CYBER
MONDAY
NEXT COMMERCE NEWS
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CYBER
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NEXT COMMERCE NEWS
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BEFORE WE GO FURTHER

YOUR SATELLITE COE

for CPG eCommerce Education & Change Management

firstmovr

Designed for first movers
by two fellow first movers

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CHIEF GROWTH OFFICER
+ CO-FOUNDER

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Director of Global eCommerce	General Manager of eCommerce NA	VP of Global eCommerce

Chris Perry

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reckitt	Wellness Pet Company	Kellogg's	EDGE by Ascential
Head of NA eCommerce	Director of eCommerce NA	Sr. Director of eCommerce NA	VP of Global Exec Education

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2023 Next Commerce Industry Events

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
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February

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March

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April

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July

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30	31					

August

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September

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October

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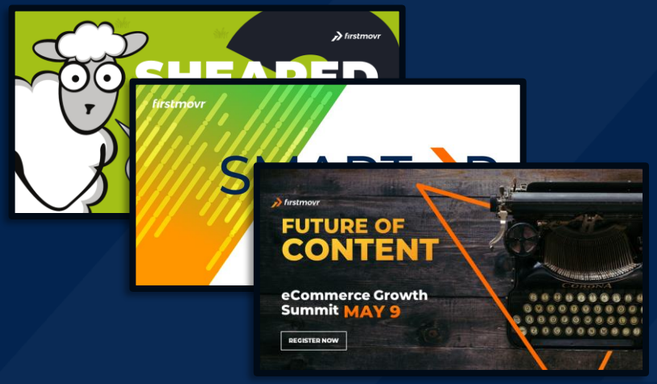
24	25	26	27	28	29	30

RETAILER + CATEGORY EVENTS

STRATEGY + CAPABILITY EVENTS



INDUSTRY NEWSCASTS

**2023 firstmovr industry events are free to brand manufacturers*

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torch™

first movers lighting the way

The certification program that tracks and celebrates continuous learning and next commerce leadership.

Next Commerce Leadership Certification Levels:

Up to 8 Hours of Learning

8+ Hours of Learning

16+ Hours of Learning

24+ Hours of Learning

56+ Hours of Learning

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Email torch@firstmovr.com

Winning offline

Requires winning *online* first

- Emerging Platforms
- Private Brand + Exclusives
- D2C Propositions
- Commercial Ecosystems

- Omni-Growth
- Shopper Engagement
- Omni Measurement
- O2O Excellence

- Store Evolution
- Last Mile Innovation
- Voice + Smart Tech
- Predictive Commerce

Digital is DRIVING

- Omni-Growth
- Shopper Engagement
- Omni-Measurement
- O2O Excellence

The #1 online grocer is...

Walmart received the top ranking among all online grocers in a survey of more than 1,000 U.S. consumers.

Amazon Fresh followed at #2, with Aldi, Kroger, Costco, Albertson's, Ahold Delhaize, Target, H-E-B, and Whole Foods Market (also owned by Amazon) rounding out the top 10.

Source

Digital is DRIVING

- Omni-Growth
- Shopper Engagement
- Omni-Measurement
- O2O Excellence

Content is KING and QUEEN...

The Fresh Market is introducing a digital-only magazine with interactive shopping features.

The new magazine is supported by vendor advertising and features a fully interactive shoppable experience. Customers can actively shop any product featured in the magazine via clickable buttons that take them directly to e-commerce collections for a seamless, “click and order” shopping experience.

Source

Digital is DRIVING

- Omni-Growth
- Shopper Engagement
- Omni-Measurement
- O2O Excellence

Gamifying the Metaverse

The Home Depot launched a Virtual Kids Workshop experience in Roblox.

In the Roblox space, gamers are encouraged to collect materials in order to build their own projects. Putting a child-centric experience on the platform may help to raise awareness of the in-store program, helping to drive traffic to physical locations.

Source

Maybelline enlists its first-ever digital avatar for mascara launch.

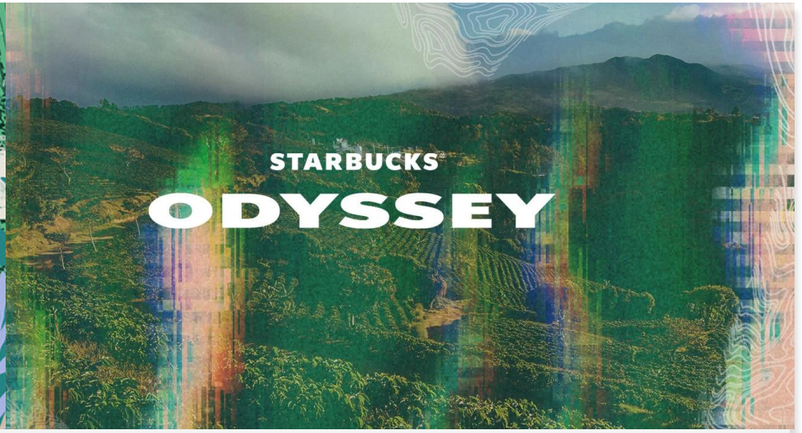
The move to activate with a digital avatar follows a growing interest in virtual influencers by both advertisers and consumers and rides on the heels of other innovative marketing efforts, including efforts surrounding the metaverse.

Source

Digital is DRIVING

- Omni-Growth
- Shopper Engagement
- Omni-Measurement
- O2O Excellence

Starbucks starts a collection



Starbucks is moving a digital extension of its Starbucks Rewards loyalty program into full rollout.

Starbucks Odyssey provides Starbucks Rewards members and employees in the U.S. the opportunity to earn and purchase digital collectible NFT assets. Starbucks Odyssey members can engage in Starbucks Odyssey "journeys," a series of omnichannel activities, such as playing interactive games or taking challenges.

Source

Shelf is SHRINKING

- Store Evolution
- Last Mile Innovation
- Voice + Smart Tech
- Predictive Commerce

Instacart increased the grocery basket

Instacart leans further into digital solutions for grocers.

Instacart launches updates to digital solutions under its Instacart Platform, noting that the new capabilities are now available to grocers across North America. The updates come at a time when Instacart is investing in building out its digital solutions for retailers' in-store and online shopping experiences.

Source

Shelf is SHRINKING

- Store Evolution
- Last Mile Innovation
- Voice + Smart Tech
- Predictive Commerce

Amazon Go is still going...

Amazon to close 8 Go stores

The closures continue a recent flurry of setbacks for Amazon's physical retail segment. In early February, CEO Andy Jassy said during the company's earnings call that Amazon was halting its Fresh grocery store rollout as it figures out a way to better differentiate and improve its economics.

Source

Amazon Go expanding to college campuses

Amazon is teaming up with mobile credential and payment solutions provider Transact to integrate its Just Walk Out technology with Transact's solutions across college campuses.

Source

Shelf is SHRINKING

- Store Evolution
- Last Mile Innovation
- Voice + Smart Tech
- Predictive Commerce

“I did it my way!!!!!”

Amazon expanding same-day delivery service.

Amazon plans to expand its same-day delivery service by growing its specialized fulfillment center footprint, but the sped-up option could come with added fees. Amazon executives on an earnings call earlier this month said expanding one-day delivery is a priority.

Source

Amazon pulls back from UPS considering logistics empire

UPS plans to further reduce its business with top customer Amazon in 2023, even as both companies face obstacles that could complicate their mutually agreed cutback.

Source

Shelf is SHRINKING

- Store Evolution
- Last Mile Innovation
- Voice + Smart Tech
- Predictive Commerce

CYBER MONDAY NEXT COMMERCE NEWS

Aldi is dashing... DoorDashing

DoorDash adds Aldi to its delivery portfolio.

DoorDash has struck an agreement with Aldi to provide delivery service from most of the German discount supermarket chain's locations across 38 U.S. states. Shoppers who belong to DoorDash's DashPass membership program will receive free delivery on orders from Aldi of at least $35.

Source

Shelf is SHRINKING

- Store Evolution
- Last Mile Innovation
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CYBER MONDAY NEXT COMMERCE NEWS

Wingstop pilots AI-based voice ordering

Wingstop is testing an artificial intelligence (AI) solution to streamline voice ordering.

Restaurant chain is utilizing ConverseNow voice-AI powered virtual assistants to handle phone orders in select restaurant locations. Leveraging virtual ordering assistants, Wingstop intends to replicate natural human dialogue to provide a naturally conversational, personalized phone ordering experience.

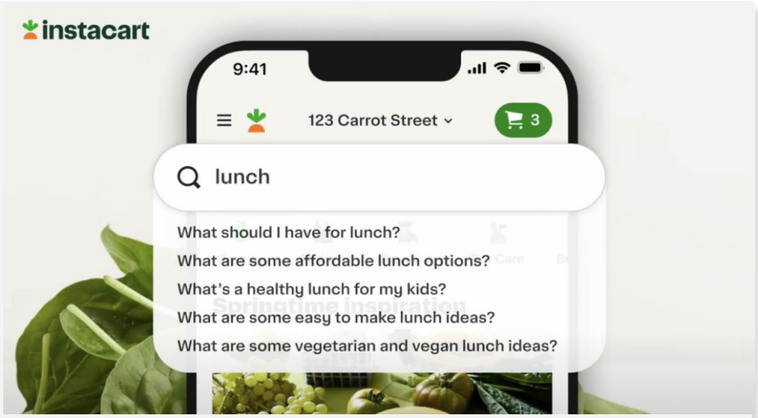
Source

Shelf is SHRINKING

- Store Evolution
- Last Mile Innovation
- Voice + Smart Tech
- Predictive Commerce

CYBER MONDAY NEXT COMMERCE NEWS

Will ChatGPT do your shopping?



Instacart to add ChatGPT bot to its app.

Instacart is adding OpenAI's ChatGPT chatbot technology to its app, jumping on the bandwagon of many companies doing the same — plugging in the AI language tool in a move to offer automated customer service and marketing solutions.

Source

A majority of grocers plan to test a ChatGPT solution in 2023.

67% of grocers say they have discussed ChatGPT at senior level meetings. 82% of grocers consider AI a necessity to remain competitive in the future. 59% of grocers will test an AI solution in 2023, while 13% will spend non-budgeted funds to do so.

Source

Rivalry is RISING

- Emerging Platforms
- **Private Brand + Exclusives**
- D2C Propositions
- Commercial Ecosystems

Aldi may be the next “Nike”

Aldi plans to make a line of branded merchandise available in its stores across the United States for a limited time.

Aldi is among a growing number of retailers that have launched efforts to market apparel and other goods sporting their names to loyal shoppers as a way to build and take advantage of enthusiasm for their brands.

Source

Rivalry is RISING

- Emerging Platforms
- **Private Brand + Exclusives**
- D2C Propositions
- Commercial Ecosystems

Target's New "Dollar Menu"

Target plans to broaden its assortment of products priced $15 and under

Target released details on strategic investments the company will pursue this year to fuel growth. One is "delivering affordable joy," wherein the retailer will broaden its assortment to include more items at $3, $5, $10 and $15 price points.

Source

Rivalry is RISING

- Emerging Platforms
- Private Brand + Exclusives
- D2C Propositions
- Commercial Ecosystems

Uber Eats partners with airports

Uber Eats partnered with Tampa International Airport to offer online ordering from its concessions.

The TPA partnership gives Uber Eats access to a captive audience of 21 million travelers and workers, a similar value proposition to its stadium program. Through this program, travelers and airport workers can order ahead and skip the line at over 20 concessions locations within the airport.

Source

Rivalry is
RISING

- Emerging Platforms
- Private Brand + Exclusives
- D2C Propositions
- Commercial Ecosystems

Sam’s optimizes its media network

Sam’s Club is helping its advertising partners avoid sending customers repetitive promotions.

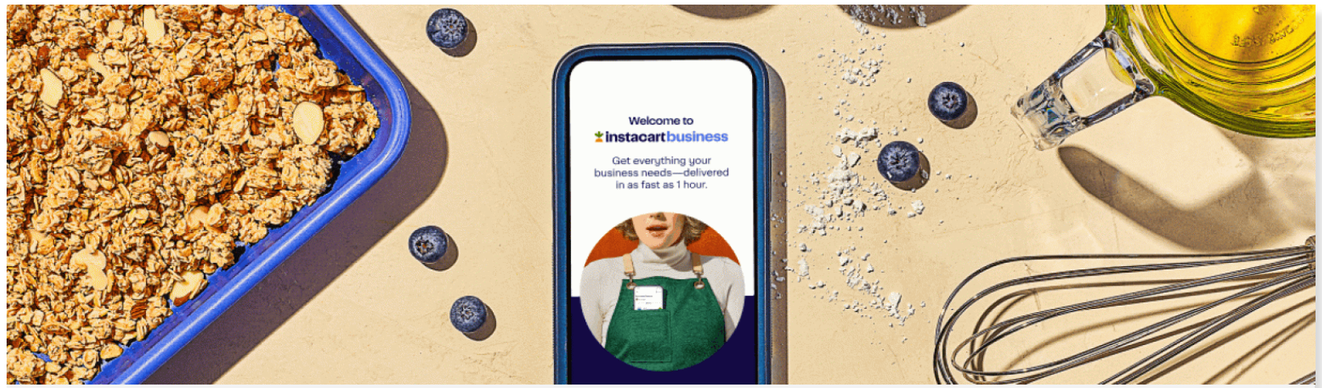
Sam’s Club is making real-time, intelligently retargeted display advertising available across tens of thousands of sites on the open web through its Sam’s Club Member Access Platform (MAP) retail media network.

Source

Rivalry is RISING

- Emerging Platforms
- Private Brand + Exclusives
- D2C Propositions
- Commercial Ecosystems

Instacart is taking care of business



Instacart announced Instacart Business, which caters to business owners, particularly at the small and local level.

Instacart Business comes with the following features: Business-friendly retailers, Stock lists, Re-ordering and auto-order capabilities, Flexible delivery options, Business credits, Tax exemption benefits

Source

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+ there's more to come!

Register for our upcoming eCommerce summits!

April 24 / 1pm ET

and more...

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BEFORE WE GO FURTHER

We're here to help!

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