CYBER
MONDAY
NEXT COMMERCE NEWS
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STARTING SOON | STARTING SOON | STARTING SOON | STARTING SOON | STARTING SOON | STARTING SOON | STARTING SOON

CYBER
MONDAY
NEXT COMMERCE NEWS

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BEFORE WE
GO FURTH>R

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YOUR SATELLITE COE
for CPG eCommerce Education
& Change Management

Designed for first movers
by two fellow first movers

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Kimberly-Clark	Mondelēz International	Kellogg's
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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

2023
firstmovr
Next Commerce Industry Events

RETAILER + CATEGORY EVENTS
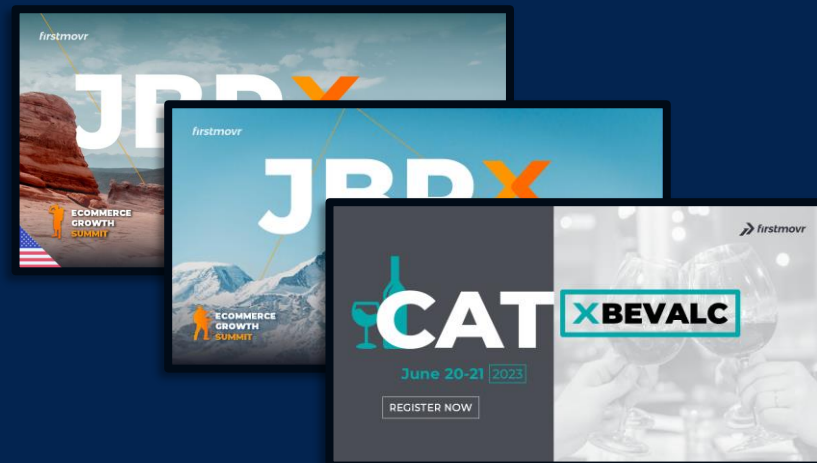
STRATEGY + CAPABILITY EVENTS

INDUSTRY NEWSCASTS

2023 firstmovr industry events are free to brand manufacturers

Winning offline

Requires winning *online* first

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

→ Omni-Growth
→ Shopper Engagement
→ Omni Measurement
→ O2O Excellence
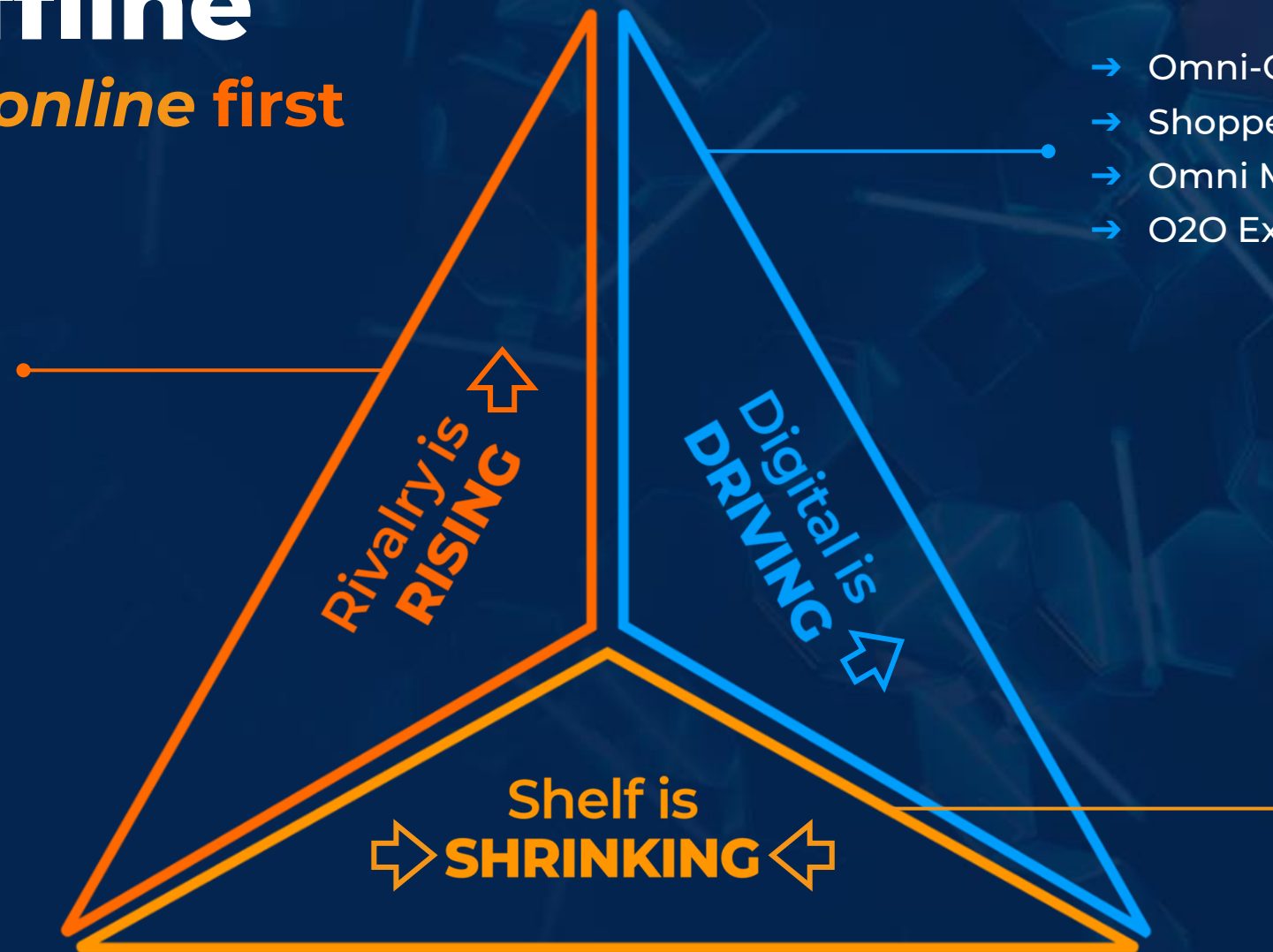
→ Store Evolution
→ Last Mile Innovation
→ Voice + Smart Tech
→ Predictive Commerce

Rivalry is **RISING**

Digital is **DRIVING**

Shelf is **SHRINKING**

Omni-Growth

Shopper Engagement

Omni-Measurement

O2O Excellence

Solving for the "Return" Trip

The Consortium to Reinvent the Retail Bag launched a pilot to test a returnable retail bag deposit model.

The overarching goal is to reduce single-use plastic bag waste by providing alternatives. Customers at CVS Health and Target stores in New Jersey, where a plastic bag ban took effect last year, can purchase a reusable bag for $1 at the checkout and get the deposit back when they return the bag during a return trip. The bags are washed and redistributed for reuse.

Source

Omni-Growth

Shopper Engagement

Omni-Measurement

O2O Excellence
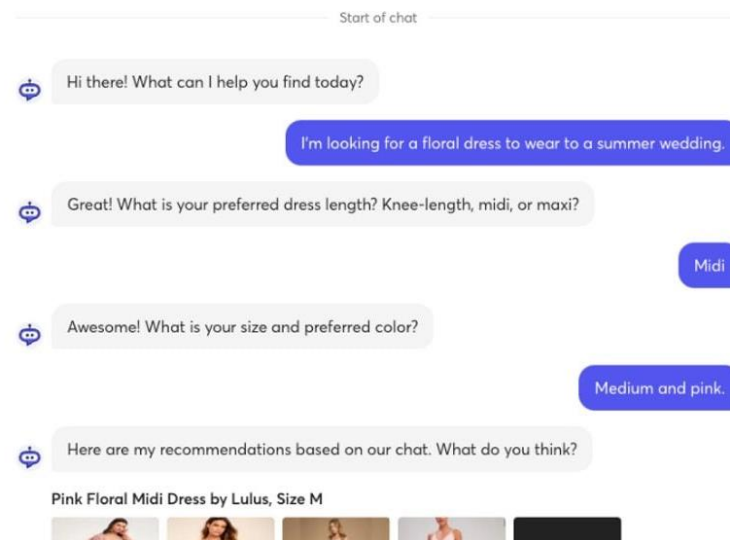
Will ChatGPT do your shopping?

Start of chat

Hi there! What can I help you find today?

I'm looking for a floral dress to wear to a summer wedding.

Great! What is your preferred dress length? Knee-length, midi, or maxi?

Midi

Awesome! What is your size and preferred color?

Medium and pink.

Here are my recommendations based on our chat. What do you think?

Pink Floral Midi Dress by Lulus, Size M

Chat with us

We typically reply in a few minutes.

What is your return policy?

Hey Sophie!
We have a 7-day return policy on our products. Do you want to return Syka Hair Dryer you bought on 14th
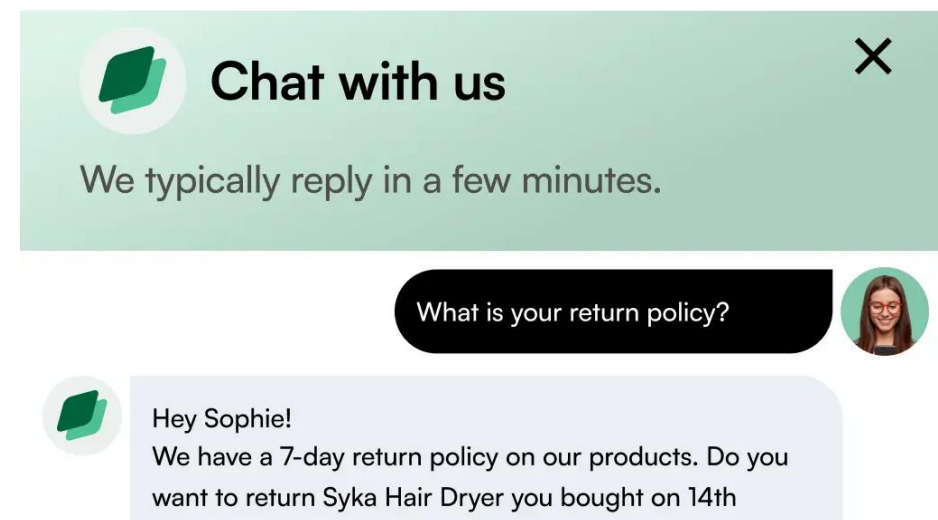
Mercari taps ChatGPT for search, recommendation functions.

Mercari, the secondhand goods marketplace, debuted Merchat AI, a shopping assistant that uses the artificial intelligence software ChatGPT. With Merchat AI, shoppers can ask the chatbot questions regarding the products they want and select the product recommendations.

Source

53% of surveyed consumers who have used traditional retail customer support chatbots rate their overall experience as "fair" or "poor."

55% of surveyed traditional chatbot users don't trust them. And only 17% of surveyed retail chatbot users have used a bot to search for products, and just 7% have used it to receive product recommendations.

Source

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

Metaverse Gamification

Gucci and Vans launched a scavenger hunt between their two worlds on Roblox.

"Gucci Town x Vans World" will allow users to navigate obstacles and explore both digital spaces. Additionally, players are tasked with a scavenger hunt to find fabrics and patterns, which can be turned into a shoe accessory or skateboard backpack when all swatches are collected. The final product can be worn by the user's avatar.

Source

Walmart winds down Roblox play as metaverse lands in privacy crosshairs.

The move follows a push by TINA.org and other watchdogs to assess Universe of Play for potential "manipulative stealth marketing" to kids. Universe of Play launched in September as part of the big-box store's efforts to reach Gen Z consumers through the metaverse.

Source

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

Clinique launches virtual lab

Building upon its in-store lab concept, Clinique has launched The Clinique Lab.

- a digital environment where customers can create custom avatars and browse its products. Through The Clinique Lab experience on desktop or mobile, customers can explore six different environments where they can purchase products, talk with a Clinique consultant and learn about product formulas and the company's origins.

Source

- Omni-Growth
- **Shopper Engagement**
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- O2O Excellence

The transformative power of AI

Nfinite Launches Next-Generation Immersive Online Shopping Experiences

Nfinite, the leader in next-generation 3D visualization for retail, announced a set of new features including the release of Dynamic Display, a major new capability of its SaaS platform. Dynamic Display allows retailers and brand owners to quickly and seamlessly embed interactive, shoppable showrooms on any webpage.

Source

Shelf is SHRINKING

- Store Evolution
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- Voice + Smart Tech
- Predictive Commerce

Uber is uber innovative...

Uber rolls out delivery robots in new market.

The Uber Eats on-demand delivery subsidiary of Uber is expanding an automated delivery partnership with self-driving robot provider Cartken. Customers at the Mosaic District, a shopping and dining destination owned and operated by Edens, can now order Uber Eats deliveries from select participating retailers.

Source

Uber offers virtual restaurant platform to delivery partners.

Uber Eats is introducing a new Certified Virtual Restaurant Program. This initiative, launched in partnership with virtual food service brand builders Virtual Dining Concepts, Nextbite, and Acelerate, aims to create a more consistent, reliable virtual restaurant experience for consumers who use Uber Eats.

Source

CYBER MONDAY NEXT COMMERCE NEWS

Rivalry is RISING

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

The "Exclusive" Revolution...

Revolution Beauty is the latest beauty brand to form a wholesale partnership with Walmart as it continues to expand its category footprint.

Revolution Beauty's offering with Walmart will feature the brand's new Relove by Revolution collection, exclusive to the mass merchant, in 2,500 of the retailer's locations as well as on its website.

Source

Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Taking "care of" business

DTC vitamin supplement brand Care/of has launched an exclusive offering of its products within 308 Sam's Club stores across the U.S.

The launch of Care/of at Sam's Club follows the brand's initial foray into wholesale through its partnership with Target announced in 2021. Consumers shopping the product at Target are able to purchase single bottle SKUs.
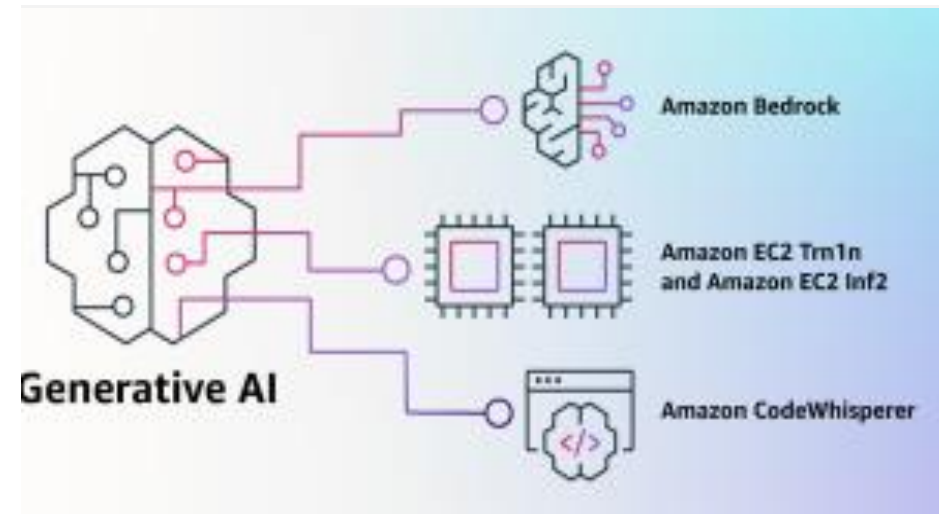
Source

Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Amazon's Flywheel keeps turning

AWS is launching a limited preview of a new generative AI model called Bedrock.

According to Amazon, Bedrock foundational models can be customized to fit the workflows of specific industries and perform a range of tasks including writing blog posts, generating images, solving math problems, engaging in dialog, and answering questions based on a document.

Source

Amazon opens IoT initiative to developers.

The e-tail giant is opening Amazon Sidewalk, a secure, low-bandwidth, long-range network designed to provide Internet of Things (IoT) connectivity for one billion devices, for developer testing.

Source

Rivalry is RISING

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Instacart expands its own cart

Instacart is rolling out new capabilities for retailers designed to increase customer personalization and access to loyalty programs.

Instacart is introducing Instacart Marketing Solutions, as well as introducing the ability for retailers to allow customers to sign up for their store loyalty programs directly from the Instacart app.

Source

Rivalry is RISING

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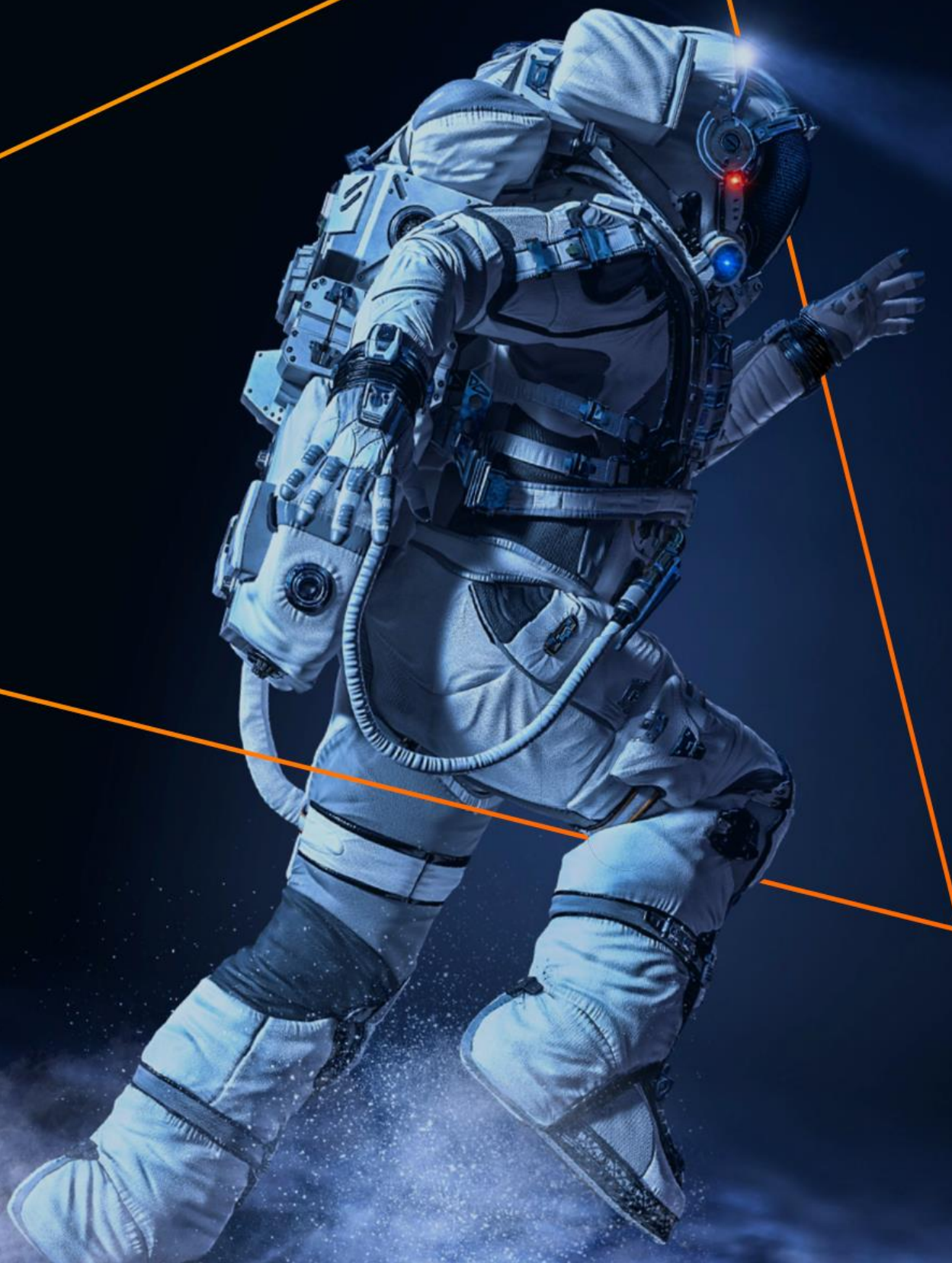- D2C Propositions
- **Commercial Ecosystems**

Oh Snap!

Snap offers AR tech tools to businesses.

Snap announced the launch of AR Enterprise Services, a division of the company that will allow businesses to integrate its augmented reality technology in their own operations, "transforming the way they engage with consumers."
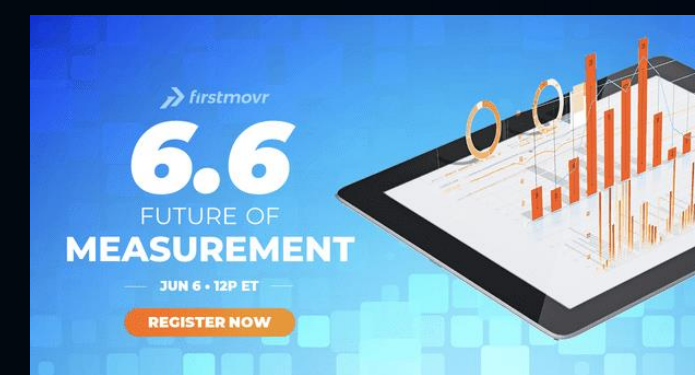
Source

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BEFORE WE GO FURTHER

We're here to help!

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