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CYBER

NEXT COMMERCE NEWS



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UPSKILLING FOR A CHANGE

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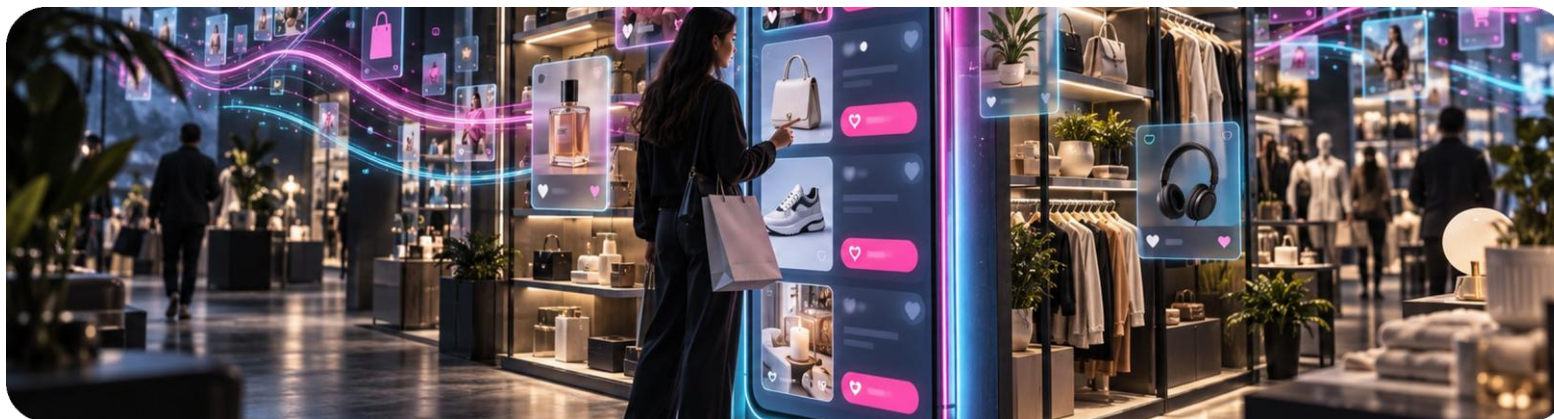
Accelerate your omni strategy and activation with our hands-on digital, omni and AI strategy, capability, analytics and project management support services.

The logo for firstmovr, featuring an orange chevron icon followed by the word "firstmovr" in a white, lowercase, sans-serif font.The word "CYBER" in a large, bold, white, uppercase, sans-serif font. It is partially enclosed by a large, white, stylized outline of the letter "P" that serves as a background for the text.The words "NEXT COMMERCE NEWS" in a white, uppercase, sans-serif font, centered within an orange rectangular box.

Mission:

***To cut through
the market noise
to surface the
commerce signals
that matter most!***

TikTok Shop Cracks 2% of US Online Retail



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STORY SUMMARY

TikTok Shop hit roughly 2% of US online retail spend in July, up from about 1.2% a year earlier, per Consumer Edge, now bigger than Target.com, Costco online, and Home Depot plus Lowe's online combined, though still well behind Amazon's ~35% and Walmart's ~7%. Growth is accelerating, concentrated among power buyers.

C

WHAT IT MEANS FOR CPGs

TikTok Shop is now a real line item next to your online retail mix, not an afterthought. Since spend concentrates in power buyers, invest in retention and repeat-purchase mechanics (bundles, subscribe-and-save, creator restocks) over pure discovery. Get catalog, inventory sync, and affiliate programs production-grade before CPMs rise.

SOURCE

PepsiCo Puts AI Marketing Overhaul Up for Grabs



S

STORY SUMMARY

PepsiCo named Publicis exclusive global media partner for its "One PepsiCo" AI/data operating system, spanning strategy, planning, activation and tech, covering ~\$5.4B in marketing and \$3.4B in media, displacing incumbent Omnicom. Separately, a broader AI transformation review includes Omnicom, Accenture, Deloitte and Publicis Sapient.

C

WHAT IT MEANS FOR CPGs

PepsiCo split media and transformation work across separate reviews and vendors, expect agencies to pitch "AI-native" media operating systems as the new competitive front. Push partners on what their AI/data infrastructure actually does, since PepsiCo's move signals holdcos will be judged on tech stack, not just creative or buying scale.

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Target's Grocery Bet Is Working, Now Comes the Hard Part



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STORY SUMMARY

Target's food and beverage sales rose 7% in the quarter ended August 1, with traffic up 3.6% and snacks up 15%, Reuters reports. Grocery is still under a quarter of Target's mix versus ~59% at Walmart. Target plans ~600 new private-label food/beverage SKUs over two years (400 under Good & Gather), targeting \$2B+ in growth.

C

WHAT IT MEANS FOR CPGs

Target is using food as a traffic driver to pull shoppers toward higher-margin aisles, leverage for joint business planning, especially in snacks. Watch the 600-SKU private-label expansion: branded suppliers should expect shelf-space and innovation-slot pressure as Good & Gather scales. Push for endcap and cross-merchandising placement.

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Retail Media Builds Brands, Not Just Closes Sales



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STORY SUMMARY

A new analysis pushes back on the Ritson/Ehrenberg-Bass view that retail media only catches shoppers already buying. On-site display/video, off-site retargeting, and in-store media all showed brand-building effects in matched-market tests, P&G's off-site retail media spend more than doubled year-over-year per Sensor Tower.

C

WHAT IT MEANS FOR CPGs

Stop treating retail media as pure bottom-funnel budget, measure it for brand lift too, not just ROAS. Fund expansion by trimming underperforming search/social/PMax spend, not linear TV brand budgets, additive investment, not a channel swap. Push partners for off-site and in-store measurement.

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Amazon Adds Alexa Fraud Checks and Restock Alerts



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STORY SUMMARY

Amazon launched Alexa for Shopping features letting customers verify whether a message or call claiming to be from Amazon is real, cross-checked against Amazon's send logs, it fields ~360,000 authenticity-check contacts a year. A companion "Update Me When" feature alerts shoppers when matching new product releases go live.

C

WHAT IT MEANS FOR CPGs

Amazon is training customers to trust verified-channel messages, route your own brand outreach (delivery updates, promos, restocks) through Amazon's verified messaging so it isn't flagged as suspicious. "Update Me When" creates a launch-day signal for new SKUs, keep listing timing and inventory ready for the traffic spike.

SOURCE

BONUS: Meta Muse Launches as an AI Agent That Can Buy



S

STORY SUMMARY

Meta released Muse, a personal AI agent on iOS, Android, Muse.ai, and WhatsApp (glasses coming), handling email, travel booking, and purchases via Stripe Link single-use virtual cards. Security uses VM isolation and a "Sentinel" human approval step against prompt injection. Free to try; heavy use needs a Meta AI subscription. Bug bounty up to \$300,000.

C

WHAT IT MEANS FOR CPGs

An agent that autonomously completes purchases is a new commerce surface, make product data, pricing, and checkout machine-readable and agent-friendly, not just human-friendly. Single-use virtual cards mean less brand visibility at purchase, so brand preference must be built before the agent acts, not at checkout.

SOURCE

BONUS: SharkNinja's CMO Breaks Down Her Virality Playbook



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STORY SUMMARY

In an Ad Age interview, SharkNinja CMO Michelle Crossan-Matos explained how the brand engineers viral launches: dedicated pods stay with a SKU from concept, and social input shapes decisions upstream. SharkNinja sets an internal "threshold of virality" before greenlighting, and treats TikTok Shop as a real sales driver, not just awareness.

C

WHAT IT MEANS FOR CPGs

If product and social teams don't collaborate from concept, you're behind brands like SharkNinja, which builds virality into the product decision. Consider a formal "virality threshold" gate before committing budget. Treating TikTok Shop as awareness-only, not a sales channel with its own P&L, leaves revenue on the table.

SOURCE



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Change is hard. Let's change that!



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