

ADVISOR





} 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:



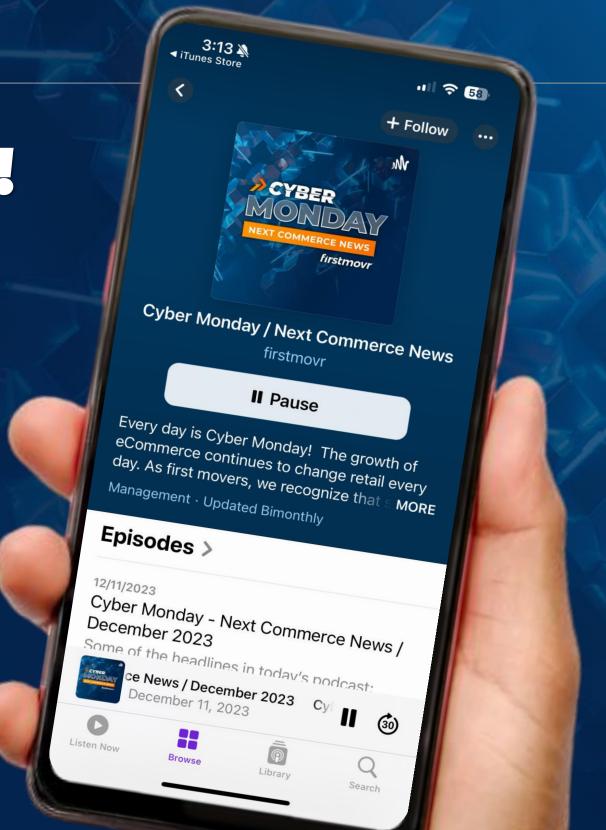
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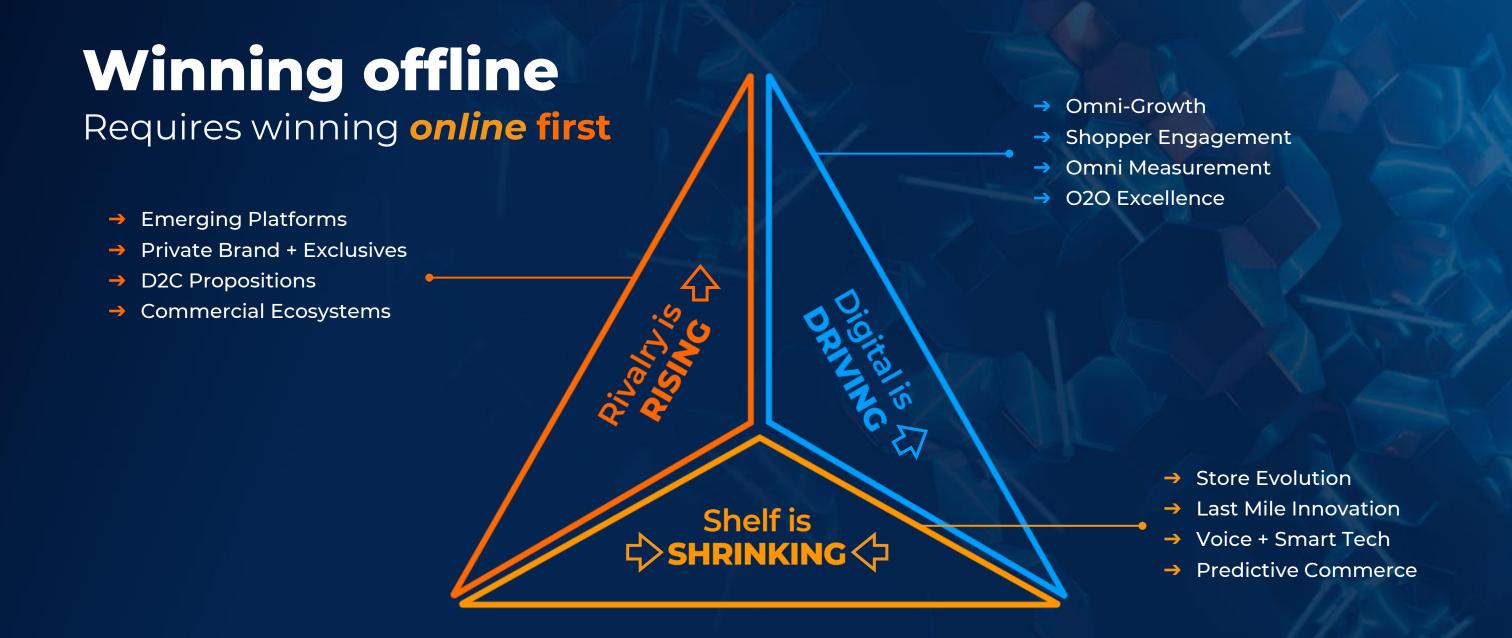
Email torch@firstmovr.com

NOW ALSO A PODCAST!











Shopper Engagement

Omni-Measurement

O20 Excellence

It's all about Omni!

83%

Respondents viewed Whole Foods Market as the grocer with the best communication (with 83% "very satisfied"), while Albertson's was the brand shoppers said they were most likely to buy from again (61% extremely likely to

Grocery retailers are winning based on omnichannel capabilities and experience per Ipsos Survey

Target, Walmart, and Albertson's emerged as overall top performers within the American retail grocery landscape, with each seeing marked improvements year over year. Across different shopping methods, however, rankings varied. For the delivery category, respondents viewed Whole Foods Market as the grocer with the best communication (with 83% "very satisfied"), while Albertson's was the brand shoppers said they were most likely to buy from again (61% extremely likely to use again). For curbside pickup, however, Albertson's ranked highest (with 97% very satisfied), while Amazon Fresh was the brand that shoppers said they were most likely to use again (76% extremely likely to use again).





Shopper Engagement

Omni-Measurement

O20 Excellence

Try Before You Buy



Walmart introduces AR eyewear try-on tech

Walmart is enabling customers to virtually try on eyewear with AR tech. Shoppers can click the "try them on" icon on an eyewear product page. Walmart states that it uses 3D data and algorithms to create a digital twin of eyewear frames.

Source



Lowe's provides new kitchen design tool

Lowe's is making it easier for customers to visualize and design their dream kitchen with immersive 3D layouts. Customers can explore preset styles and customize hundreds of real-world materials, fixtures, and appliances to fit their personal taste.



Shopper Engagement

Omni-Measurement

O20 Excellence

Stores Can Be Everywhere...



Mango opens virtual store on Roblox

Mango is debuting a virtual store on Roblox. At Mango's store within the Outfit Shopping Mall, players can buy Mango Teen digital clothing and products for their avatars. Also they can also access exclusive designs from the brand during the special events on the platform.

Source



Kroger lets load their online grocery cart from an oven

Certain GE wall ovens and slide-in ranges now allow users to peruse recipes from companies including Kroger on a built-in touchscreen and then put ingredients in their online shopping cart.



Shopper Engagement

Omni-Measurement

O20 Excellence

Amazon starts with an "Al"



Amazon announces Rufus, a new gen Al conversational shopping experience

Rufus is an expert shopping assistant trained on Amazon's product catalog and info from across the web to answer customer questions on shopping needs, products, and comparisons, make recommendations based on this context, and facilitate product discovery.

Source



Amazon enhances prescription services with Al

The Amazon Pharmacy is using generative AI, including multiple, pretrained models from the Amazon Bedrock and Amazon SageMaker proprietary platforms, in an effort to fill prescriptions more quickly and accurately, make customer service faster and more helpful.

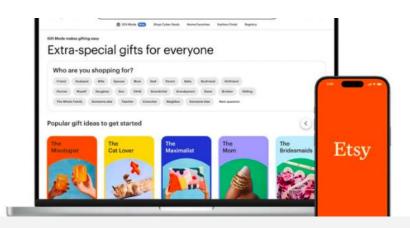


Shopper Engagement

Omni-Measurement

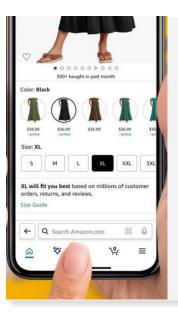
O20 Excellence

M-ai-y I Help You?



Etsy launches AI gift recommendation service

Etsy announced a service to curate gift ideas based on a recipient's interest, with the help of Al. Etsy's "Gift Mode" interactive hub combines human curation and machine learning to provide gift options based on more than 200 recipient "personas".



Amazon enhances fashion shopping with Al

Amazon uses Al and machine learning (ML) models to recommend a size that's just for you on each product's detail page. This algorithm will help each customer find their best-fitting size in any style.

Source



Victoria's Secret to infuse AI into online shopping

Victoria's Secret partnered with Google Cloud to deploy a generative AI virtual assistant and using AI to optimize inventory forecasting and allow customers to upload and search images.



Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

There's More In-Store!



Walmart announces ambitious 5-year growth plan

Over the next 12 months, the retail giant said it aims to build or convert more than 150 locations and remodel 650 stores across 47 states and Puerto Rico. Both new and remodeled Walmart stores will reflect the retailer's "Store of the Future" concept, with improved layouts, expanded product selections and innovative technology.

Source



Sam's Club to bring Al-based receipt verification

Sam's Club plans to introduce an Al and computer vision-based technology to verify that customers have paid for all the items in their carts. The technology will eliminate the need for a store associate to check or scan receipts at the exit. The digital verification technology is being piloted at 10 stores.



Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Are You Smarter Than Your Cart?



Instacart pilots General Mills, Del Monte ads on smart carts

Instacart will begin piloting ads on Caper Carts, its Al-powered smart carts, at Good Food Holdings banner stores. Retailers that offer Caper Carts ads will receive a share of ad revenue. Bringing ads to smart carts is the latest expansion of the grocery technology platform's ad platform.

Source



Instacart plans to gamify omnichannel shopping

The company envisions its smart cart users earning rewards the way players do in the popular game Pokémon Go.

A demo has the option to spin a virtual wheel on the smart cart screen for the chance to win a prize.



Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

All You Think About is Food!



DoorDash continues to expand beyond food service

DoorDash is adding new retail partners in the recreational vehicle, specialty golf, sporting goods, and health and wellness verticals. The new retail partners joining DoorDash are Camping World, Golf Galaxy, JD Sports and The Vitamin Shoppe. New retail partners will also be available on DashPass, DoorDash's membership program that offers members \$0 delivery fee and reduced service fees.





Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Innovation Lab has "Shipt"



Shipt unveils Innovation Lab, its retail accelerator

Shipt announced the creation of its new Innovation Lab to focus on "big thinking" delivery and product experiments to meet the needs of retailers, CPGs and customers. The innovations the lab is currently prioritizing include new delivery frontiers like drones, digitizing end caps with its "Cool Finds" program and monetizing virtual experiences through platforms like Roblox.





Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Don't Forget the Marketplace!



Amazon aids seller listings with new Al partnership with NVIDIA

Amazon is expanding the generative AI-based capabilities it offers third-party sellers on its site. A new generative AI tool identifies product listings where the content could be improved and generates revised content. Sellers then review the AI-generated content and can provide feedback if they want to.





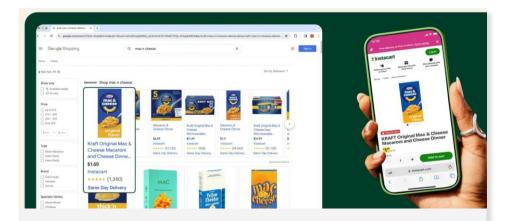
Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Howdy, Partner!



Instacart seeks off-site retail media scale with Google Shopping ads pact

Instacart is pitching advertisers on Google Shopping ads enhanced by its own retail media data as part of a new pact with the search giant. Early partners for Google Shopping ads include Danone's Oikos and Kraft Heinz's Kraft, Lunchables, Oscar Mayer and others.

Source



Albertsons taps into generative Al technology with retail media

Albertsons announced a new partnership with technology company Capgemini that will equip the grocer's retail media arm with intelligent process automation and generative Al. This tie-up aims to bolster media planning, media operations and content creation.



+ there's more to come!

Register for our upcoming omnichannel summits!



March 11 / 1pm ET







