CYBER

NEXT COMMERCE NEWS



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

PERSPECTIVE

WHAT WE DO:

EDUCATION =

We serve CPG manufacturers, retailers and agencies with:

firstmovr

EVENTS

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ADVISOR





POJECTS

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TEMPORARY TALEWS



TRAINING

EMPOWERMENT

Designed for first movers by fellow first movers



CHIEF GROWTH OFFICER + CO-FOUNDER Chris Perry

CHIEF LEARNING OFFICER + CO-FOUNDER





Amanda Wolff

BOARD MEMBER + CONTRIBUTOR

💦 firstmovr Omni Industry Events



Upcoming FUTURES Strategy Events:



Monthly Omni Podcast Series:



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Circling in on the Digital Shelf: A Roundtable **Breakfast**

Las Vegas, Nevada March 20, 2024







Roundtable Breakfast: Circling in on the Digital Shelf w/ Brett Banner @PriceSpider



Breakout:

Breakout: eCommerce Change Management w/ Jie Cheng @ Mondelez



Product Content Today, Tomorrow & in the Future w/ Emily Thomas Theobald @ Church & Dwight

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Cyber Monday / Next Commerce News firstmovr

II Pause

Every day is Cyber Monday! The growth of eCommerce continues to change retail every day. As first movers, we recognize that \in MORE Management · Updated Bimonthly

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Winning offline Requires winning online first

- Emerging Platforms \rightarrow
- 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

Be Our Guest!



Target to launch paid membership program to rival Amazon Prime, Walmart+

Target plans to debut Target Circle 360, a paid membership program that builds on its Target Circle loyalty program. The new program will offer unlimited free same-day delivery for orders \$35 and up, along with free two-day shipping, rivaling similar offerings from Walmart and Amazon.







Shopper Engagement

Omni-Measurement

O2O Excellence

The Power of Membership



Amazon and Walmart see massive benefits to driving memberships.

Not including the additional membership revenue, Amazon Prime members outspend the average Amazon shopper by 12% annually, and Walmart+ members spend 76% more than the average Walmart shopper—31% more in-store and 206% more at walmart.com. Source



make or break.

About 51% of surveyed grocery loyalty program members are very likely or likely to shop at specific grocers based on whether they have a loyalty program, and about 39% are very likely or likely to stop shopping at a grocer if it got rid of a loyalty program. Source



Grocers see loyalty programs (even before membership) as



Shopper Engagement

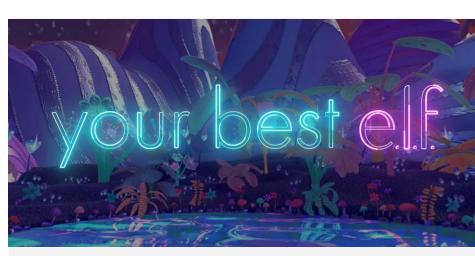
Omni-Measurement

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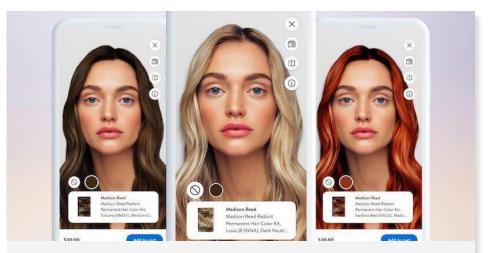
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Beauty Augmented



E.I.f. Cosmetics launches 'your best e.l.f' experience on Apple Vision Pro

E.I.f. Cosmetics has launched "your best e.l.f.," a beauty shopping app for the new Apple Vision Pro, marking one of the first beauty experiences on the headset. The experience encourages users to unwind through relaxing activities like guided meditations and an interactive paint-by-numbers game. Source



Walmart expands its virtual beauty try-on capabilities

Walmart enhancing its virtual try-on makeup experience to now include hair color products. The hair color feature is currently only available in the Walmart app on iOS devices. This is another example of Walmart continuing to innovate to improve the customer experience with AR.

Source





Shopper Engagement

Omni-Measurement

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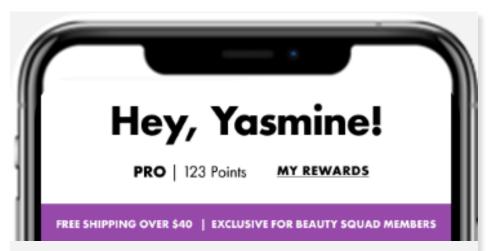
Get into The Game



Earth Fare gamifies buying better-for-you brands

Earth Fare has introduced a new feature through rewards app Merryfield that gamifies the shopping experience for customers, allowing them to earn points by interacting with fast facts, pop quizzes, quick polls and videos.





E.I.f. Cosmetics expands loyalty program with data and gamification

E.I.f. Cosmetics runs the Beauty Squad loyalty program which they expanded to include loyalty milestones like birthdays and gamification elements like badging and scavenger hunts, as well as other next-generation technology features such as augmented reality (AR) and virtual reality (VR). Source





Shopper Engagement

Omni-Measurement

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O2O Excellence

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Olipop seeks best friend creator duo for all-expensespaid national tour

Olipop is launching a national tour and seeks to hire two best friends as "senior soda consultants". Social media-fluent consumers have until March 22 to apply for a chance to travel to four cities, creating content for Olipop. The allexpenses-paid journey offers up to \$40,000 upon completion. Source



Pinterest is announcing the launch of its first-ever streaming show, Deliciously Entertaining, made in partnership with media company Tastemade. The cooking and lifestyle series will be available with an actionable and shoppable experience on Pinterest. Source

Pinterest launches first-ever streaming TV show with Tastemade



Last Mile Innovation

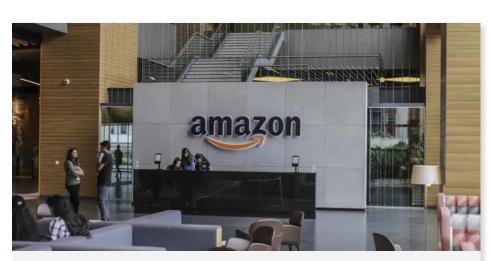
Voice + Smart Tech

Predictive Commerce

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Stores of the Future



Amazon to launch 'special store' for value fashion in India

Amazon is to make another attempt to break into India's fast-growing fashion and lifestyle e-commerce sector, setting up a battle with rival Flipkart, owned by Walmart; Reliance's Ajio; and SoftBankbacked upstart Meesho. Offering a charge-free outlet for trendy, unbranded fashion and lifestyle goods. Source



Shopping

TikTok Shop is starting to look to other platforms to help grow its business. In recent weeks, sponsored TikTok Shop listings began to pop up in Google Shopping – in particular with results for beauty and skincare products currently sold on TikTok Shop.

Source



TikTok Shop listings are surfacing on Google



Last Mile Innovation

Voice + Smart Tech

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Think Small!



Whole Foods to debut new small-format stores

Whole Foods Market announced it is debuting a new small-format store aimed at providing urban neighborhood residents with a quick, convenient shopping experience.

Source



Aldi to expand with +800 stores over 5 years

Aldi unveiled a 5-year plan to invest more than \$9 billion into +800 stores on top of its 2,361 stores in the US across the Northeast and Midwest and in the West in Southern California and Phoenix.

Source



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The Early Bird gets the delivery





d waiting in cart for grocery day.

Walmart expands same-day delivery hours to 6 a.m.

As part of its express delivery services, Walmart is now making deliveries as early as 6 a.m., and can have your order there within 30 minutes. This expands the delivery window that Walmart already expanded to 10 p.m. on orders placed by 9:30 p.m. back in Sept 2023.

Source

Amazon Fresh launches Recurring Reservations feature for online shopping

Amazon Fresh customers can now slot weekly grocery orders a week in advance with the new Recurring Reservations feature. They can customize these orders using Amazon's Repeat Items, automatically adding favourite items to their carts.

Pickup and delivery windows disappear fast. Get your preferred time automatically reserved each week.

Set up recurring reservations



Just checkout

There's no obligation to buy, but you'll get notifications to shop and checkout 24 hours advance to keep your weekly order.

Source

View your cart



Last Mile Innovation

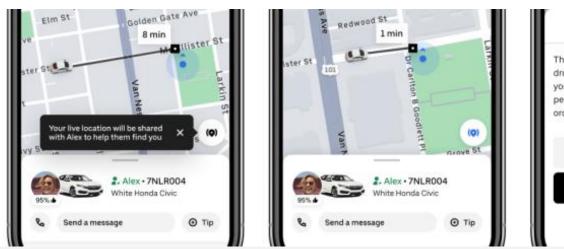
Voice + Smart Tech

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Uber Knows Where You Live



Uber launches location-sharing feature

The Uber Eats on-demand food and beverage delivery app offered by Uber is introducing live location sharing. Timed for spring, the new feature enables consumers to share their location with their courier, with the goal of making the drop-off process faster and more seamless. According to Uber, nearly 10% of Uber Eats deliveries are flagged as hard to find, and 20% of consumers say their courier has had a hard time finding their location. Source



Live location sharing

This helps your delivery person find where to drop off your order. To protect your privacy, your location is only shared when the delivery person is 3 minutes away and stops when your order is delivered.

Don't share for this order

Keep sharing for this order

Never share with delivery person



Emerging Platforms

Private Brand + Exclusives

D2C Propositions

CYBER

Commercial Ecosystems

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Owned Brands are earning!



Target launches private label toy brand Gigglescape

Target launched Gigglescape, its owned toy brand, offering items priced at \$20 or less, with plush toys under \$10 and books at \$5, as announced on Tuesday. Initially featuring stuffed animals, including a unicorn, giraffe, shark, and teddy bears, the range will expand to include more toys, games, and puzzles in the coming weeks. Source



Target unveils Dealworthy value portfolio

As dollar stores double down on rapid expansion and consumers continue to flock towards the lowest prices, for traditional retailers, private label brand development has been the saving grace. **Target's latest announcement** 'Dealworthy,' further emphasizes the importance of value, even associating it directly with the brand's name. Source



Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Walmart on the Big Screen

Walmart 2

Walmart to acquire VIZIO for \$2.3 billion

The acquisition of VIZIO and its SmartCast Operating System (OS) would enable Walmart to connect with and serve its customers in new ways including innovative television and in-home entertainment and media experiences. It would also create new opportunities to help advertisers connect with customers, empowering brands with differentiated and compelling opportunities to engage at scale and to realize greater impact from their advertising spend with Walmart.





VIZIO

Source



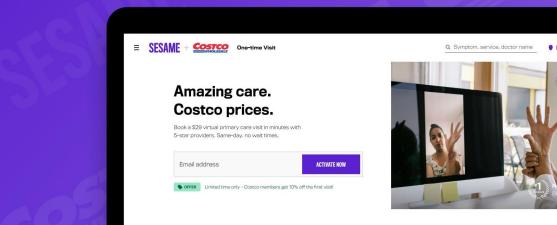
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D2C Propositions

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Costco Health Insurance?



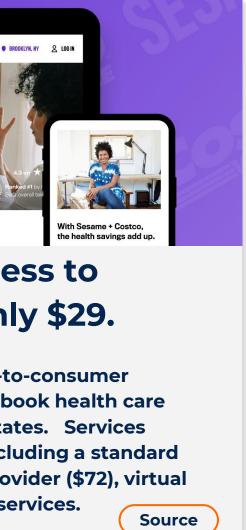
Find the best price for the best online care

Costco now offers members access to online healthcare services for only \$29.

The new service is available through a deal with direct-to-consumer healthcare marketplace Sesame. Costco members can book health care services directly through their memberships in all 50 states. Services include virtual primary care (\$29), health check-ups, including a standard lab panel and a virtual follow-up consultation with a provider (\$72), virtual mental health therapy (\$79) and 10% off other Sesame services.











to come!

omnichannel summits!

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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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