







PERSPECTIVE





CERTIFICATIO

WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:

firstmovr

YOUR PARTNER FOR OMNI EDUCATION + CHANGE MANAGEMENT

POJECTS THE





TRAINING 4

TEMPORARY TALENY





> firstmovr Omni Industry Events

Upcoming SMARTER Strategy Events:



Upcoming JBPx Retailer Events:



Upcoming FUTURES Strategy Events:



Monthly Omni Podcast Series:



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

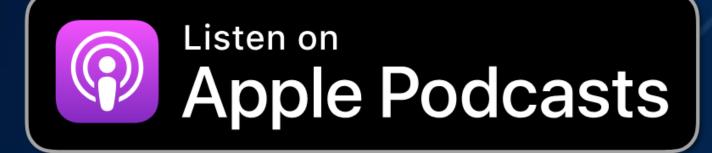
Next Commerce Leadership Certification Levels:

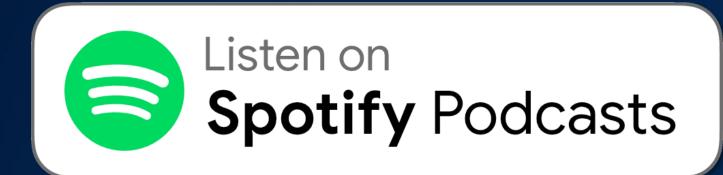


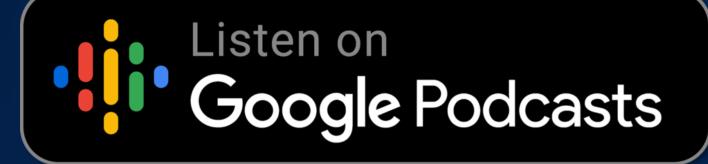
Want to claim your torch™ badge?

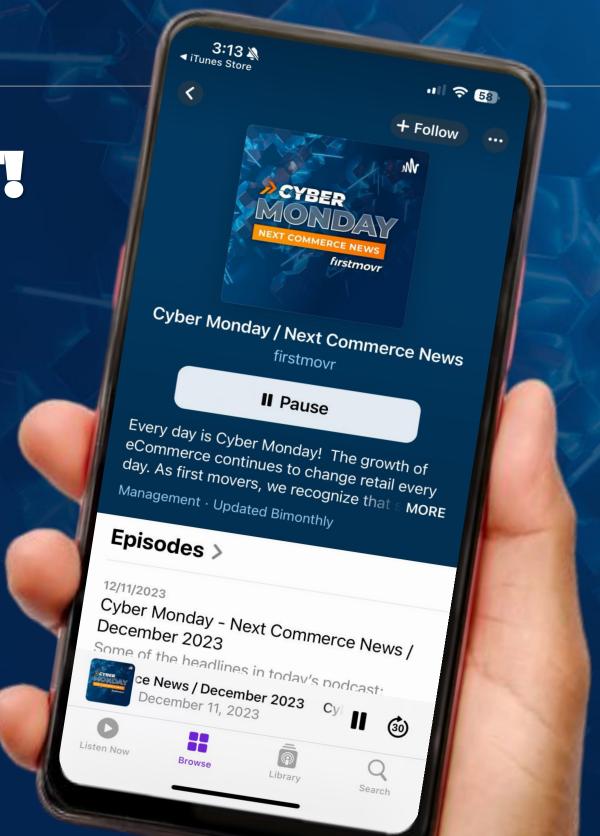
Email torch@firstmovr.com

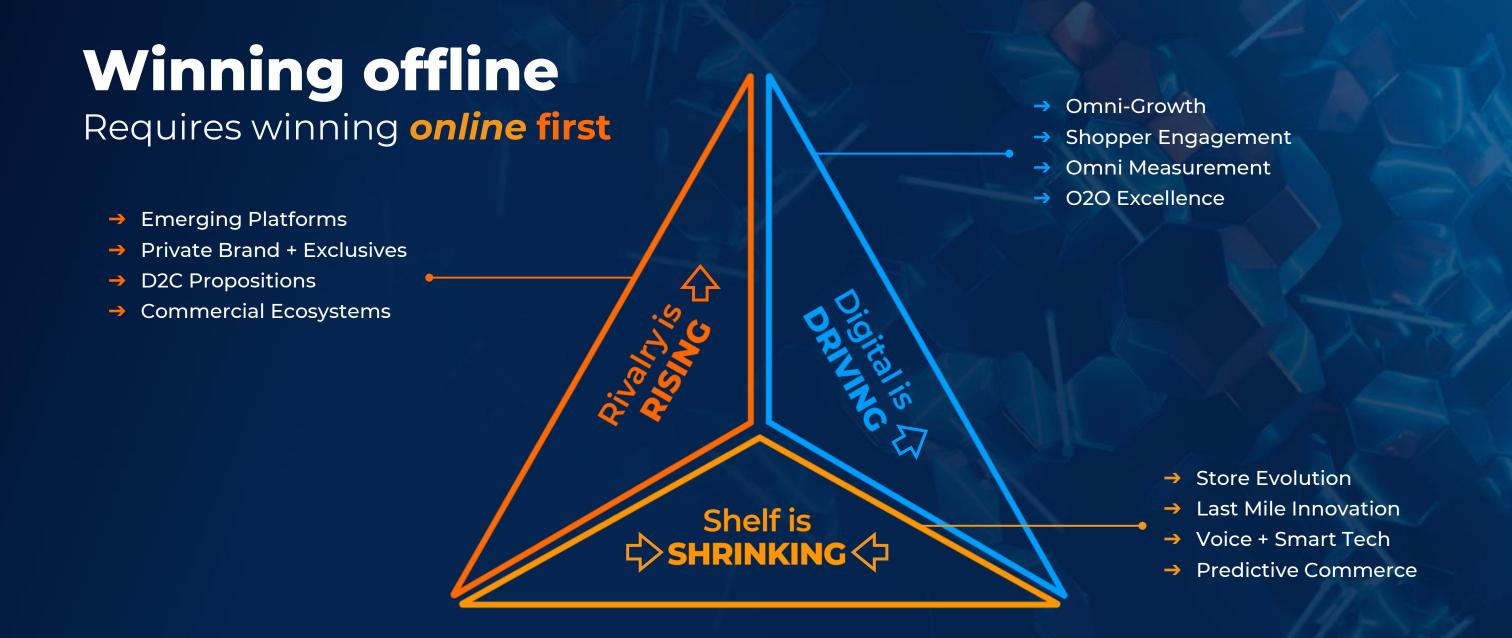
NOW ALSO A PODCAST!











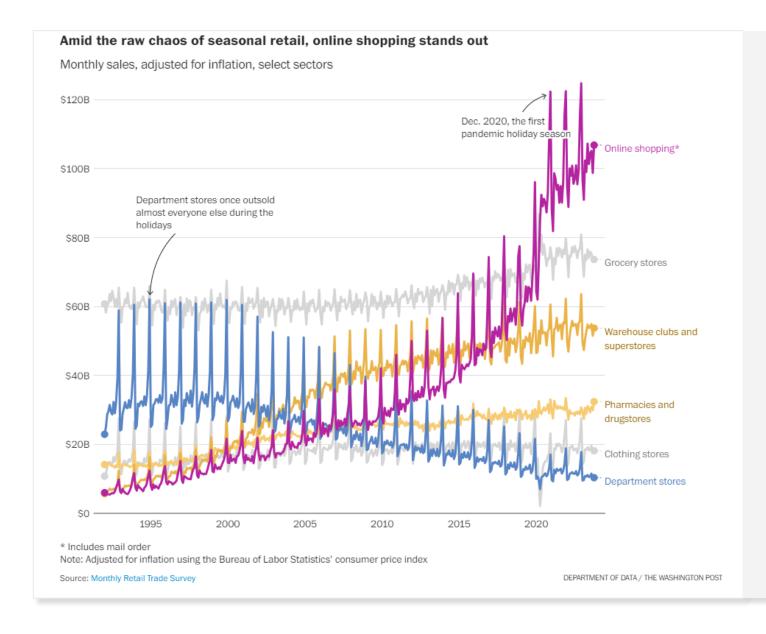


Shopper Engagement

Omni-Measurement

O2O Excellence

Invest to Grow



2023 was a recordbreaking holiday season for eCommerce

2023 online spending rose 6.3% this holiday season vs. brick and mortar spending which grew 2.2% vs. holiday season 2022.





Shopper Engagement

Omni-Measurement

O2O Excellence

Santa vs. Amazon



Two-thirds of consumers planned 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



Amazon gave the gift of holiday order transparency

Customers could use map tracking feature, which was represented as Santa's sleigh for the holiday season: on the day of delivery, they could use the map to see when the driver was getting close. Also, they made share order tracking for friends and family and same-day delivery and same-day holiday gift guide.

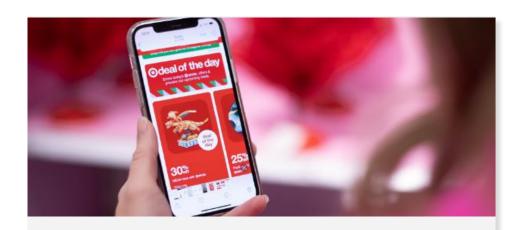


Shopper Engagement

Omni-Measurement

O20 Excellence

Happy Holid-Al-ys!



Target supported holiday shoppers with Al

Al helped Target ensure that shoppers found the holiday gifts by forecasting product demand and keeping items from going out of stock. In addition, Target leveraged Al to help customers find the most personally relevant products in its Target Circle loyalty program and on Target.com.

Source



Shipt introduced AI-based search in time for holidays

Shipt introduced an Al-powered search function and has also developed a new order tracking tool to provide real-time updates as shoppers order items for delivery. In addition, Shipt offered delivery in as soon as one hour with no holiday surcharges on all orders placed before 4 p.m. Dec. 24.



Shopper Engagement

Omni-Measurement

O2O Excellence

"Kicking" Off the Metaverse



Reebok has launched a partnership with Futureverse

With the help of Futureverse, "Reebok Impact" will feature web3, blockchain-based gaming and metaverse experiences for customers next year. This is the first step in partnership, which is said to be long term. The companies intend to expand, add functionality and integrations.

Source



Adidas launches digital products on Roblox

Roblox players will be able to customize their digital avatars with Adidas apparel. Through this partnership, Adidas is aiming to connect with new customers and reconnect with existing fans of the brand in the digital realm.





Shopper Engagement

Omni-Measurement

O2O Excellence

Monetizing the Metaverse



Walmart expands metaverse commerce with developer APIs

Walmart will provide developers in the Unity real-time 3D development environment the ability to integrate its commerce application programming interfaces (APIs) directly into their games and apps. This will enable Unity creators to sell physical items in real-time 3D experiences across more than 20 metaverse platforms.





Shopper Engagement

Omni-Measurement

O2O Excellence

A Shopper's Best Friend



CVS Pharmacy introduces 2-tiered loyalty program

With its free ExtraCare tier, shoppers can access perks like 2% back in ExtraBucks rewards and personalized discounts via text message. Benefits that were previously found within ExtraCare Pharmacy & Health Rewards will now be available through ExtraCare. For \$5 per month, ExtraCare Plus subscribers can access the same ExtraCare benefits as well as free same-day deliveries and a \$10 monthly bonus reward.

Source



Ulta Beauty to expand and refresh loyalty program

The relaunched program will provide an enhanced birthday offering for members. Instead of offering one predetermined product during members' birthday month, participants will now be able to select a gift from a portfolio of brands across categories. Ulta also said it plans to raise loyalty program awareness and engagement through initiatives in-store and on its social and owned channels.



Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Planogram becomes Pickogram



Instacart Unveils Ads on Its Al-Powered Smart Cart

Instacart announced it is expanding its advertising solutions to Caper Carts, the company's Al-powered smart carts. Instacart will begin piloting ads on Caper Carts at Good Food Holdings banner stores, bringing personalized and dynamic recommendations into the physical aisles of the grocery store.

Source



Instacart and Fairway Market optimize the store to enable quick commerce and delivery

Instacart and Fairway Market launched "Fairway Now," letting NYC customers access last-minute groceries in as fast as 30-minutes. Both worked together to optimize the Fairway Now service instore, creating a special aisle for Instacart shoppers that is stocked with frequently requested convenience items to expedite deliveries for Fairway Now, particularly during peak in-store hours.



Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

BNPL Goes Self-Checkout



Walmart will use Affirm's buy now, pay later (BNPL) technology at select self-checkout locations

More than 4,500 Walmart stores in the U.S. will offer Affirm's BNPL as an option to shoppers whose non-grocery purchases range between \$144 to \$4,000. Consumers will have the option to pay back their purchases in monthly installments spanning three months to 24 months. Shoppers will need to leverage Affirm's mobile app during checkout for identification and processing at shelf-checkout.





Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Autonomous just got fresher!



Kroger and Gatik Celebrate Successful Autonomous Trucking Operations Pilot

Kroger will use Gatik's autonomous box trucks to transport fresh products from Kroger's cutting-edge Customer Fulfillment Center (CFC) located in Dallas, Texas. With Gatik's autonomous box trucks, we are able to be quicker with our deliveries, and focus more on the customer service side of things, which ultimately leads to happier customers and repeat customers."





Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Continuous Test & Learns



Amazon closed the last of its two Fresh Pickup locations

Amazon launched Fresh Pickup in 2017 and opened two facilities in Seattle — one in Sodo near Starbucks headquarters and one in Ballard on the busy 15th Avenue corridor. At the time, the Fresh Pickup concept was considered yet another signal that Amazon was serious about entering the grocery business and one of many brick-and-mortar shopping experiences the company was testing. Seven years later, Amazon never expanded its Fresh Pickup stores outside Seattle and closed the two existing locations.



Amazon reportedly pilots Prime grocery subscription

Amazon is reportedly testing a service that provides free delivery on grocery orders to Prime members for a monthly fee. The service also provides the option for 30-minute pickup on Whole Foods and Amazon Fresh orders of any size. When fully launched across all Whole Foods Market locations, customers in more than 3,500 cities and towns across the U.S. will have access to two-hour grocery delivery from Amazon Fresh or Whole Foods Market.

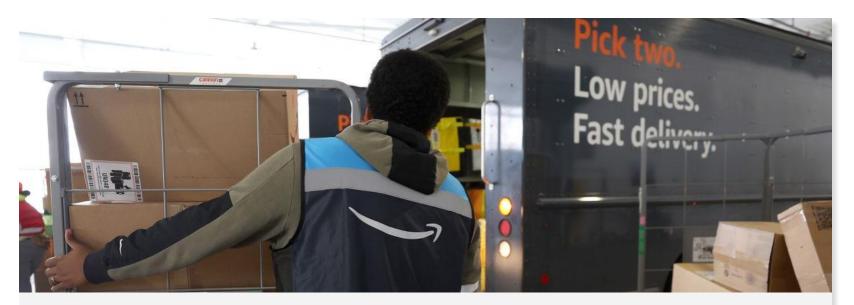


Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Free Before Fast



Free shipping is among the most important criteria to consider when deciding where to shop online

Three-fourths of U.S. online consumers said free shipping is among the most important criteria they consider when deciding where to shop online, but only a fifth of U.S. online consumers cited next-day or same-day delivery as one of the most critical factors in choosing a retailer from which to buy.



Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

No More Bad Hair Days!



Unilever to acquire K18 prestige haircare brand

Unilever's acquisition complements their fast-growing portfolio of premium, culturally-relevant consumer brands. This comes announcement just days after Unilever confirmed will sell its Elida Beauty portfolio, including Q-Tips and Noxema, as well as its plans for divesture of the Dollar Shave Club business



Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Let Fee-dom Ring!



TikTok to increase its fees to drive its emerging commerce business

Starting July 1, 2024, TikTok Shop will increase the referral fee on all qualified transactions for its sellers to 8% per order (vs. the current 2% per order today)

Source



Prime Video to launch Ad-Free paid offering

Prime members will start seeing what Amazon is calling "meaningfully fewer ads than linear TV and other streaming TV services" in the US, UK, Germany, and Canada. But each Prime membership will have the option to add a new adfree tier to its subscription for an extra \$2.99 monthly.





Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Save Money, Live Better!



Walmart to pilot breast cancer screening service

Walmart has rolled out a pilot of MammogramNow, an innovative screening mammography service in partnership with RadNet, at a supercenter in Milford, Del. as an initial effort to make breast cancer screening more accessible to US shoppers.





+ there's more to come!

Register for our upcoming omnichannel summits!













