











WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:

firstmovr

YOUR PARTNER FOR OMNI EDUCATION + CHANGE MANAGEMENT

APOJECTS F



EXECUTION



TRAINING RI

TEMPORARY TALENY





} firstmovr Omni Industry Events

Upcoming SMARTER Strategy Events:



Upcoming JBPx Retailer Events:



Upcoming FUTURES Strategy Events:



Monthly Omni Podcast Series:



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first movers lighting the way

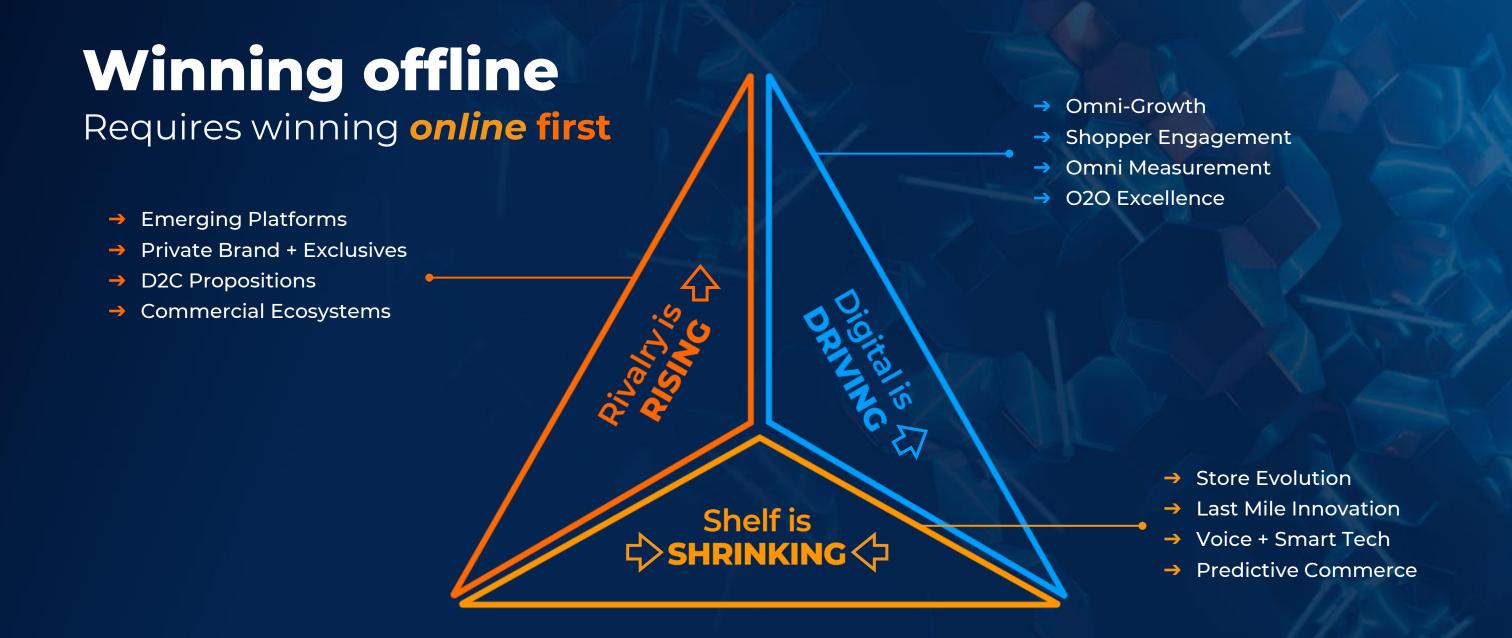
The certification program that tracks and celebrates continuous learning and next commerce leadership.

Next Commerce Leadership Certification Levels:



Want to claim your torch™ badge?

Email torch@firstmovr.com





Shopper Engagement

Omni-Measurement

O2O Excellence

Most Wonderful Time of the Year



Amazon's Prime Big Deal Days helps October online spending break records

According to Adobe Analytics, consumers spent \$76.8 billion online in October, up 5.9% year-over-year (YoY) and representing \$4.3 billion more than the year prior (\$72.5 billion). The October spend also represents a significant 13.6% increase compared to September.

Source



Spending is expected to reach "record levels," but the growth rate is slower compared to the past 3 years.

The National Retail Federation predicts that holiday spending during November and December will rise to \$957.3 billion and \$966.6 billion, up between 3% and 4% YoY.



Shopper Engagement

Omni-Measurement

O2O Excellence

Research or Die!

Research is key

Methods consumers rank as effective in helping them make a purchase decision:

Comparing prices and features on e-commerce websites

96%

Reading product descriptions and specs

95%

Visiting physical stores to see and test the product

95%

Reading online reviews and ratings

95%

Seeking recommendations from friends and family

95%

Viewing product imagery and product videos

94%

Watching video reviews or unboxing videos

90%



Nfinite's Gen Z survey confirms just how critical the PDP is to Gen Z purchase decisions online AND offline, among other important factors.







Shopper Engagement

Omni-Measurement

O2O Excellence

CYBER NONDAY NEXT COMMERCE NEWS

Streaming Made Me Buy It



Home Depot launches its own mini-series

Vizio and The Home Depot have developed a shoppable content series to highlight the many ways consumers can use the retailer's products to decorate their homes. "Merry & Bright" showcases how 3 families use Home Depot products to transform their homes for the holiday season with QR codes that let shoppers Shop the Look.



Best Buy launches livestream holiday shopping series

In a partnership with TalkShopLive, the retailer is hosting three live shopping events that feature products from its new categories. Viewers will be offered limited-time deals during each show.



Shopper Engagement

Omni-Measurement

O20 Excellence

There's an app for that!



Klarna adds Al-driven shopping lens to app

As part of its new features, shoppers can use photos to find customer reviews, different colors and variants of an item available online, and compare prices with just a barcode.









Amazon pilots collaborative mobile shopping feature

Amazon is testing a capability, known as Consult-a-Friend, that lets shoppers request, view and manage their friends' feedback on products within its consumer app.

Source



Albertsons integrates shoppable recipe tool

Albertsons is partnering with contextual commerce advertising platform
Chicory on a direct shoppable integration.
Shoppers will be able to send products directly to carts and 15 of its banners.

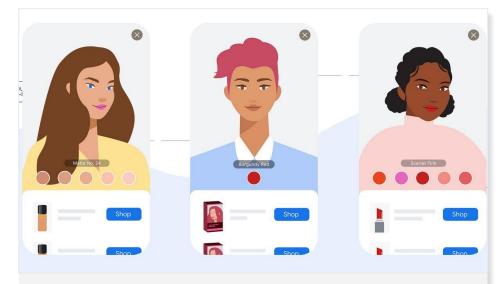


Shopper Engagement

Omni-Measurement

O20 Excellence

To Try On or Not to Try On



Google expands AR try-on tech to hair color

Customers can try colors from L'Oréal brands. The company said it plans to add more options from other brands like Revlon and Splat. Shoppers can access the AR hair color and foundation tools on the Google app or from any mobile browser in the U.S.

Source



Walmart Introduces
Virtual Makeup
Try-On Powered
by Perfect Corp.

Walmart app to bring virtual makeup try-on to customers

The AR-powered technology by Perfect Corp. will allow customers to try on more than 1,400 products from Walmart's brand assortment. The new feature is intended to enhance shopping journey.



Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Pop Ups and Pop Outs



Ugg introduces pop-up AR mirror at NYC flagship

The mirror allows users to experience visual effects inspired by the brands' "Uggextreme" product campaign to "elevate the shopping experience" for instore customers. Shoppers can experience animated effects that include icicle wings, a frost vortex and an artic storm for an experience that "engages all the senses".



Target is going on the road

In addition to transforming their stores into winter holiday shopping and inspiration destinations, Target is hosting three traveling events around the country where "guests can immerse themselves in a world of wonder and joy inspired by holiday journeys." Billed as "Target Wonderland: Bullseye's Top Toys Adventure," the pop-ups will feature larger-than-life toy experiences with brands such as Mattel, Lego and Nintendo, festive photo ops (including a life-sized Barbie box), fun games and more.



Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Fast keeps getting "fresher"



Amazon is extending grocery delivery and pickup to non-Prime users nationwide

This follows a pilot program launched this summer that offered Amazon Fresh delivery and fee-free pickup to non-Prime members in a dozen markets, highlighting the company's drive to expand engagement across its grocery brands.

Source





Ahold Delhaize sells FreshDirect to Getir

Ahold Delhaize USA will sell its FreshDirect online grocery business to a Turkish ultrafast delivery platform. All FreshDirect customers will continue to be served by their local delivery personnel.



Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Social Commerce on the Rise





Most of Gen Z (84%) has bought from social media ads or content multiple times, and based on the numbers, it seems like this behavior will continue

Social platforms have a tangible influence on purchase decisions



85%

of Gen Z says YouTube affects their decisions to buy products



78%

of Gen Z says Instagram affects their decisions to buy products



73%

of Gen Z says TikTok affects their decisions to buy products

Nfinite surveyed 1000 Gen Z consumers and confirmed the growth of social commerce influence on their purchase journey and behaviours.

Source

CYBER

MONDAY NEXT COMMERCE NEWS



Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

On-Demand Prime-ary Care



Amazon offering One Medical benefits for Prime members

Amazon is expanding its presence in health care — and enhancing its Prime subscription program — with a new benefit for Prime members. It covers video chats with licensed providers "within minutes," as well as inapp "Treat Me Now" feature that is designed to to help members get fast care for common concerns like cold and flu, skin issues, allergies and urinary tract infections.



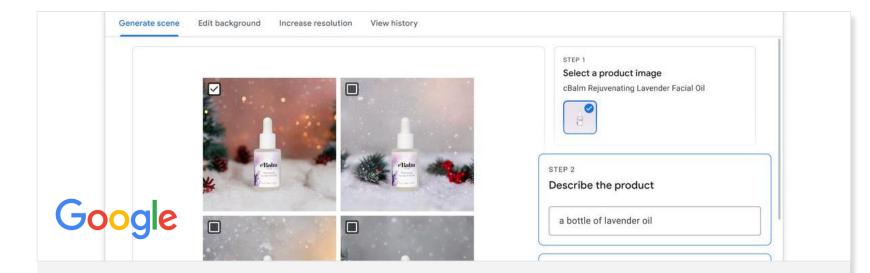
Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems



Small Business Saturday... Everyday!



Google is making it easier for small business to grow.

84% of people say supporting local and/or small businesses is important to them, so Google is leaning in and making it easier for small and minority-owned businesses to get noticed.

US businesses on its Merchant Center platform can now add a small business attribute in which a small icon along with a written label describing the business is displayed on the listing. They're also updating its knowledge panel to show additional information on businesses such as current deals, shipping and return policies, and ratings and reviews. And merchants will be able to create and manage product images using its new Al-powered Product Studio, including placing products in various backdrops such as holiday-themed scenes.



Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

CYBER MONDAY NEXT COMMERCE NEWS

Traffic x Conversion = Sales



Amazon Al image generator

The generative AI push comes in the form of an image generator, now in beta, that can quickly create background images so brands can place products in a lifestyle context.

These bells and whistles aim to keep up the momentum for Amazon's booming ads business, which has risen to dominate the retail media category.

Source

***instacart** • theTradeDesk

Instacart & The Trade Desk

Instacart is expanding its capabilities as an advertising platform by collaborating with a demand-side ad provider. Instacart's CPG brand partners will be able to broaden their reach beyond the company's platform and connect with consumers ahead of their next grocery shop across connected TV and display channels.





+ there's more to come!

Register for our upcoming eCommerce summits!









