





Designed for first movers by two fellow first movers



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EDGE/

P of Global ec Education



Next Commerce Industry Events

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RETAILER + CATEGORY EVENTS



STRATEGY + CAPABILITY EVENTS



INDUSTRY NEWSCASTS





first movers lighting the way

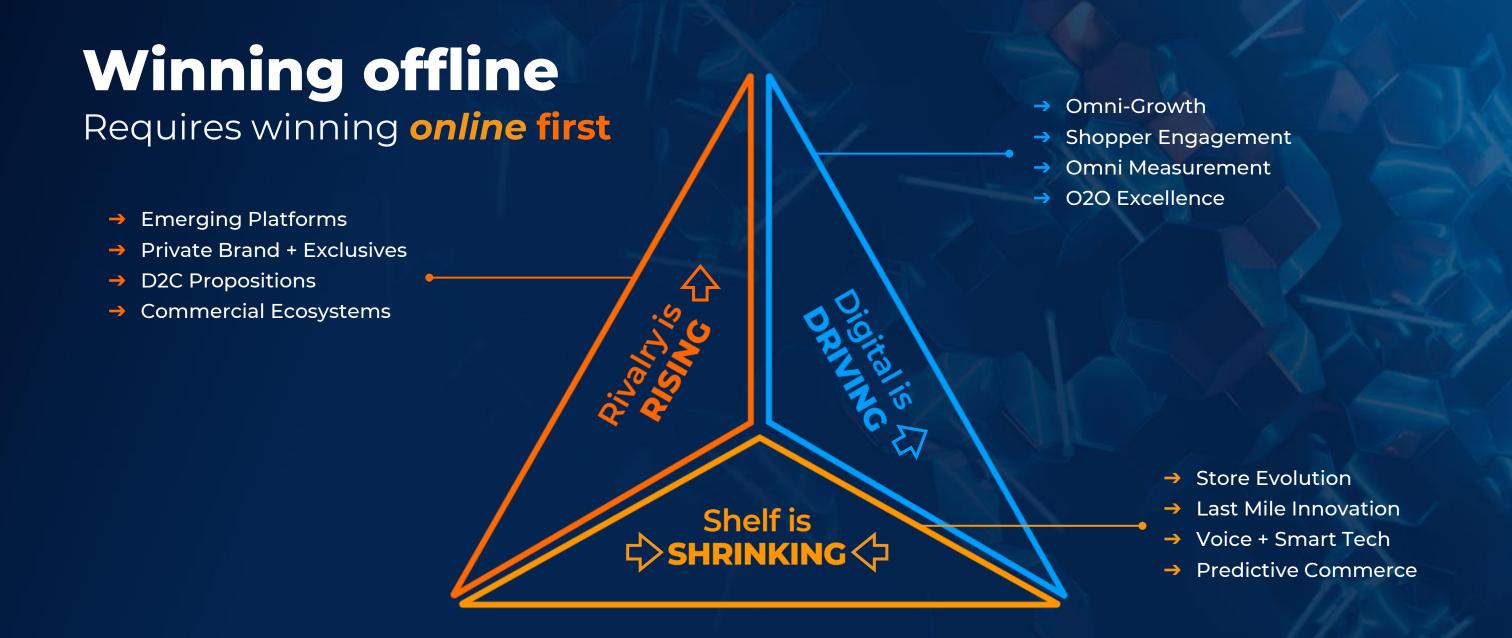
The certification program that tracks and celebrates continuous learning and next commerce leadership.

Next Commerce Leadership Certification Levels:



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Shopper Engagement

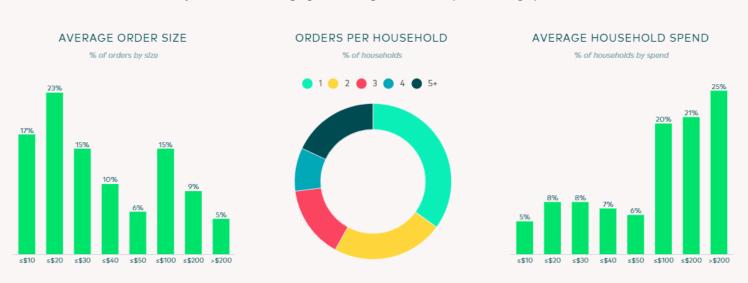
Omni-Measurement

O2O Excellence

Prime Day Results Look Promising!

How much did shoppers spend on Prime Day 2023?

An early read of Prime Day 2023 shows the average order size was \$54.05, up from \$52.26 in the same reporting period on Prime Day 2022. Nearly two-thirds (65%) of households shopping Prime Day placed 2+ separate orders, bringing the average household spend to roughly \$155.67.



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Shopper Engagement

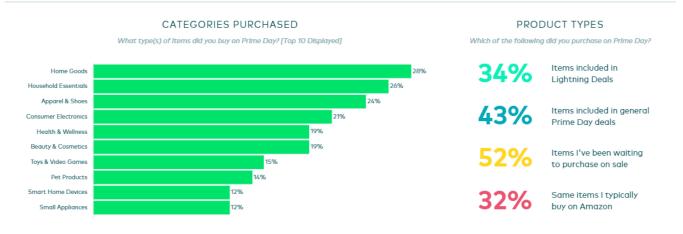
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CYBER NEXT COMMERCE NEWS

Prime Day Results Look Promising!





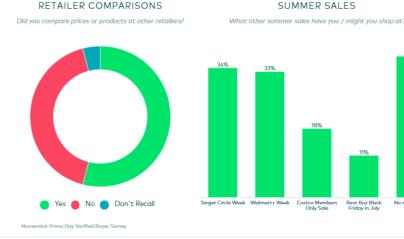
The top categories shoppers said they purchased were home goods (28%), household essentials (26%) and apparel & shoes (24%).

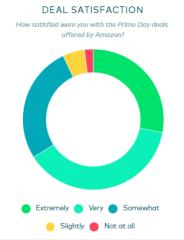
52% of Prime Day shoppers say they purchased items they'd been holding off on buying until they were on sale.

More than half of Prime Day items (57%) sold for under \$20, while 5% were over \$100— the average spend per item was \$32.35.

66% of Prime Day 2023 shoppers say they were extremely or very satisfied with the deals offered this year.

Over half of shoppers (54%) say they still compared Amazon's prices with other retailers before making their Prime Day purchases.





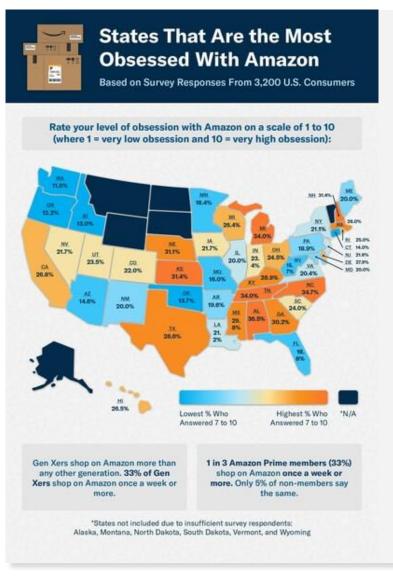


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Who in US is Amazon Obsessed?



Alabama emerged as the state with the highest percentage of passionate Amazon users

3,200 U.S. online shoppers across multiple demographics and 44 states were surveyed to understand the relationship between them and Amazon.

North Carolina followed closely behind, with 34.7% of respondents sharing a similar level of devotion to the retailer.

Michigan and Tennessee both had 34% of respondents rating their Amazon obsession between 7 and 10.



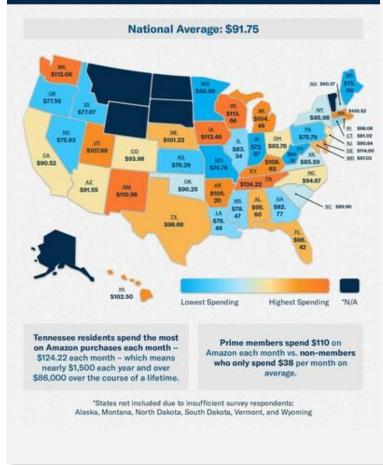
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Who Spends the Most on Amazon?





Americans spend an average of \$91.75 per month on Amazon

Prime members spend \$110 per month on Amazon, compared to non-members who spend an average of just \$38.

Residents of Tennessee topped the list of highest spenders, forking out an average of \$124.22 per month.

Delaware (\$114), Wisconsin (\$113.66), and Iowa (\$113.46), also rank among the top monthly spenders on Amazon.

Indiana (\$72.87), Minnesota (\$68.86), and West Virginia (\$56.10) demonstrate a more restrained approach to Amazon shopping with comparatively lower monthly spending.





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Unpacking the Amazon Shopper



~25% of Americans shop on Amazon once a week or more

Americans spend \$117 on Prime Day on average with Prime Members and Gen Xers spending the most — \$124 and \$148, respectively.

Nearly a third of Gen Zers use their parents' Amazon Prime memberships.

Americans love shopping on Amazon for a few reasons, including its broad selection of merchandise (80.1%), free and fast shipping (61.8%), easy shipment tracking (60.7%), and free and easy returns (52.5%).

When it comes to which products Amazon shoppers are shopping for the most, categories like electronics/tech (54.5%), clothing/accessories (48.1%), toiletries/personal care (41.5%), and kitchen/household essentials (40.5%) top the list.

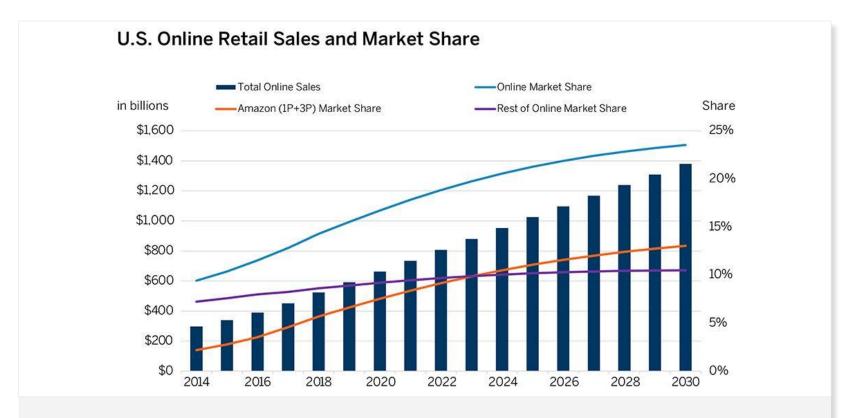


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US eCommerce Sales >\$1.1T



US e-commerce sales to exceed \$1.1 trillion in 2023

A new FTI Consulting report forecasts that U.S. online retail sales will reach \$1.14 trillion this year, up 10% year over year. The survey of 1,000 U.S. consumers also found about 8 in 10 shoppers think personalization can improve their shopping experience. 75% of respondents said they would be "very interested" in receiving product offers and ads tailored to them.

Source



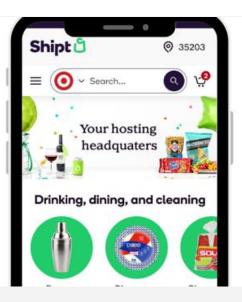


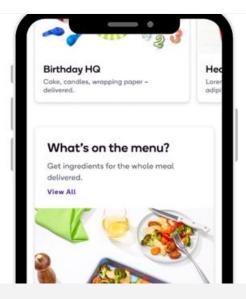
Shopper Engagement

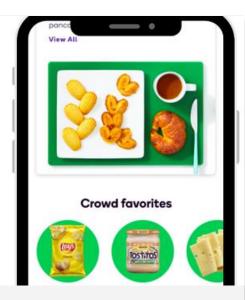
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The Hostest with the Mostest







Shipt is launching Hosting Hub, a feature that allows customers access to pre-curated shopping lists for various occasions.

This is Shipt's latest endeavor to streamline the shopping experience for its customer base as eCommerce companies continue to expand their offerings and roll out new experiences to make online shopping easier and more convenient.

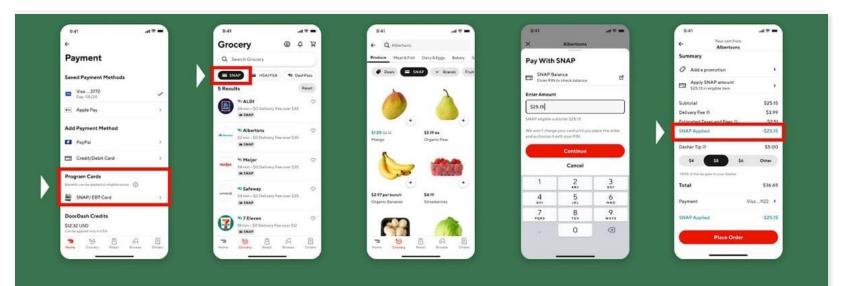


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DoorDash says "Oh SNAP!"



DoorDash has added the ability to use SNAP EBT online payments for on-demand delivery of eligible grocery items as part of numerous app updates for consumers.

Multiple grocery and retailer partners, including Albertsons, Safeway, Meijer, Aldi and 7-Eleven, will accept SNAP payments through DoorDash, making the payment capabilities available at more than 4,000 grocery and convenience locations nationwide.

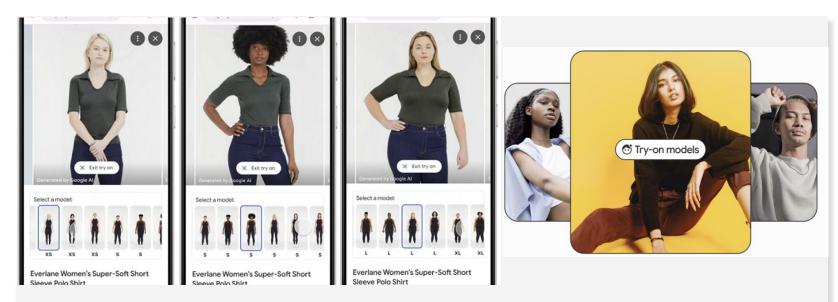


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Google Looks Good on You!



Google introduces a generative AI virtual try-on tool

To replicate the fitting room online, Google has released a new virtual tryon tool using generative artificial intelligence that is available through its search engine. Shoppers can hit products with a "Try On" badge to select a model to virtually try on tops from different brands. The technology will help consumers visualize how the garments may look on people of different sizes, with different skin tones, body shapes and hair types.



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Merging with the Metaverse



Fenty Beauty launches product creation experience on Roblox.

Fenty Beauty is partnering with Roblox to launch a four-week Fenty Beauty and Fenty Skin experience on Roblox. The experience centers on product creation, allowing users to make their own Fenty Beauty Gloss Bomb Universal Lip Luminizer.

Source



Nike launches virtual gaming experience 'Airphoria' in Fortnite.

Fortnite players can purchase outfits worn by Airphoria characters in the Fortnite Item Shop. The partnership with Epic Games builds upon Nike's previous efforts to bridge the metaverse concept with its physical products.

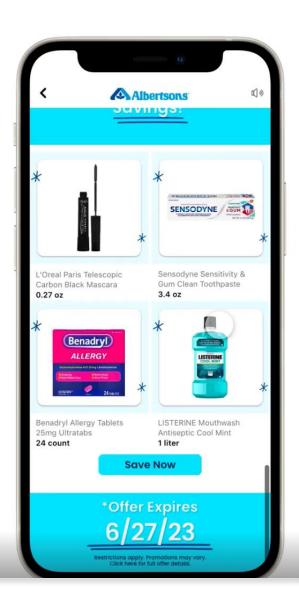


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The Lifecycle of the Circular



Albertsons Media Collective is launching a pilot program in which it's replacing its traditional digital circular ads with interactive digital circular ads across Facebook and Instagram.

The dynamic and shoppable ad campaign pilot, which involves a partnership with Meta and advertising services company Kargo, will feature general merchandise, health and beauty care products.

Albertsons said the new campaign provides shoppers with an interactive digital experience that connects them to their local store to clip offers and add products to their shopping lists.



Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Don't Pass on This!





Walmart Canada's Delivery Pass now gives shoppers access to unlimited, free next-day delivery from stores — for a monthly or annual fee.

Walmart Canada is launching a new subscription program called Delivery Pass.

Currently available in the province of Ottawa, Delivery Pass offers free next-day delivery of more than 65,000 items at a price of \$8.97 monthly or \$89 annually. Toronto, Montreal and Vancouver launches will occur across Canada later this summer.



Store Evolution

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Voice + Smart Tech

Predictive Commerce

Delivery is Cowabunga!



Pizza Hut launches TMNT Underground Delivery

Pizza Hut is testing "underground deliveries" for a limited time in New York City in partnership with the new TMNT movie launch. Customers in Manhattan can text the turtle emoji to a dedicated hotline number which then placed an order for Pizza Hut pizza. Once ordered, Pizza Hut prepares and delivers the pizza within minutes directly to the marked "Pizza Drop Zone" within the subway station.

Source



Uber Health adds grocery and OTC

Uber will soon be able to deliver groceries and OTC to patients of its payer and provider clients, in the latest benefits expansion of its Uber Health platform.

Source



GrubHub partners with Homewood

Grubhub is collaborating with the Homewood Suites by Hilton to provide deliveries from third-party food service retailers via the Grubhub app at nearly 500 Homewood Suites locations across the country.



Store Evolution

Last Mile Innovation

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Al's Got Your Back!



Festival Foods starts using AI tool for fresh foods.

Festival Foods, which has 40 supermarkets across Wisconsin, is investing in building a "competitive edge" with its fresh department, and working with Upshop will help the grocery chain scale operational efficiencies

They will use Upshop's artificial intelligence forecasting and inventory management tools to digitizes different workflows and data streams, like pricing, recipes and production plans to streamline ordering processes and production operations.





Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Taking Care of Business... on Amazon



Care/of has launched an exclusive new line of vitamin supplements on Amazon.com

The timing of the Amazon launch comes just before the Prime Day, allowing new and current customers access to receive 20% off any of the three Care/of products already offered on site.





+ there's more to come!

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and more...



