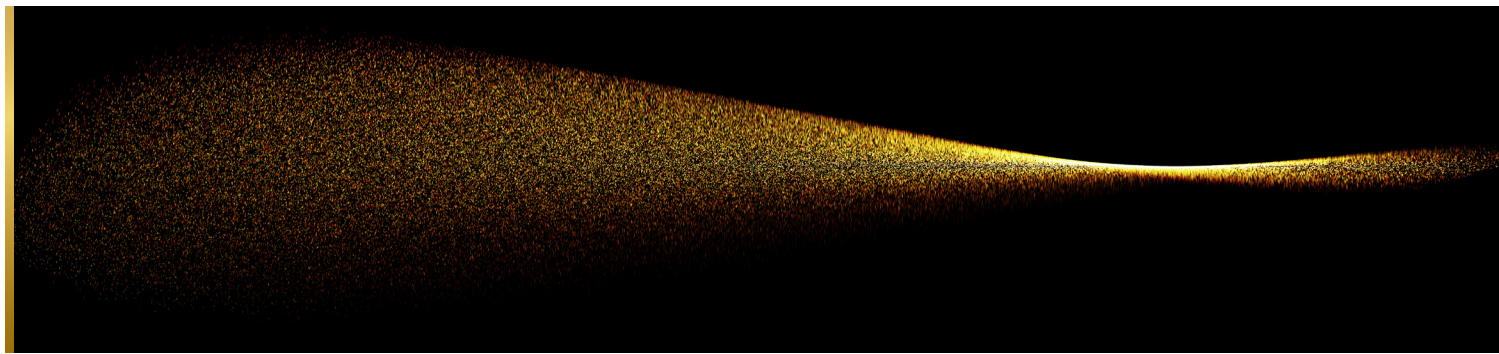


Oct. 19-20, 2022

Amazon virtual event

Decoding Amazon: Staying ahead of Amazon for growth

Amazon is looking to rebound in 2022 and beyond from the lowest periods of growth in its history. Despite macroeconomic pressures and slowed growth, Amazon is still expanding its business and value to stay ahead in Prime membership, advertising, and physical stores, all while sustaining profitability. Join us to learn more about how Amazon is leveraging its ecosystem and how you can navigate Amazon's new data assets and latest growth challenges.



Insights and skills you'll gain from the event:

- An understanding of Amazon's evolving growth initiatives and Prime value
- A deeper look into Amazon shopper behaviors and macroeconomic conditions affecting the retailer
- A better picture of the opportunities to drive brand growth at Amazon

Virtual Event

Listen live or consume later

Live:

Day 1 | 9:30-1:30 PM PT/12:30-4:30 PM ET

Day 2 | 9:30-1:30 PM PT/12:30-4:30 PM ET

Registration

Register today by emailing events@kantarc consulting.com or visiting our [event website](#).

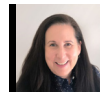
Kantar Presenters



Doug Hermanson
Principal Economist



Mary Brett Whitfield
SVP, Shopper Insights



Karen Kelso
VP, Mass and Club



Todd Hassenfelt
Ecommerce Director,
Growth Strategy & Planning,
Colgate-Palmolive



John Maingi
Director, Omnichannel
CatMan Software



Martin Heubel
Director & Founder,
Consulterco



Michael Major
Omnichannel
Director, Advisory



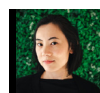
Ross Walker
Senior Ads Manager, Bobsled
Marketing, an Acadia
Company



Stefanos Nanopoulos
Senior Insights
Consultant, Kantar UK



Seth Hirsch
Partner, Head of Analytics,
Acadia



Julie Liu
Digital Demand Generation
& Media Lead, Ghirardelli
Chocolate Company



Neha Mallik
Head of Digital and
Commerce Marketing,
Mizkan Americas



Nishant Shrikhande
Senior Analyst, Digital
Commerce



Ross Cloyd
Director



Chris Miles
Analyst



Rachel Dalton
Head of Retail
Insights

DAY 1: Oct. 19

9:30-9:40 AM PT/12:30-12:40 PM ET

Welcome and introduction

Nishant Shrikhande, Senior Analyst, Digital Commerce

9:40-10:10 AM PT/12:40-1:10 PM ET

The ecology of Amazon's ecosystem

Nishant Shrikhande, Senior Analyst, Digital Commerce

- Understand Amazon's omnichannel environment and outlook.
- Study the evolving role of Prime value and new initiatives.
- Learn Amazon's vital connections for brands in driving its key priorities.

10:10-10:50 AM PT /1:10-1:50 PM ET

How to profitably navigate Amazon first party in 2022

Martin Heubel, Director & Founder, Consulterce

- Learn how Amazon uses its business divisions to cross-fund its retail margins.
- Identify cross-channel conflicts that compromise the sustainable growth of first-party brands.
- Discover competitive strategies for Amazon portfolio assortment, distribution, and organizational structure.

10:50-11:20 AM PT/1:50-2:20 PM ET

The right assortment for Amazon in uncertain times

Michael Major, Omnicommerce Director, Advisory

John Maingi, Director, Omnichannel CatMan Software

- Understand how shoppers make substitutions when the intended item is out of stock.
- Review how assortment is changing the Amazon shopper journey or behavior.
- Get insights into how you should think about optimizing your Amazon performance.

11:20-11:35 AM PT/2:20-2:35 PM ET | **BREAK**

11:35 AM-12:15 PM PT/2:35-3:15 PM ET

A discussion: How brands navigate Amazon to win

Todd Hassenfelt, Ecommerce Director, Growth Strategy & Planning, Colgate-Palmolive

Julie Liu, Digital Demand Generation & Media Lead, Ghirardelli Chocolate Company

Neha Mallik, Head of Digital and Commerce Marketing, Mizkan Americas

Moderator: Rachel Dalton, Head of Retail Insights

- Discuss how leading brands strive for profitability on Amazon.
- Decode the role of third party in first-party strategies.
- Learn how brands are navigating Amazon's evolving media and data.

12:15-12:45 PM PT/3:15-3:45 PM ET

Amazon shoppers in context

Mary Brett Whitfield, SVP, Shopper Insights

- Understand how Amazon shoppers' priorities and preferences are evolving.
- Learn how Amazon fits into shoppers' overall retail consideration set.
- Explore the evolving role of Prime membership and programs like Subscribe & Save in shoppers' routines.

12:45-1:15 PM PT/3:45-4:15 PM ET

Amazon's latest moves in grocery

Ross Cloyd, Director

Chris Miles, Analyst

- Get an overview of major grocery industry trends.
- Discover Amazon's latest grocery moves.
- Understand how Amazon's grocery strategy will impact suppliers.

1:15-1:30 PM PT/4:15-4:30 PM ET

Day 1 wrap-up

Nishant Shrikhande, Senior Analyst, Digital Commerce

DAY 2: Oct. 20

9:30-9:35 AM PT/12:30-12:35 PM ET

Welcome and introduction

Nishant Shrikhande, Senior Analyst, Digital Commerce

9:35-10:05 AM PT/12:35-1:05 PM ET

Amazon International: Key developments and focus

Stefanos Nanopoulos, Senior Insights Consultant, Kantar UK

- Analyze the key emerging markets in which Amazon is enhancing its expansion efforts.
- Get an overview of how key regulatory developments across the globe can impact Amazon's businesses.
- Examine Amazon's developing partnership strategies and sustainability initiatives.

10:05-10:35 AM PT/1:05-1:35 PM ET

Amazon's store strategy runs deep

Rachel Dalton, Head of Retail Insights

- Get the latest look at Amazon store growth.
- Peer into Amazon's expansion plans and the key value of stores.
- Learn how Amazon technology is driving retail services and changing the data game.

Visit our [events page](#) for more information.

10:35-11:10 AM PT/1:35-2:10 PM ET

Unlocking Amazon's walled garden

Ross Walker, Senior Ads Manager, Bobsled Marketing, an Acadia Company
Seth Hirsch, Partner, Head of Analytics, Acadia

- Find out how Amazon Marketing Cloud can help brands visualize the full-funnel shopper journey, combining Amazon's and brands' first-party shopper data.
- Analyze five high ROI use cases for Amazon Marketing Cloud.
- Learn how to get started, the limitations, and what could be next.

11:10-11:35 AM PT/2:10-2:35 PM ET | **BREAK**

11:35 AM-12:05 PM PT/2:35-3:05 PM ET

Amazon, Shopify, and Walmart bet on marketplace dominance

Nishant Shrikhande, Senior Analyst, Digital Commerce

- Understand the strategies of winning marketplaces.
- Learn how Amazon and Shopify vie for seller dominance.
- Evaluate the potential of marketplace growth and revenue.

12:05-12:45 PM PT/3:05-3:45 PM ET

A Kantar expert discussion: The macro environment: Amazon friend and foe

Doug Hermanson, Principal Economist
Mary Brett Whitfield, SVP, Shopper Insights
Nishant Shrikhande, Senior Analyst, Digital Commerce
Moderator: Michael Major, Omniconmerce Director, Advisory

- Hear expert views on what inflation and current macro conditions mean for Amazon and its suppliers.
- Discuss how shoppers view and leverage Amazon in a challenging economic environment.
- Level set Amazon's financial position, setting it up for the current state.

12:45-1:15 PM PT/3:45-4:15 PM ET

Amazon vs. Walmart: Predictions for efficiency

Rachel Dalton, Head of Retail Insights
Karen Kelso, VP, Mass and Club

- Examine how each retailer is promoting a future with its respective fleet.
- Review how each wins in navigating logistics and the supply chain.
- Evaluate how well each is building capabilities to lower the cost to serve and achieve data dominance.

1:15-1:30 PM PT/4:15-4:30 PM ET

Event wrap-up and key takeaways

Nishant Shrikhande, Senior Analyst, Digital Commerce