CYBER

NEXT COMMERCE NEWS



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firstmovr^{**} YOUR PARTNER FOR **OMNI EDUCATION +** CHANGE MANAGEMENT

EDUCATION



WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:

firstmovr

EVENTS

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ADVISOR





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POJECTS

TEMPORARY TALEWS



TRAINING

EMPOWERMENT

Designed for first movers by fellow first movers



B Kimberly-Clark

Mondelēz

Director of Global eCommerce

General Manager of eCommerce NA

reckitt Head of NA eCommerce





Kelloggis

VP of Global

Chris Perry CHIEF LEARNING OFFICER + CO-FOUNDER



WELLNESS Kelloggs

Director of eCommerce NA

Sr. Director of

EDGE'

VP of Global

MELCOMING AMANDA VOIDA





💦 firstmovr **Omni Industry Events**

Upcoming SMARTER Strategy Events:



pr 23-25

Upcoming JBPx Retailer Events:

Upcoming FUTURES Strategy Events:





Monthly Omni Podcast Series:

October								
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Winning offline Requires winning online first

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- Private Brand + Exclusives \rightarrow
- D2C Propositions \rightarrow
- → Commercial Ecosystems

- **Omni-Growth** \rightarrow
- \rightarrow
- Omni Measurement \rightarrow
- **O2O Excellence** \rightarrow

Shelf is

Shopper Engagement

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



Shopper Engagement

Omni-Measurement

O2O Excellence



New Spending Records



Shoppers spent record \$76.8B online in October: Adobe

Data shows that consumers are being strategic in managing their holiday budgets and taking advantage of early deals. Mobile shopping spiked 46.7% year over year to \$35.9 billion.



Spending more on **Black Friday and Cyber Monday**

According to a survey of **BloomReach customers. Black Friday revenue grew** 16% (YoY). On Cyber Monday, businesses had a **16% increase in average** order size YoY. Also, 7% increase YoY in site traffic on Thanksgiving Source day.

Source



Cyber Monday hits new online spending record of \$12.4 billion

Consumers spent a total of \$12.4 billion on Cyber Monday according to final Adobe Analytics data, up nearly 10% from \$11.3 billion on Cyber Monday 2022, which was the previous single biggest online spending day of all time. Source



Shopper Engagement

Omni-Measurement

O2O Excellence

Different Missions, Different Winners



Two-thirds of consumers plan to shop Amazon for holiday needs

A majority of consumers plan to buy presents from Amazon this holiday season while still aiming to support small, local businesses. More than half of consumers surveyed by Jungle Scout said they planned on spending the same amount of money on gifts this year as last year.

Source



eCommerce

The retailer's share of the online grocery market will expand to nearly 27% by the end of 2024, while Amazon's share of the digital grocery space is set to decline to 18.5% over the coming year even as its sales continue to grow.





Walmart is widening the gap with Amazon in grocery

Source



Shopper Engagement

Omni-Measurement

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Most holiday shoppers are not willing to pay for expedited shipping

Almost half (48%) of respondents expressed unwillingness to pay for expedited shipping, favoring instead to complete their shopping well ahead of shipping deadlines, according to the 2023 U.S. holiday shipping survey from Blue Yonder.



Amazon expands Buy with Prime features in time for the holidays

Prime members can now track orders they have placed on brands' sites that offer Buy with Prime via their Amazon account and chat live with a customer service team about orders, per the company blog post.

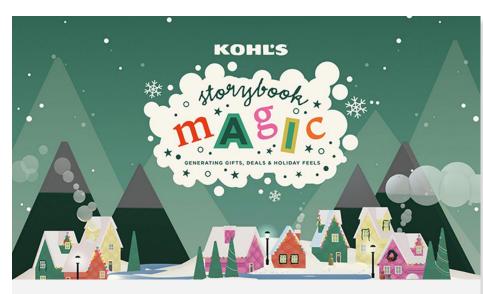


Shopper Engagement

Omni-Measurement

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Kohl's touts virtual holiday events

Its centerpiece is an AI-driven "Kohl's Storybook Magic," where customers can type in a gift recipient's name and personal passions to generate a poem filled with related references and gift recommendations. It's a clever way to appeal to younger customers and get people talking about Kohl's Source



Simon introduces Al-driven holiday shopping tool

Simon has created "HolidAI," that uses **ChatGPT 4.0 to help connect customers** with products within its database of gifts. Simon staffers, dubbed "HolidAI helper elves," will use digital tablets to assist shoppers. After asking personalized and Al-generated questions, the tool will identify and find desired items. Source







Shopper Engagement

Omni-Measurement

O2O Excellence



Video Killed the Radio Star



Walmart to debut shoppable holiday 'RomCom' ad series on social media

The 23-part shoppable "Add to Heart" is a shoppable romantic comedy commercial series featuring items at the top of holiday wish lists, allowing Walmart customers to watch and shop while enjoying the show. The shoppable series are released on TikTok, Roku and YouTube. Source



The intimate apparel giant is teaming up with video commerce and engagement platform Firework to enhance online customer engagement by integrating interactive video content directly onto Victoria's Secret online shopping Source platform.

Victoria's Secret to enhance online shopping experience with interactive video



Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

First Pinterest Pop-Up Store



Pinterest Opens First Pop-Up Store To Feature Its Shoppable 2024 Trends Predictions

This first physical pop-up location is a testimony to Pinterest' ambition to showcase its ability to legitimately predict trends across a range of categories and to monetize on this capability, while also hinting at its ambition to become a relevant shopping destination. The immersive shop is set to last five days and feature dozens of products tied to the 23 trends identified by Pinterest. Source







Store Evolution

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Virtual Try-On In Store?



Coach offers holiday shoppers digital try-on – via store windows

Coach is looking to attract shoppers and drive foot traffic with an augmented reality (AR)-based holiday experience. The items will appear on the customer's body, allowing users and passersby to virtually engage with the entire digital collection.









Store Evolution

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It's Not Delivery... It's DoorDash!



Best Buy is the first national consumer electronics retailer available on DoorDash's marketplace

Best Buy has enlisted DoorDash to deliver consumer electronics from all of its retail stores nationwide. With the service, shoppers can have electronics, including computers, gaming controllers, headphones, TVs and other products, delivered to their door within about an hour. DashPass members can have access to free delivery on eligible orders that meet a minimum subtotal. Source







Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Keeping Sustainability in Sight



Walmart launches own sustainable eyewear brand

Walmart has launched Karün, its first eyewear brand made from traceable, recycled materials. The line, now available at 1,400 Walmart Vision Center locations, features eyewear made from recycled fishing nets, metals and other plastics from the coasts of Patagonia. The collection features 18 styles, including classic aviators, as well as round, rectangle and square frames, ranging from \$114 to \$132.





Source



Emerging Platforms

Private Brand + Exclusives

D2C Propositions

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instacart+

Instacart looks to bolster its membership program with streaming perk

peacock

Company announced a partnership with **NBCUniversal-owned video streaming** service Peacock that offers Instacart+ members in the U.S. access to more than 80,000 hours of content through Peacock Premium for free. This is Instacart's first video streaming deal. Source



businesses

Amazon unveils generative **Al-powered chatbox for**

It is intended specifically for a work environment and aims to provide information and advice that can help employees who use AWS at work streamline tasks and accelerate decision making and problem solving. Source





to come!

eCommerce summits!

TOGETHER, WE GO FURTH R

We would be honored to support you and your organizations in any way we can.

Don't be a stranger. We've got your back!



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