



➔ **CYBER**
MONDAY

NEXT COMMERCE NEWS

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OMNI EDUCATION +
CHANGE MANAGEMENT**

EDUCATION →



PERSPECTIVE



EVENTS



CERTIFICATION

WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:

TEMPORARY TALENT



PROJECTS



EXECUTION

ADVISORY



TRAINING



EMPOWERMENT



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CHANGE MANAGEMENT**

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by fellow first movers



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Kaszubski**

CHIEF GROWTH
OFFICER
+ CO-FOUNDER



**Chris
Perry**

CHIEF LEARNING
OFFICER
+ CO-FOUNDER



**Amanda
Wolff**

BOARD MEMBER
+ CONTRIBUTOR

Omni Industry Events

Upcoming SMARTER Strategy Events:



Upcoming JBPx Retailer Events:



Upcoming FUTURES Strategy Events:



Monthly Omni Podcast Series:



January

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

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18	19	20	21	22	23	24
25	26	27	28	29		

March

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April

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May

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July

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August

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25	26	27	28	29	30	31

September

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October

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November

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December

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22	23	24	25	26	27	28
29	30	31				

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**Product Content Today,
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w/ Emily Thomas Theobald
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Breakout:
COUNTING SHEEP:
**A Shepherd's Guide to
eCommerce Change
Management**
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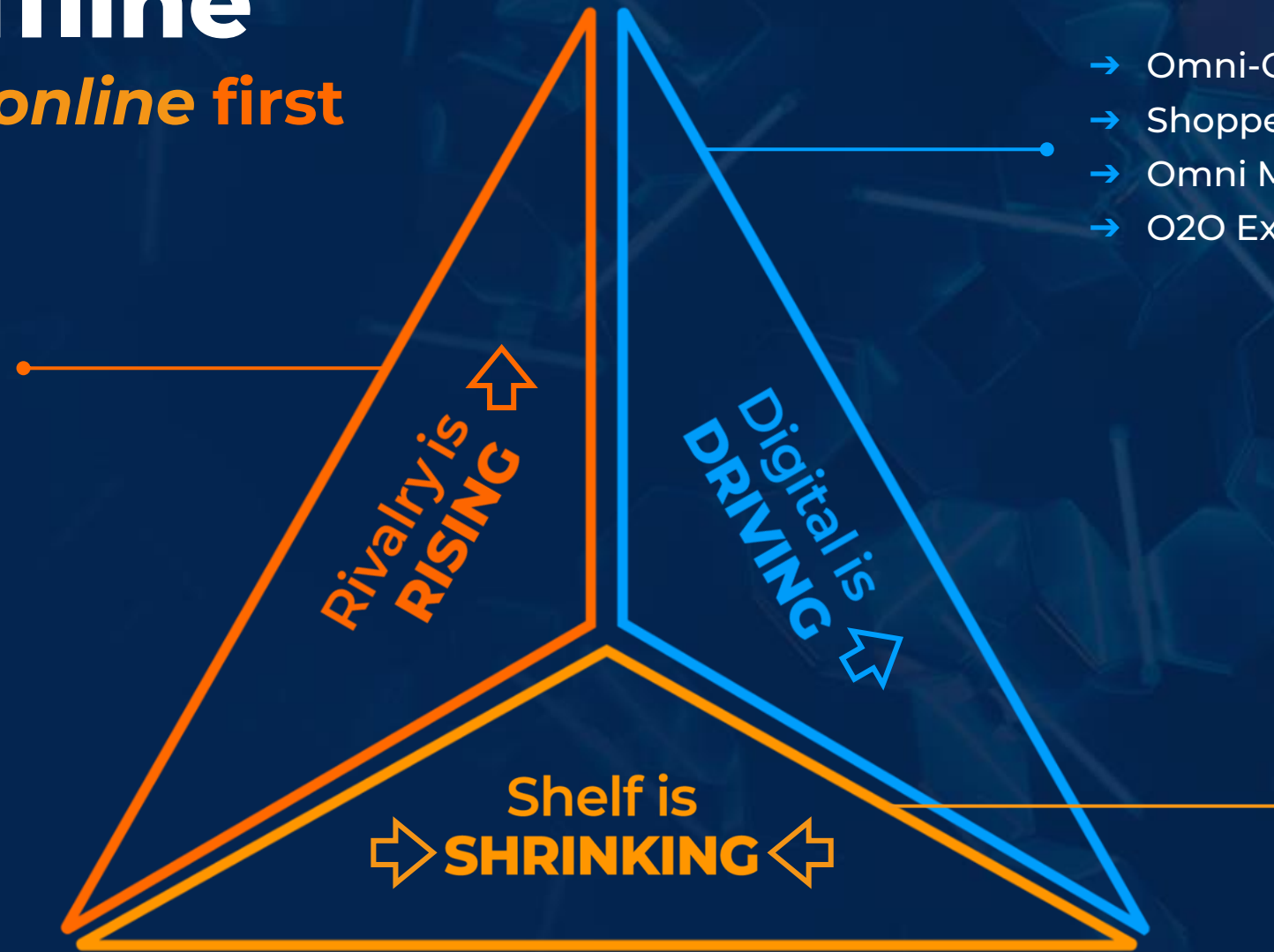
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Winning offline

Requires winning **online first**

- Emerging Platforms
- Private Brand + Exclusives
- D2C Propositions
- Commercial Ecosystems



- Omni-Growth
- Shopper Engagement
- Omni Measurement
- O2O Excellence

- Store Evolution
- Last Mile Innovation
- Voice + Smart Tech
- Predictive Commerce



**Digital is
DRIVING**

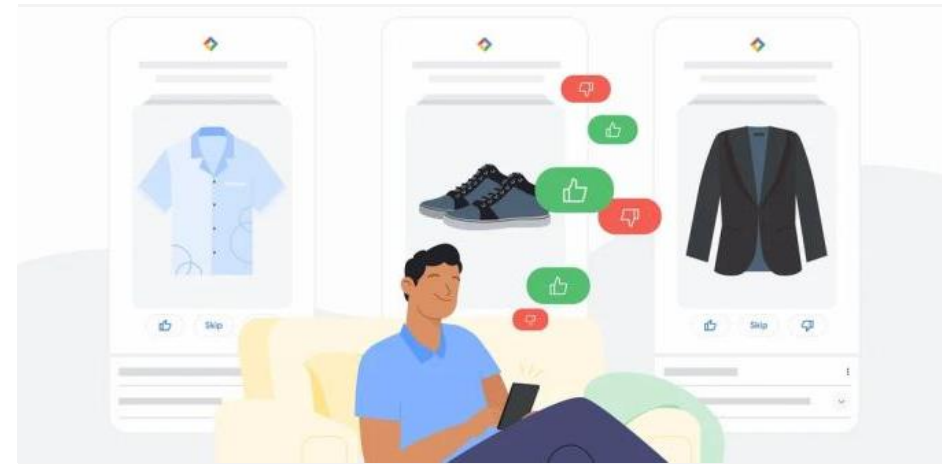
Omni-Growth

Shopper Engagement

Omni-Measurement

O2O Excellence

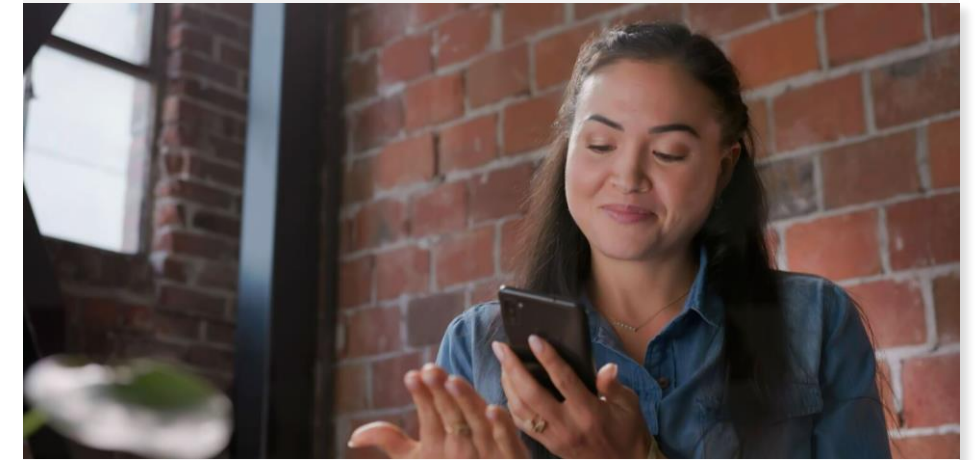
The AI in Retail



Google personalizes shopping with AI, VR

Google introduces new tools using AI for image generation and virtual try-on features, allowing users to interact with realistic product images and try clothes. Style recommendations evolve based on user interactions, and shoppers can prioritize favorite brands, enhancing the digital shopping experience.

[Source](#)



Amazon rolls out Amazon One palm recognition app

Amazon One's palm recognition, initiated in 2020, now facilitates easier registration through a new app, enabling payment and identification via palm scan. This app allows users to set up their profiles and payment methods securely, broadening the service's use in various U.S. venues like Whole Foods and stadiums.

[Source](#)



**Digital is
DRIVING**

Omni-Growth

Shopper Engagement

Omni-Measurement

O2O Excellence

Gen AI to the Rescue

The image shows a side-by-side comparison of e-commerce content for Ghirardelli chocolate. On the left, under the heading 'Original Content Arrangement', there is a vertical list of six product cards. On the right, under the heading 'Original Content Arrangement' (likely a typo for 'Optimized'), there is a vertical list of six product cards that are more visually appealing and better organized. The text to the right explains that Ghirardelli is using AI with the Vizit Conversion Optimizer App and Salsify PXM Advance to enhance its Amazon visual content, improving consumer engagement and product conversion. This approach offers faster, scalable insights into visual trends and shopper preferences, leading to improved digital content quality and increased conversions.

Ghirardelli optimizes visual e-commerce content with AI

Ghirardelli Chocolate Company is using AI with the Vizit Conversion Optimizer App and Salsify PXM Advance to enhance its Amazon visual content, improving consumer engagement and product conversion. This approach offers faster, scalable insights into visual trends and shopper preferences, leading to improved digital content quality and increased conversions.

[Source](#)



Amazon completes \$4 billion investment in generative AI developer

Amazon invests in AI firm Anthropic, its largest venture capital move, to advance generative AI technology and integrate Anthropic's models with AWS services, aiming to innovate in AI applications and infrastructure.

[Source](#)



Amazon dives deeper into generative AI with Nvidia integration

Amazon is integrating Nvidia's new Blackwell GPU platform into AWS, enhancing generative AI capabilities, and enabling faster, large-scale, cost-effective operations for advanced computing and AI applications.

[Source](#)



Shelf is **SHRINKING**

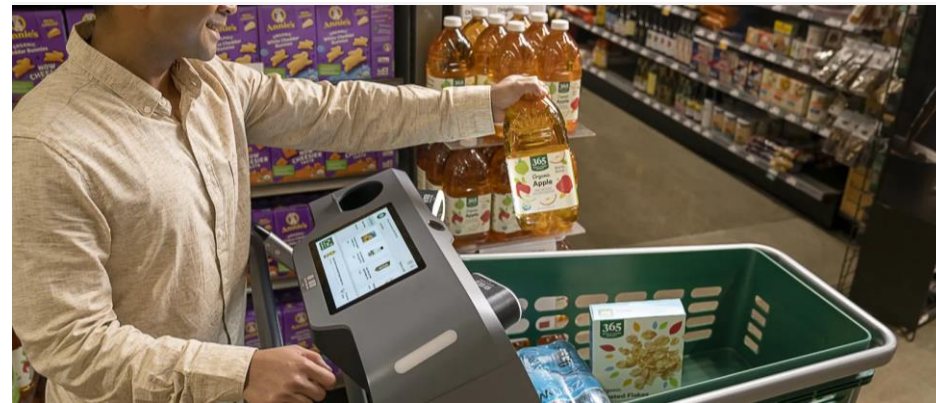
Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Just Walk Out Just Walked Out..



Amazon shifts from 'Just Walk Out' to Dash Carts

Amazon is removing Just Walk Out from Fresh stores, introducing Dash Carts to enhance the shopping experience with features like immediate receipt viewing and savings tracking, while addressing technology and staffing efficiencies.

[Source](#)



Amazon 'Just Walk Out' tech not fully powered by AI

While Amazon's Just Walk Out technology at its Fresh grocery stores was touted as being powered by artificial intelligence, a new report says it actually relied heavily on manual monitoring by some 1,000 employees in India.

[Source](#)



**Digital is
DRIVING**

Omni-Growth

Shopper Engagement

Omni-Measurement

O2O Excellence

Making Loyalty Easier



Petsmart simplifies and personalizes loyalty program

PetSmart new Treats Rewards offers more personalization and perks with new tiers: Member (annual spend up to \$499), Bestie (annual spend \$500-\$999), and Very Important Pet Parent (VIPP – annual spend of \$1,000 or more) tiers offer graduated ways to earn based on how much members spend.

[Source](#)



Albertsons streamlines loyalty program

Albertsons is updating its loyalty program to streamline how shoppers can accumulate and redeem their savings, according to a company email. Customers can earn points for two months and convert them to cash at checkout.

[Source](#)



**Shelf is
SHRINKING**

Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Wait... Who's Driving?!



Amazon expands scope of 'robotaxi' pilot

Amazon's Zoox is advancing its autonomous ride-hailing service, having tested its robotaxi in Foster City and Las Vegas. They're enhancing geofence areas, increasing driving speeds to 45 mph, and refining night driving capabilities.

[Source](#)



A Waymo autonomous vehicle has your order

Uber expands autonomous delivery with Waymo pilot

Uber Eats partners with Waymo for autonomous deliveries in Arizona, offering consumers in select areas like Phoenix an option for driverless delivery, enhancing efficiency and embracing zero-emission technology with local retail collaboration.

[Source](#)



Shelf is **SHRINKING**

Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Last Mile Lessons



Kroger to boost omnichannel customer experience

Kroger plans to invest in cross-channel experiences, enhancing both digital and in-store shopping. Initiatives include testing pickup lockers and drive-thru lanes, introducing AI for efficient order fulfilment and more.

[Source](#)



Kroger + Ocado Plan facing some challenges

Kroger is shutting down three ecommerce delivery warehouses in Texas and Florida, citing the underperformance of the facilities in non-store based markets.

[Source](#)



Shelf is SHRINKING

Store Evolution

Last Mile Innovation

Voice + Smart Tech

Predictive Commerce

Fast & Furious



Gopuff adds 20-minute delivery

Gopuff introduced Fam20, a rapid delivery service for its subscription members, promising deliveries in 20 minutes or less for \$1.49 per order. Pilots averaged 17-minute delivery times, with some as fast as 10 minutes, in a competitive ultrafast delivery market.

[Source](#)



Amazon expands same-day pharmacy delivery

Amazon Pharmacy now offers same-day prescription deliveries in NYC and LA, with plans to extend to more cities. Utilizing small-format facilities and various delivery methods, they aim to quickly fulfill urgent-care prescriptions, including drone delivery in select areas.

[Source](#)



**Rivalry is
RISING**

Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Exclusively Inclusive



Walmart announces second class of beauty accelerator program

Walmart enhances its beauty sector with the Walmart Start accelerator, mentoring new beauty brands for potential store launch. Additionally, the Beauty Glow Up event offers product discounts, and virtual try-on for hair color is expanded in the Walmart app.

[Source](#)



Stanley partners with Target on exclusive line

Stanley is partnering with Target for two exclusive collections for the summer, each featuring brand new products and old favorites in fresh pastel colors to celebrate the season, starting at \$20.

[Source](#)



Target's exclusive line targets the designer fragrance market

Brand incubator Maesa created Fine'ry last year, an exclusive line of designer perfume at Target matching top fragrance trends at much more affordable prices.

[Source](#)



Rivalry is
RISING

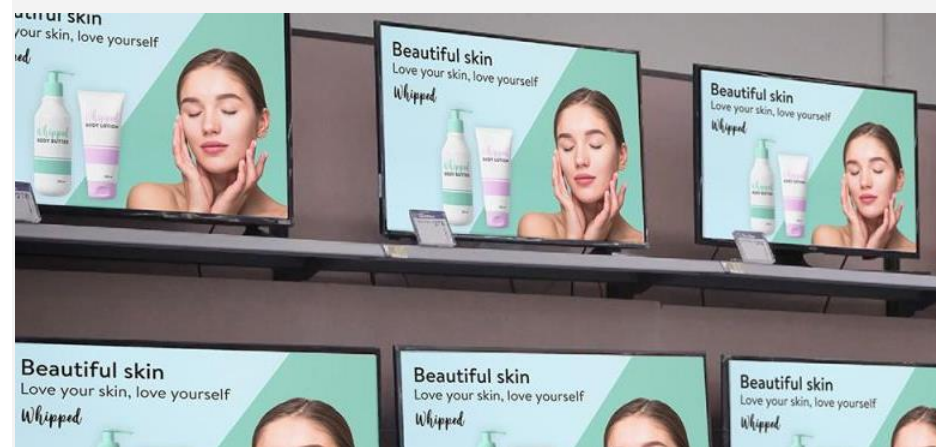
Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

It's Not Just About the Shopper..



Walmart offers new options to increase value of its retail media business

Walmart Connect expands to offer targeted, in-store and online advertising, enhancing advertiser access, international support, and creative capabilities for a comprehensive omnichannel marketing strategy.

[Source](#)



DoorDash pilots benefit program for contract drivers

DoorDash pilots a portable benefits savings program for Dashers in Pennsylvania, offering support for retirement, health insurance, and paid time off. The six-month trial allows independent contractors to allocate savings to various benefits, promoting financial security and work flexibility.

[Source](#)



Instacart opens grocery platform to third-party developers

Instacart launches its Developer Platform, offering public API access to integrate its grocery delivery services into third-party apps and websites, enhancing e-commerce capabilities with real-time data and same-day delivery options.

[Source](#)



**Rivalry is
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Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Protecting the Marketplace



Amazon says it removed over 7M fake goods in 2023

Amazon's 2023 Brand Protection Report reveals the seizure of over 7 million counterfeit products and the prevention of 700,000 fraudulent seller account creations. The company also noted a 30% drop in valid infringement notices from brands since 2020.

[Source](#)



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Emerging Platforms

Private Brand + Exclusives

D2C Propositions

Commercial Ecosystems

Health is on the Hunt



Walmart Health Clinic Expansion On Track For 70 By Year's End

Walmart, which has 48 centers in five states, said it will add 22 new locations in 2024, deepening its presence in Texas while opening new sites in Missouri. A sixth market, Arizona, will see an expansion in 2025 where the company doesn't yet operate Walmart Health facilities.

[Source](#)





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to come!

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