

 *firstmovr*

# CYBER MONDAY

ECOMMERCE NEWS

OCTOBER 2022



**firstmovr**<sup>™</sup>  
Your Satellite COE  
for CPG eCommerce Education  
& Change Management



## Designed for first movers by two fellow first movers



### Chris Perry

CHIEF LEARNING OFFICER  
+ CO-FOUNDER



### Oskar Kaszubski

CHIEF GROWTH OFFICER  
+ CO-FOUNDER



# 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**

**JBP X AMAZON**  
 eCommerce Growth Summit **SEPTEMBER 20-22**  
[REGISTER NOW](#)

**CAT X BEVALC**  
 March 8-9 2022  
[REGISTER NOW](#)

**CYBER MONDAY**  
 ECOMMERCE NEWS

\*2022 firstmovr industry events are FREE to brand manufacturers

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**CYBER  
MONDAY**  
ECOMMERCE NEWS

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  
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**Omni Growth**



**Shopper  
Engagement**



**Performance  
Measurement**



**O2O  
Excellence**

# Dealing in deals

## Prime Early Access Sale

Two days of holiday deals

prime

October 11-12

**Prime Early Access Sale, a new two-day global shopping event exclusive to Prime members, runs 11th October to 12th October in 15 countries, kicking off the holiday shopping season early with hundreds of thousands of deals.**

[Source](#)



**Walmart is hosting its “Rollbacks and More” October savings event from Oct. 10 to Oct. 13. Besides announcing holiday deals early, Walmart has also begun staffing up its stores and improving its return policy ahead of the holidays.**

[Source](#)



Digital is DRIVING

Rivalry is RISING

Shelf is SHRINKING

Omni Growth



Shopper Engagement

Performance Measurement

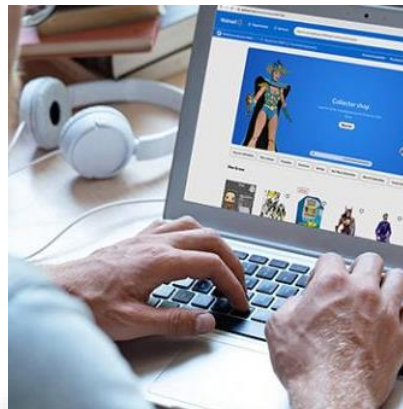
O2O Excellence

# The Digital Marketplace emerges...



Walmart is launching two Roblox experiences ahead of the holidays. Walmart's Universe of Play showcases the big-box store's toy collection and Walmart Land, is a floating island designed in the shape of Walmart's spark logo with each of the six sparks is an "isle" embodying a different store shopping aisle.

[Source](#)



Walmart is launching a new digital collectible platform, known as AutoT, in collaboration with NECA (National Entertainment Collectibles Association). Each series in the AutoT line works like a "mystery box" based on a specific pop culture property.

[Source](#)



Amazon is debuting what it calls the "Amazonmetaworld," a metaverse of digital gamification experiences, in five Indian cities during September 2022. Consumers in those cities can walk into physical experience centers where they create a virtual avatar, put on a virtual reality (VR) headset.

[Source](#)



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Shopper Engagement

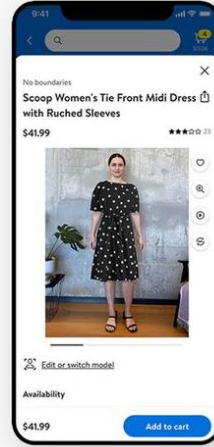


Performance Measurement



O2O Excellence

# Multi-Dimensional Shopping



Walmart is rolling out a new Be Your Own Model virtual try-on function. The new option allows customers to upload full-body images of themselves to the Walmart app and use them to virtually try on select apparel.

[Source](#)



Google is launching of new shopping features, including a Shop in 3D tool for select sneakers, a “shop the look” tool that provides a set of suggested products and a buying guide feature meant to help customers with harder purchasing decisions.

[Source](#)





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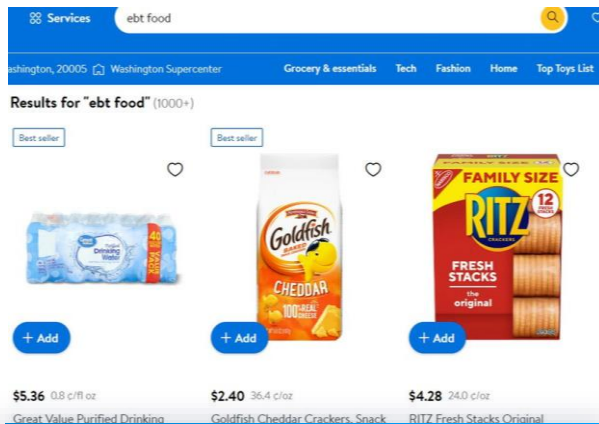
Shopper Engagement

Performance Measurement



O2O Excellence

# Providing More Shoppers More Access



In Walmart.com's "Grocery" department tab, shoppers can now select a filtered section under "Featured Shops" that exclusively lists SNAP-eligible items. This advancement to Walmart's site comes just a few months after the USDA released a statement announcing efforts to increase the number and diversity of retailers offering SNAP online purchasing.

[Source](#)



Amazon unveiled a hub for discounts, affordability programs and other features dubbed Amazon Access where shoppers can also view information about Prime Access, the retailer's newly renamed discounted member program for recipients of government assistance.

[Source](#)



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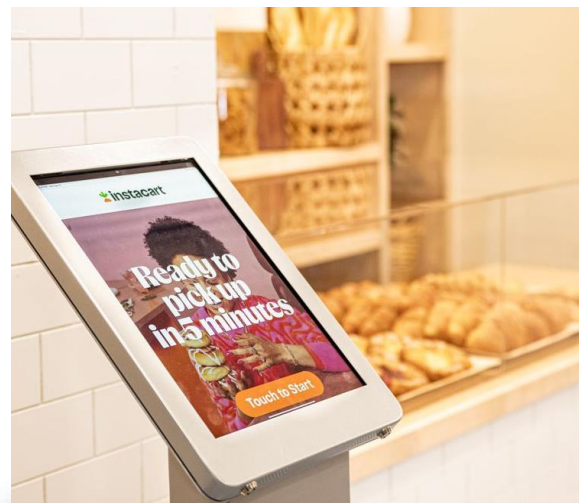
**O2O  
Excellence**

# Instacart elevates retail health



Instacart is introducing Instacart Health, a new initiative designed to promote access to healthy grocery and produce items. Instacart Health includes new shopping tools, payment options, and collaborative healthcare initiatives.

[Source](#)



Instacart announced a suite of connected technologies, including scan-and-go checkout and electronic shelf labels, that extends the e-commerce company's digital footprint into in-store shopping.

[Source](#)



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SHRINKING



**Store  
Evolution**



Last Mile  
Innovation



Voice +  
Smart Tech



Predictive  
Commerce

# Putting the “Super” in Supercenter



**Walmart is installing Focal's computer vision cameras, which scan shelves at predetermined intervals and alert workers to restock the shelf when it finds an out-of-stock. By expanding its use of Focal, Walmart Canada said it's looking to solve the “frustrating” experience customers and workers picking online orders face with out-of-stocks. The retailer said it has found a “game-changer” for the problem.**

[Source](#)

Digital is DRIVING

Rivalry is RISING

Shelf is SHRINKING

Store Evolution



Last Mile Innovation



Voice + Smart Tech



Predictive Commerce

# The Future of Convenience



**Grubhub and Gopuff delivery platforms are piloting a collaboration that combines inventory and fulfillment capabilities. Select gopuff rapid fulfillment locations will be available to fulfill orders on the Grubhub online marketplace in New York City, Los Angeles, Philadelphia, and Austin. The partnership expands Grubhub's selection of products available for on-demand delivery to its customers and opens up a new channel for Gopuff to reach more customers.**

  
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 Rivalry is RISING

  
 Shelf is SHRINKING



**Commercial Ecosystems**



**Emerging Platforms**



**Private Brands + Exclusives**



**D2C Propositions**

# Google is getting hungry...



**AI nutrition technology company Spoon Guru has formed a partnership with Google Cloud, the aim of which is to create innovative grocery retail solutions, starting with a product search and recommendations engine. With Spoon Guru's commerce solutions available on Google Cloud Marketplace, retailers will be able to quickly deploy the offerings to their Google Cloud environment.**



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Emerging  
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Private Brands  
+ Exclusives



D2C  
Propositions

# FTC investigates Amazon's Bids



The FTC has requested additional information and documentation on Amazon's planned acquisition of iRobot. The probe of its iRobot deal is in addition to an investigation by the FTC into Amazon's One Medical acquisition. This means Amazon cannot move forward with the acquisitions "until the companies have substantially complied with the additional investigatory request."

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Rivalry is RISING

Shelf is SHRINKING



Commercial Ecosystems



Emerging Platforms



Private Brands + Exclusives



D2C Propositions

# Amazon enables its 3<sup>rd</sup> Party network



Amazon announced it would offer sellers free access to shipping software designed to speed up fulfillment and lower delivery costs. Amazon sellers in the U.S. and U.K. will no longer need to pay the \$450 delivery fee for Veeqo, which the e-commerce giant bought earlier this year. Sellers will also be able to manage orders across multiple sales channels, not just Amazon.

[Source](#)

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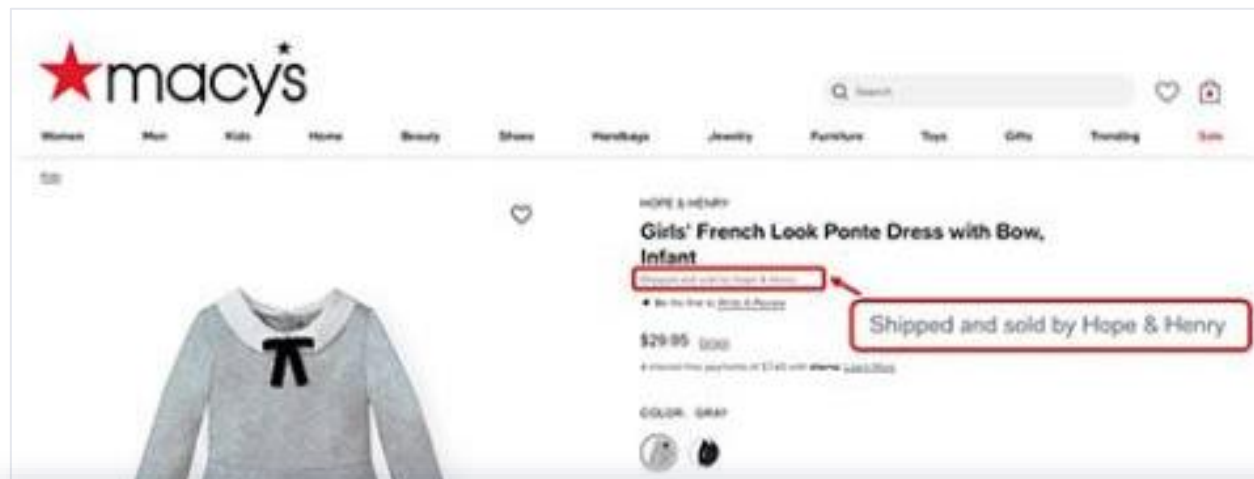
Commercial Ecosystems

Emerging Platforms

Private Brands + Exclusives

D2C Propositions

# Macy's becomes a Marketplace



**Macy's is officially launching a new digital marketplace. As the platform is scaled, Macy's will continue to collaborate with a select, curated group of sellers and brands chosen to ensure alignment with business needs and Macy's product and fulfilment standards.**



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D2C Propositions

# gopuff goes private... brand



**gopuff revealed good now, its new line of private-label health and wellness items, including medications and at-home test kits. In the coming months, gopuff will roll out more products from the good now line, including electrolyte drinks, bandages, antihistamines, antacids and more.**



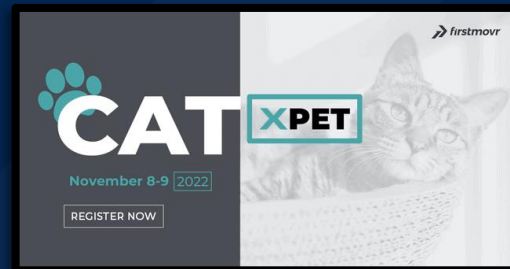
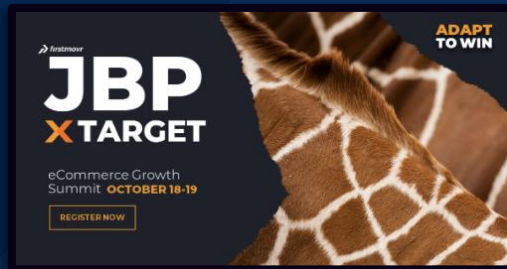
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**+ there's more  
to come!**



November 7 / 1pm ET

Register for our upcoming  
eCommerce summits!



2023 Calendar Coming Soon!



## Next Steps

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



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