CYBER MONDAY
NEXT COMMERCE NEWS
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Designed for first movers
by two fellow first movers

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+ CO-FOUNDER

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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

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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
29	30	31				

February
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26	27	28				

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30						

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June
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August
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December
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24	25	26	27	28	29	30

RETAILER + CATEGORY EVENTS

JRRX — ECOMMERCE GROWTH SUMMIT

JRRX — ECOMMERCE GROWTH SUMMIT

CAT X BEVALC
June 20-21 2023
REGISTER NOW
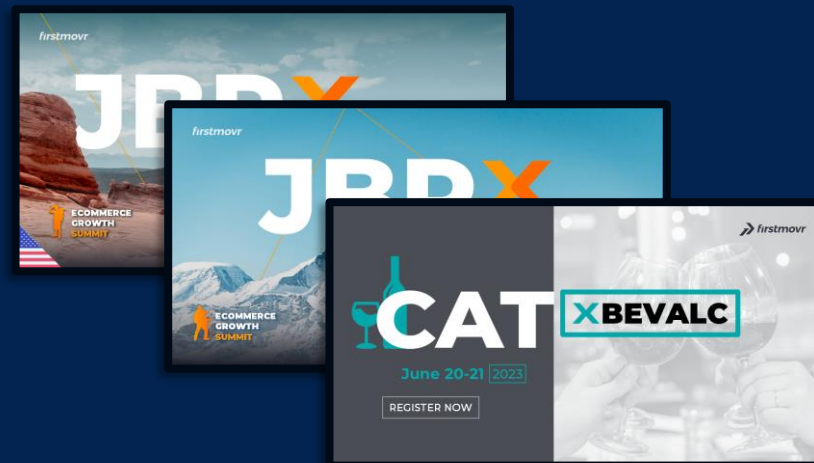
STRATEGY + CAPABILITY EVENTS

SHEARED

5.5 FUTURE OF CONTENT
MAY 5 • 12P ET
BEGINNING SHORTLY

INDUSTRY NEWSCASTS

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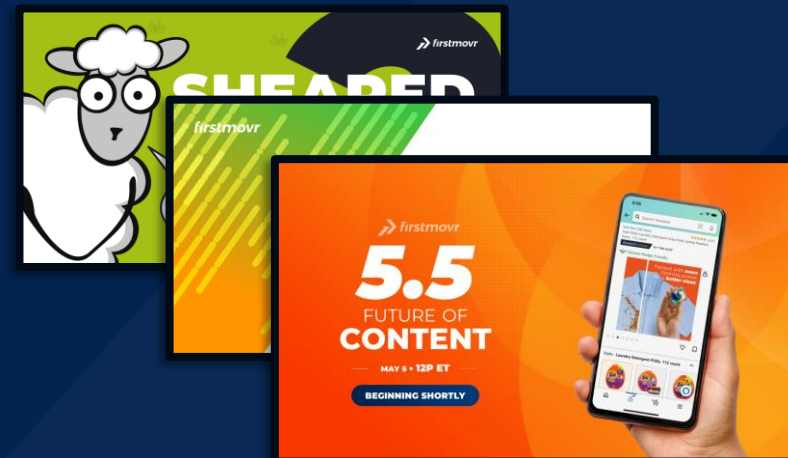
2023 firstmovr industry events are free to brand manufacturers

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torch™

first movers lighting the way

The certification program that tracks and celebrates continuous learning and next commerce leadership.
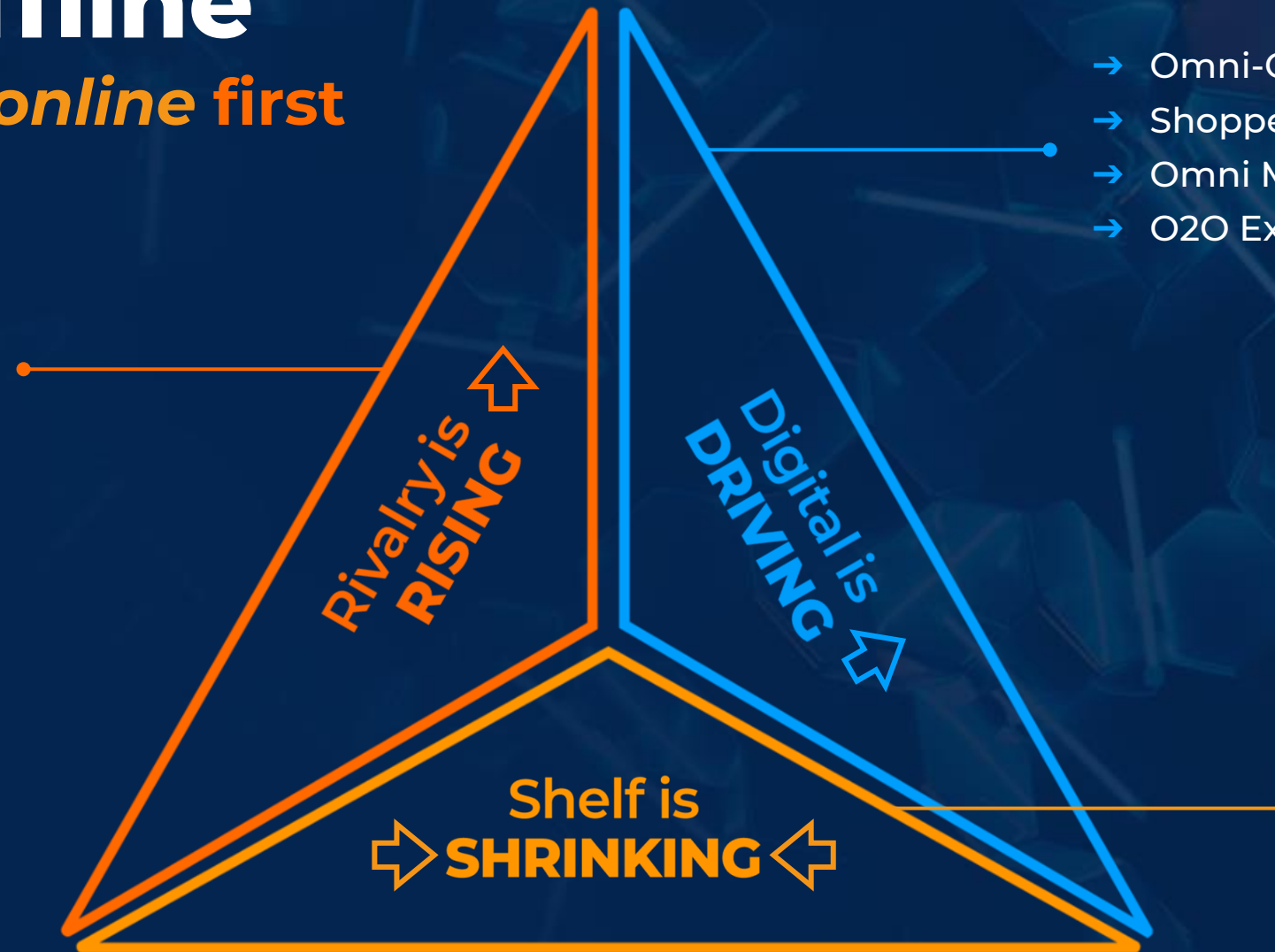
Next Commerce Leadership Certification Levels:

CERTIFIED EMBER	CERTIFIED BLAZE	CERTIFIED SOL	CERTIFIED POLARIS	CERTIFIED SIRIUS
NEXT COMMERCE LEADERSHIP	NEXT COMMERCE LEADERSHIP	NEXT COMMERCE LEADERSHIP	NEXT COMMERCE LEADERSHIP	NEXT COMMERCE LEADERSHIP
Up to 8 Hours of Learning	8+ Hours of Learning	16+ Hours of Learning	24+ Hours of Learning	56+ Hours of Learning

Want to claim your torch™ badge?

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

Rivalry is RISING

Digital is DRIVING

Shelf is SHRINKING

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

Omni-Growth

Shopper Engagement

Omni-Measurement

O2O Excellence

Amazon is the Anywhere Store...
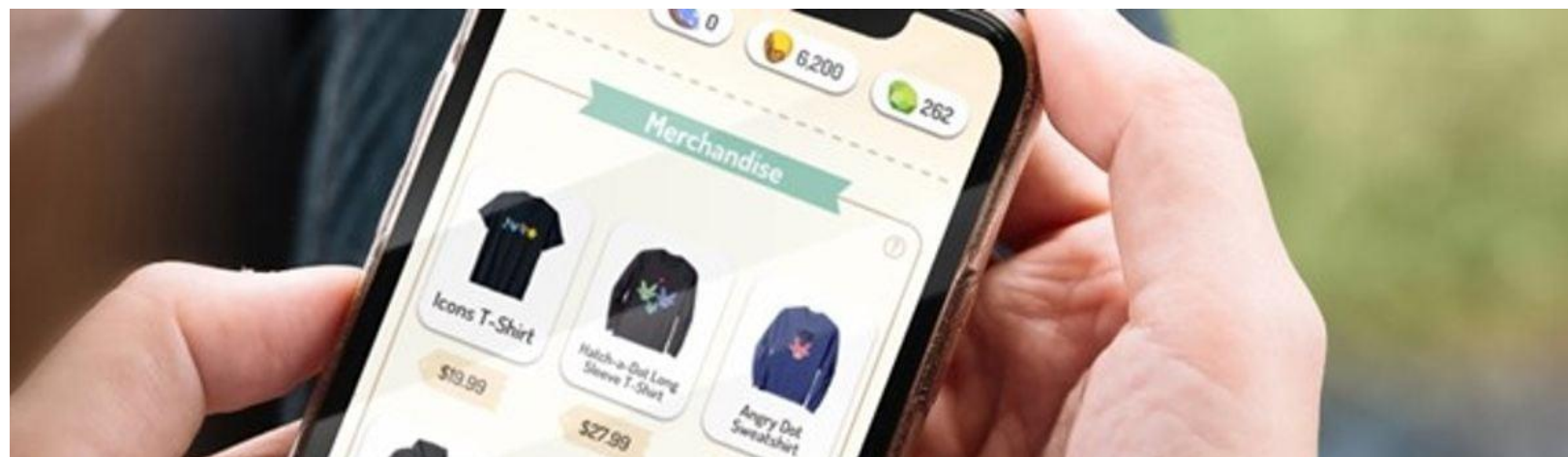
Amazon pursues in-game shopping with Amazon Anywhere.

Amazon has debuted Amazon Anywhere, a new shopping tool that allows users to make purchases within games and apps. Amazon Anywhere enables shoppers to see relevant products and access product details, images, prices, estimated delivery date and other information.

Source

Livestreaming comes alive!

Pacsun turns to TikTok for livestream shopping.

Pacsun is doubling down on digital and social media efforts and relying on microinfluencers, store associates and customers —its Pac Community — as part of its summer 2023 campaign. Weekly live-selling streams on TikTok will provide behind-the-scenes looks at apparel and exclusive access to events.

Source

Firework and The Fresh Market plan to pilot an automated platform that can respond to shopper questions post watching livestreamed videos.

While livestreaming has emerged as an effective way to generate excitement among a key subset of shoppers, Firework has found that producing and managing video programming poses key challenges for the vast majority of retailers it works with.

Source

The metaverse at work...

Digital is DRIVING

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

Coty Inc. plans to launch Coty Campus, an internal virtual environment for its 11,000 employees.

Coty teamed up with Spatial, a 3D experience and social platform, to create the digital space where Coty employees can share files, create custom avatars and communicate via text or voice chats. Users can also receive rewards by collecting items, exploring the digital environment and completing quests, as part of its efforts to upskill its workforce and is a "key development" in the company's digitalization strategy.

Source

AI to the rescue!

Wendy's partners with Google to pilot AI-based drive-thru.

Wendy's will utilize Google Cloud data analytics, AI, machine learning (ML), and hybrid cloud technology, such as speech-to-text and Google search and maps, to create new ways customers can order food via touchpoints, including drive-thru and mobile device.

Source
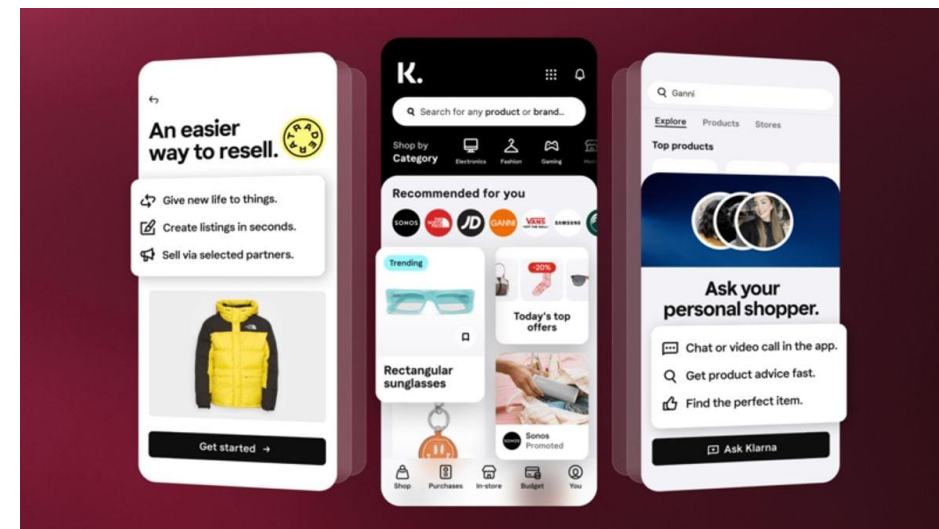
Klarna overhauls mobile app with AI-powered shopping feed.

Klarna's app now includes a personalized shopping feed powered by AI, a personal shopper service Ask Klarna. The effort follows a recent tie-up between the company and ChatGPT to offer an integrated plug-in for those using the generative AI tool to search for shopping ideas.

Source

Shelf is SHRINKING

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

CYBER MONDAY — NEXT COMMERCE NEWS

How much do you like to save?

Amazon is providing a financial incentive for some Prime shoppers to forgo delivery of their orders.

According to Reuters, Amazon has been emailing an "unknown number" of Prime members with an offer of $10 to pick up Prime shipping orders worth $25 or more at established pickup locations, such as Kohl's or Amazon Fresh stores.

Source
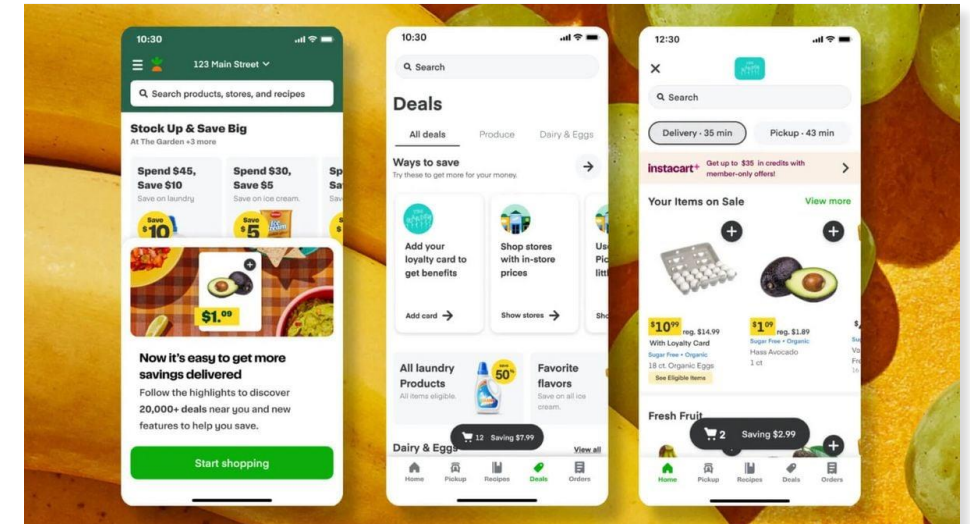
Instacart is rolling out new ways for its customers to save money

The new features include a "Stores to Help You Save" section on the main screen, AI-driven recommendations for items from a customer's previous order that are on sale, and savings opportunities highlighted in yellow to make them easier to recognize.

Source

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

Where's My Order?
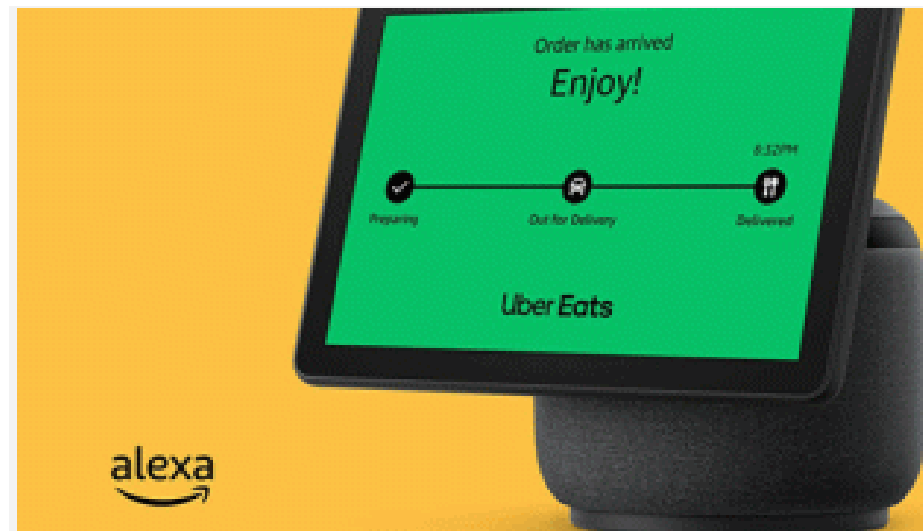
U.S. consumers can now track their orders directly via Alexa Echo devices.

The new integration provides real-time, hands-free order tracking for Echo users across the country. Alexa can give consumers timely updates on critical points in the delivery process — starting when an order is being prepared through to when the driver is arriving and when the order is delivered.

Source
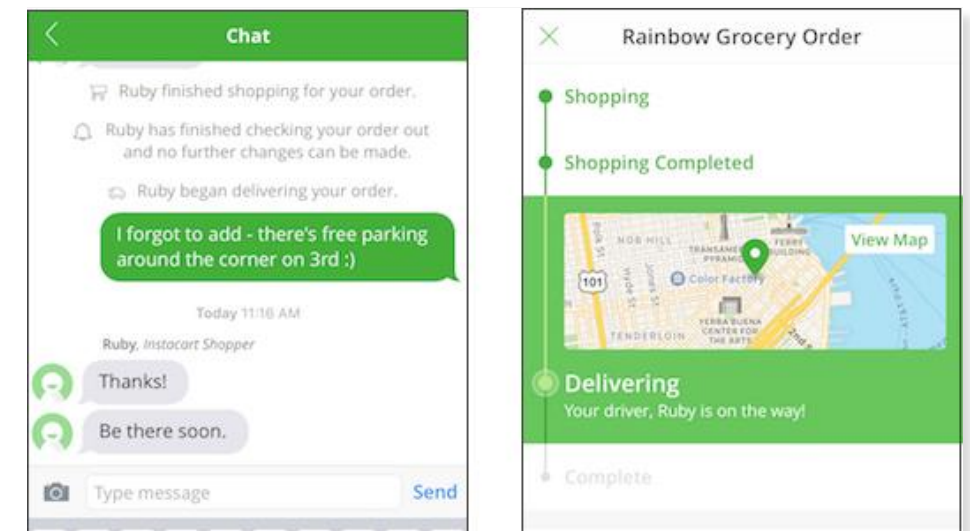
Instacart opens visibility between customers and delivery drivers

Instacart is making three updates to the order fulfillment process designed to improve trust and visibility for customers and shoppers: in-app recognition, customer visibility into delivery, enforcing community guidelines.

Source

Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Ōura partners with Best Buy

Wearable health technology company Ōura announced it will be available through Best Buy online and in 850 stores nationwide.

As Ōura enters Best Buy's locations, the technology retailer is on a path to change its store experiences for customers. It is "evolving our stores and the experiences to better reflect the changes in customer shopping behavior". The partnership takes place as "both sides value the power of technology to enrich people's lives", and it allows them "to bring ŌURA to life in a dynamic and visual way".
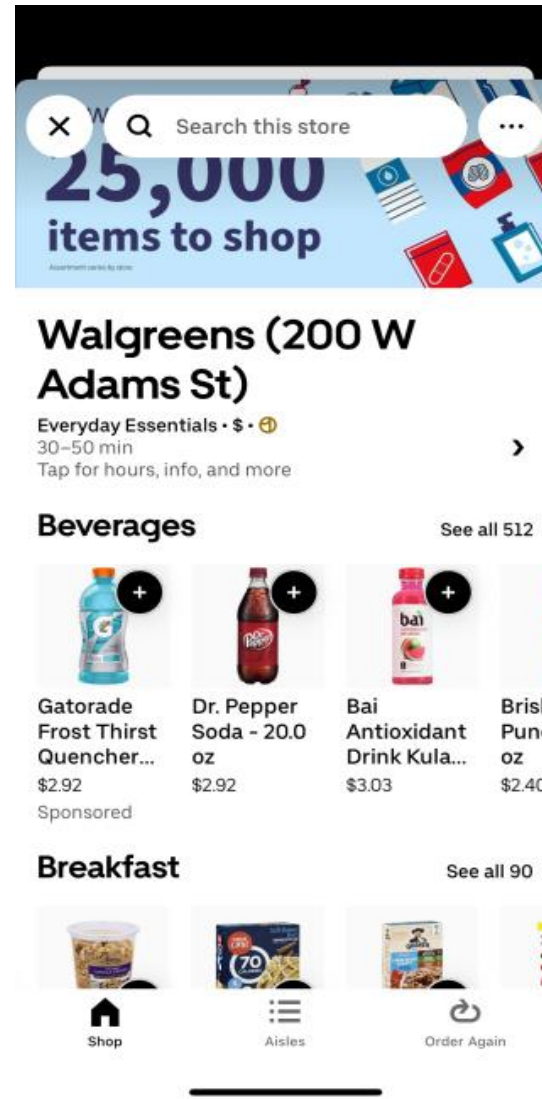
Source

Rivalry is RISING

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

Uber expands into CPG advertising

CPG brands can now directly promote their brand and products via the Uber Eats delivery app.

Uber is leveraging the Criteo Commerce Media platform to enable CPG companies to promote their brands and products on the Uber Eats app via a targeted advertising program called Sponsored Items. Uber intends for its new performance advertising capabilities to increase discoverability of relevant products and brands for customers, while driving value for both Uber Eats and its brand partners.

Source

CYBER MONDAY | NEXT COMMERCE NEWS
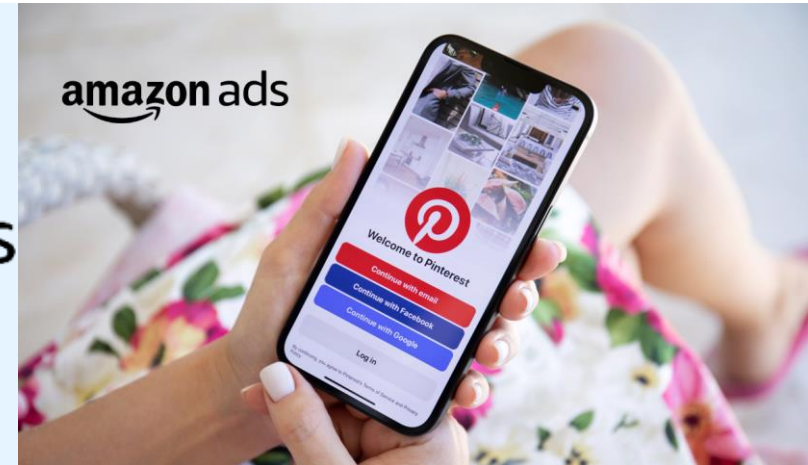
Rivalry is RISING

Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

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Pinterest partners with Amazon Ads

Pinterest is teaming up with an e-commerce titan to continue expanding its capabilities as an ad platform.

Based on its continuing growth as an e-commerce platform, Pinterest will integrate third-party promotions from the Amazon Ads program into its site, with a seamless on-Amazon buying experience for consumers.
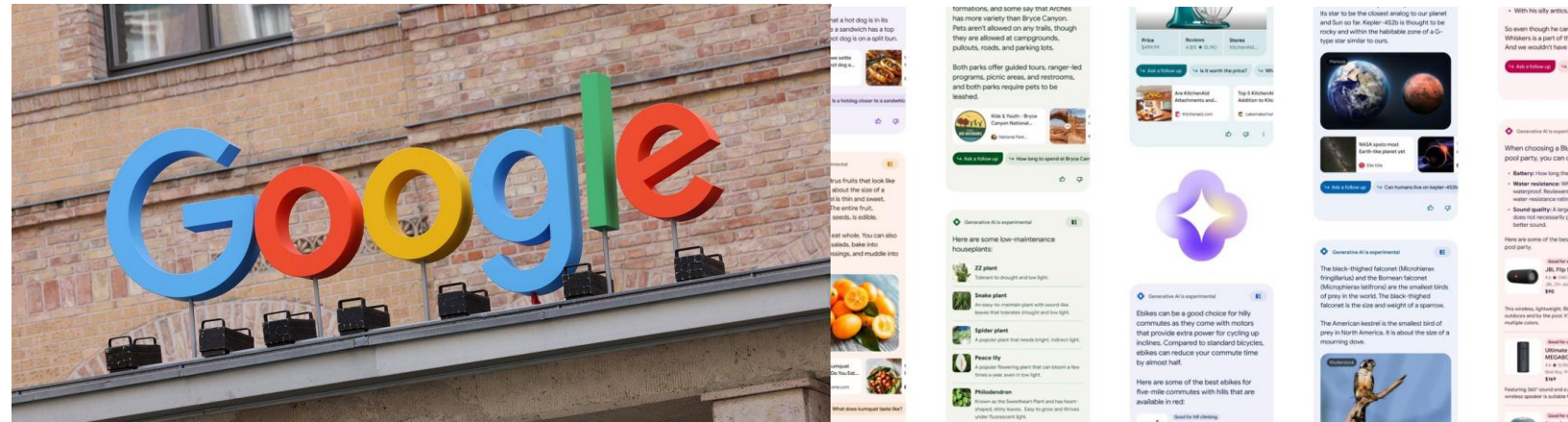
Source

Rivalry is RISING

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

Introducing Google 2.0...

Google is testing generative artificial intelligence in search, heralding big changes to the platform's user experience, e-commerce features and advertising.

AI is meant to take some of the "heavy lifting" out of search, answering not only the initial user query in detail but also offering follow-up suggestions and links while preserving context from question to question.

Source