# CYBER MORDAY

## **NEXT COMMERCE NEWS**

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# BEFORE WE GOFURTH R

#### YOUR SATELLITE COE

for CPG eCommerce Education & Change Management



## **Designed for first movers** by two fellow first movers



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#### 🖌 firstmovr **Next Commerce Industry Events**

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#### **RETAILER + CATEGORY EVENTS**



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#### **STRATEGY + CAPABILITY EVENTS**

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#### **INDUSTRY NEWSCASTS**





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

first movers lighting the way

**Next Commerce Leadership Certification Levels:** 

TN



Want to claim your torch™ badge?

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# Winning offline

Requires winning online first

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

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

Shelf is

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



## **'23 US Online Holiday Sales >\$221B**



Adobe Analytics predicts this year's online holiday sales between Nov. 1 and Dec. 31 will reach \$221.8 billion, a 4.8% bump from last year.

More spending will occur on mobile devices than computers for the first time, and shoppers are expected to use buy now, pay later services. The report projects that buy now, pay later will drive \$17 billion in online spending, up from \$14.5 billion in 2022 due to inflation and economic concerns



## **PBDD Early Read = Success**



#### Early results from Amazon's October Prime Big Deal Days event suggest the promotion is a success for Amazon.

According to Numerator, the average order size on Prime Big Deal Days was \$53.47, down from July's Prime Day sale but up slightly from last October's Prime Early Access sale. 55% placed 2+ separate orders, bringing the average household spend to \$124.09. 85% said the sale was their primary reason for shopping. 72% said they also shopped on Prime Day in July. Nearly half said they bought something they'd been waiting to buy on sale.





## The Multiverse of the Metaverse



#### Amazon's Prime Video Series Virtual Campus Store Launch.

Amazon is diving deeper into the metaverse with an immersive shopping experience built around a popular Prime Video streaming series, offering web-only Virtual Campus Tour and Virtual Campus Store metaverse environments extending from its Prime Video streaming series "Gen V." The virtual experiences are accessible from the "Gen V" detail page.

Source



### Walmart Discovered launches on Roblox.

The retailer wants users to discover games, indie experiences and virtual items that are voted on by the community.

Source



#### Maybelline New York amplifies on Roblox.

Adding another gaming element to its outreach approach, Maybelline New York has launched a virtual Roblox "Makeup Your Mix" experience.



# The AI in Retail



Walmart is eyeing generative Al-powered experiences including enhancing search functions for online shopping.

Adding to its suite of AR and AI-driven digital features, Walmart is deploying generative artificial intelligence to improve its search capabilities, assist shoppers with complex purchases, help customers prioritize product features and show review summaries.

Source



#### Uber gives AI a ride.

Users will be able to use an Alpowered conversational tool to find deals and help meal plan, order ingredients and find sales on grocery items.

Source



## Klarna launching Al shopping tools.

Klarna is 13 new solutions that employ AI to assist consumers with different aspects including in-store and in-app product scans for offers and sustainability information. Source





Costco is advancing its mobile app capabilities for in-store shopping.

The changes, which include augmented reality and the upcoming ability to scan barcodes, have significantly boosted the tool's downloads and app store rating.

Source



#### Walmart launches mobile subscriptions and other app features.

Walmart is letting customers schedule automatic deliveries of 1000's of SKUs from the app.

In addition, Walmart is enabling the Virtual Garage for for engaging with Walmart Auto Care Centers and adding the View in Your Home product tool.



## It's all about Delivery...



New survey reveals Preferred Delivery option is near universal reason for disrupting online sales.

Nearly all (95%) surveyed consumers around the globe report they have abandoned a purchase in the past because a preferred delivery option, such as home delivery or the ability to ship to parcel lockers or parcel shops, wasn't available, according to the Global Online Shopper Survey for 2023 and European Report from DHL.





## It's not Delivery, it's DiGiorno...



**DoorDash expands further into** grocery with new partners.

DoorDash has announced 8 new regional grocery partners, like Lowe's, Stater Bros and Eataly, available for on-demand delivery via the DoorDash Marketplace.

Now, more than 99% of DoorDash's monthly consumers in the U.S. have access to a convenience and grocery retailer on the platform. Source



#### Walmart adds late night delivery.

Walmart's new service will be offered until 10 p.m. on orders placed by 9:30 p.m., and the retailer is also offering other features to smooth out its delivery process. Walmart's Live Shopper feature allows customers to text in real-time with a personal shopper to allow for any lastminute order changes.





## TikTok says, "Deal me in..."



Potentially accelerating the pricing wars, TikTok launches holiday discounts to compete with Amazon and Walmart

TikTok is reportedly making plans to offer steep discounts this holiday season, starting next month. The social media app is "hoping these bargains can attract consumers to its newly launched marketplace as it aims to compete with Amazon, Walmart and other leading platforms.





## Let sellers do their thing!



Amazon reopens Seller Fulfilled Prime enrolment and nixes initially planned fee.

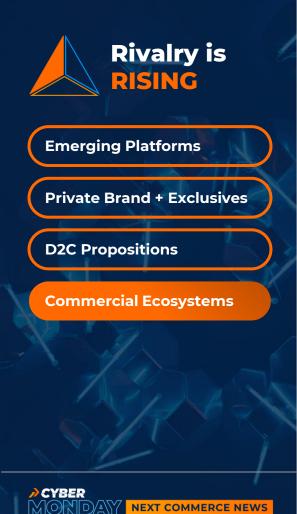
Enrollment has reopened for Amazon's Seller Fulfilled Prime program, in which third-party sellers independently handle fulfillment while still meeting Amazon Prime delivery requirements.

The company said it removed the added charge over concerns it would impact program participation.

Source



This is part of Amazon's continued efforts to make it faster and easier for sellers to list, sell and fulfill products.



## It's a bird... It's a plane... No, it's...



### Amazon launches its initial prototype Project Kuiper satellites.

Amazon is moving forward with its multi-billion dollar Project Kuiper project to create a spacebased internet service.



## + there's more to come!

Register for our upcoming eCommerce summits!



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ADD TONY











# BEFORE WE GO FURTH R

### We're here to help!

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