U.S. and **Canada, as well as Sephora's website and mobile app**, early in 2023.

[Source](#)



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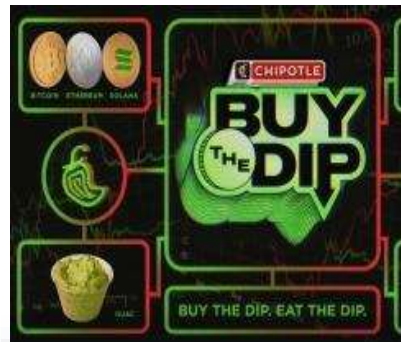
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Eating Should Be Easy...



In connection with a partnership between recipe platform SideChef and Tyson Foods, specific items now have shoppable QR codes on **Walmart's site and app**. For Walmart, the expansion of its work with SideChef adds another layer shoppable element to the buying experience by offering additional recipe touchpoints and culinary elements to product pages.

[Source](#)



Chipotle is partnering with pure digital payments platform Flexa to **accept digital currencies for "real world" food orders**. Customers can use a Flexa-enabled app to make payments at Chipotle in 98 different digital currencies, including Bitcoin, Ethereum, Avalanche, Solana, and Dogecoin.

[Source](#)



Uber Eats plans to roll out an updated online grocery delivery experience, roughly two years after it entered the U.S. e-grocery market. New functionality includes after-hours ordering, live order tracking and simpler item replacements for customers and improved support for personal shoppers.

[Source](#)



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Is Live Streaming Alive?



Facebook is shutting down its live shopping feature on October 1 to shift its focus to Reels. After this date, you will no longer be able to host any new or scheduled live shopping events on Facebook, the company says. The social media network notes that you will still be able to use Facebook Live to broadcast live **events, but you won't be able to create** product playlists or tag products in your Facebook Live videos.

[Source](#)



The Fresh Market and its partner Firework, a live-commerce and short-form shoppable video platform, have revealed a major milestone in their ongoing partnership: Earlier this quarter, The Fresh Market surpassed 365 days of total watch time for its Firework-enabled video content — including all short-form shoppable video and live-commerce content across the company's owned media channels.

[Source](#)



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**Store
Evolution**



**Last Mile
Innovation**



**Voice +
Smart Tech**



**Predictive
Commerce**

Getting More from the Store



Amazon will roll out updated Dash Carts at several Whole Foods Market stores in the coming months. The new carts hold four bags of groceries — double the capacity of the previous version. They can also **roll out to shoppers' cars** and feature an extended battery life.

[Source](#)



Best Buy has opened a new digital-first 5,000 square foot small store. Demos are a critical part of this format, and the firm said shoppers can try most of the products before buying them. Like Apple Stores, shoppers can purchase items from the show floor.

[Source](#)



Walmart is setting up shop in the great outdoors. The retail giant is partnering with health-and-wellness hospitality company Getaway to help make enjoying nature more convenient for travelers. As part of the alliance, Walmart will open mini-retail **"experiences"** at select Getaway destinations.

[Source](#)



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Give Me Delivery or Give Me Death



Amazon has started delivering packages in more than a dozen cities using the custom electric van built by Rivian. The electric delivery vans are part of **Amazon's 2040 climate pledge to reach net-zero carbon across operations by 2040**. As part of that goal, Amazon also launched a \$2 billion climate fund to invest in startups that fit into its net-zero vision.

[Source](#)



Amazon announced today that Prime members in some U.S. metro areas can now get same-day delivery from select **retail stores. The service is Amazon's latest effort toward making more products available for quick delivery.** The launch also indicates that Amazon is looking to compete with delivery apps that offer same-day delivery for retail items.

[Source](#)



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Evolution



Last Mile
Innovation



Voice +
Smart Tech



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Quick isn't easy...



Gopuff plans to lay off 10% of its global workforce and close dozens of dark stores as it grapples with a challenging market and levelling e-commerce demand.

[Source](#)



Gorillas is set to raise \$250m in funding from existing investors at a reduced valuation

[Source](#)



Instacart Inc. Investor Capital Group Cos. cut its valuation to \$14.7 billion, far below the online grocery-delivery firm's own calculation of \$24 billion. .

[Source](#)



Commercial
Ecosystems



Emerging
Platforms



Private Brands
+ Exclusives



D2C
Propositions

Amazon vs. Facebook Fraudsters



Amazon filed a lawsuit against the administrators of more than 10,000 private Facebook groups that the e-tail giant says attempt to orchestrate fake reviews on its site in exchange for money or free products. According to Amazon, these groups are **set up to recruit individuals willing to post “incentivized and misleading” reviews on** its online stores in the U.S., U.K., Germany, France, Italy, Spain, and Japan.

[Source](#)



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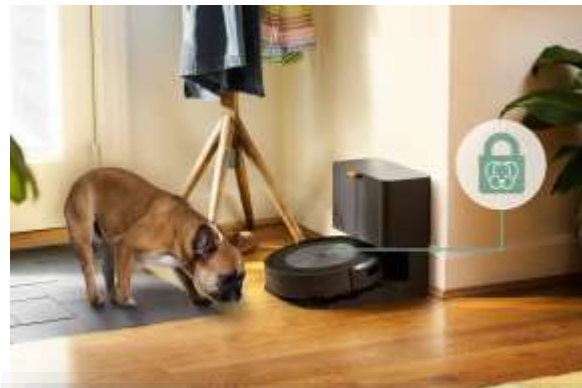
D2C
Propositions

Lions, Robots and Healthcare, Oh My!



Amazon is acquiring One Medical for \$3.9 billion, which operates a network of boutique primary-care practices, and also offers a range of telemedicine services.

[Source](#)



Amazon has signed an agreement to acquire iRobot, makers of Roomba robot vacuums.

The deal is valued at approximately \$1.7 billion.

[Source](#)



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D2C
Propositions

To Retail and Beyond



Walmart is partnering with e-commerce management platform CommercelQ to offers automated management of sponsored product and sponsored brand amplifier advertising for CPG brands that target its customers via Walmart Connect.

[Source](#)



Amazon is launching Amazon Seller Wallet, a solution intended to provide the **e-tail giant's selling** partners more capability to determine how much and when to convert their funds. The tool will enable third-party Amazon sellers to hold, view, and transfer Amazon store proceeds directly to their bank account on their schedule.

[Source](#)



Ulta Beauty has launched Prisma Ventures, a digital innovation fund that will invest \$20 million in technology startups. It is focused on investments in augmented reality, metaverse, personalization, technology-powered custom beauty services, and more.

[Source](#)



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D2C
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Private Brand Prominence

Brand	Share of Page 1 Jul-Sep 2021	Share of Page 1 Apr-Jun 2022	Percentage point change
Lay's	23.5%	14.0%	- 9.4 ppt
Frito-Lay	17.8%	33.6%	+ 15.8 ppt
Pringles	8.7%	4.9%	- 3.8 ppt
Doritos	8.5%	6.8%	- 1.8 ppt
Great Value (Walmart PL)	6.0%	22.8%	+ 16.8 ppt

Walmart's Great Value Brand grabs disproportionate digital shelf space. Example in chips. PROFITERO

41% of shoppers surveyed this spring saying they bought more store brands than before the pandemic. 77% of those said they plan to continue that add store brands to their carts in the future. Shoppers who said they are buying more private brands chose value (63%) and price (55%) as their leading reasons for doing so. But they also noted that quality (43%), taste (42%) and availability (35%) are motivating factors, underscoring the high expectations consumers have for store brands these days.



+ there's more
to come!

Register for our upcoming
eCommerce summits!



September 12 / 1pm ET



and more...



Next Steps

You've always
been a first mover.
Let's make it official.



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Join our **in** community and get
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