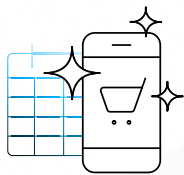


Oct. 17-18, 2023

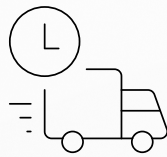
Amazon Virtual Event

Amazon unlocked: A top-to-bottom evaluation of the current opportunities and challenges of working with the technology titan

As the US economy remains volatile and inflation persists, Amazon has started to show weaknesses. Join us as we examine how Amazon plans to navigate the challenges ahead and where opportunity still remains strong.



Amazon regularly reaches **75% of shoppers, with seasonal peaks of around 80% in December.**



Across the **top 60** largest US metro areas, **more than half of Prime member orders arrived the same or the next day in Q2 FY23.**



3P seller services **grew 18% YOY, with 3P units representing 60% of total paid units in Q2 2023, tied for the highest amount ever.**

You'll walk away from this event with insights into:

- Macroeconomic, shopper, and retail trends facing Amazon to help strengthen your domestic and global strategies
- How Amazon is approaching different strategic areas of its business, with specific implications for your organization
- Where Amazon is headed in light of competitors' future strategic initiatives and challenges

Virtual Event

Listen live or consume later

Live:

Day 1 | 12:30-4:15 PM ET

Day 2 | 12:30-4:15 PM ET

Registration

Register today by emailing

events@kantarc consulting.com

or visiting our [event website](#).

Event Presenters



Rachel Dalton

Head of Retail Insights, North America



Anna Brennan

Senior Analyst, Digital Commerce



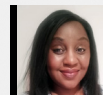
Anthony Golia

Analyst, Digital Commerce



David Marcotte

Senior Vice President, Global Retail & Technology



Paida Mugudubi

Head of Retail Insights, Global



Julie Craig

Vice President, Shopper Insights



Chris Miles

Senior Analyst, Retail Insights



Amar Singh

Senior Director, Retail Insights



Barry Thomas

Senior Retail Commerce Thought Leader



Colombe Bommelaer

Senior Director, Category Insights



Lauren Winkler

Vice President, Category Insights



Michael Major

Omnichannel Strategy & Consulting

DAY 1: Oct. 17

12:30-12:40 PM ET

Welcome and introduction

Anna Brennan, Senior Analyst, Digital Commerce

12:40-1:10 PM ET

Navigating Amazon's evolving ecosystem

Anna Brennan, Senior Analyst, Digital Commerce

- Enhance your understanding of Amazon's current ecosystem and future priorities.
- Review Amazon's strategic priorities including an evaluation of the Prime membership program.
- Consider focus areas for long-term planning.

1:10-1:40 PM ET

Understanding Amazon's H1 FY23 results

David Marcotte, Senior Vice President, Global Retail & Technology

Anthony Golia, Analyst, Digital Commerce

- Evaluate Amazon's financial performance over time.
- Discuss how shifting capital expenditure and priorities will affect future profitability.
- Map out the actions you need to take to maximize your Amazon business.

1:40-1:55 PM ET | **BREAK**

1:55-2:25 PM ET

How Amazon fits into the broader retail ecosystem

Rachel Dalton, Head of Retail Insights, North America

- Evaluate the US retail landscape and Amazon's role.
- Analyze Amazon's performance across key metrics such as assortment, membership, and shopping experience.
- Determine where to place your bets.

2:25-2:55 PM ET

Checking in on the Amazon shopper

Julie Craig, Vice President, Shopper Insights

- Understand how shoppers are shopping at Amazon and its role in shoppers' lives.
- Review a generational breakdown of Amazon's shopper strategy.
- Evaluate the effectiveness of the Prime membership program with respect to other loyalty programs.

2:55-3:10 PM ET | **BREAK**

3:10-3:40 PM ET

Amazon Fresh refresh: What's going on with grocery?

Chris Miles, Senior Analyst, Retail Insights

- Review the US grocery landscape, key players, and Amazon's role.
- Evaluate Amazon's grocery strategy, what it has accomplished, and what to expect.
- Discuss where each of Amazon's grocery banners fits in the long-term picture.

3:40-4:10 PM ET

Amazon's healthcare ambitions and the retail implications

Amar Singh, Senior Director, Retail Insights

- Conduct a historical review of Amazon's healthcare initiatives and recent moves.
- Compare Amazon's strategy against major players in the drug channel.
- Get recommendations on how to win with both Amazon and traditional players.

4:10-4:15 PM ET

Day 1 wrap-up

Anna Brennan, Senior Analyst, Digital Commerce

DAY 2: Oct. 18

12:30-12:35 PM ET

Welcome and introduction

Anna Brennan, Senior Analyst, Digital Commerce

12:35-1:05 PM ET

Amazon's key global initiatives and focus areas for suppliers

Paida Mugudubi, Head of Retail Insights, Global

- Review Amazon's key international markets and expansion efforts.
- Discuss global regulatory developments and their impact on Amazon's businesses.
- Analyze nuances within partnership strategies and merchandising initiatives at the global level.

1:05-1:35 PM ET

Amazon's role in the global marketplace landscape

Barry Thomas, Senior Retail Commerce Thought Leader

- Understand the potential of global marketplaces and where Amazon fits.
- Consider ways to leverage the power of Amazon third party.
- Discuss planning implications.

1:35-2:05 PM ET

Applying omnichannel category leadership principles at Amazon

Lauren Winkler, Vice President, Category Insights

- Explore the future of category leadership in an omnicommerce world.
- Discover how to create influence across Amazon's category assortment.
- Gain a better understanding of current category and merchandising trends on Amazon.

2:05-2:20 PM ET | **BREAK**

2:20-3:00 PM ET

Amazon and AI: How organizations are looking to AI to transform content development for unprecedented personalization

Moderator: Anna Brennan, Senior Analyst, Digital Commerce

Barry Thomas, Senior Retail Commerce Thought Leader

Michael Major, Director, Omnichannel Strategy & Consulting

- Understand the challenges facing organizations to full implementation of Gen AI.
- Determine how to leverage Gen AI in to enhance content strategies, evolve workflows, and optimize campaigns
- Learn why Gen AI is not (yet) a replacement for human creativity.

3:00-3:30 PM ET

Advancing alongside Amazon advertising

Anna Brennan, Senior Analyst, Digital Commerce

- Learn about Amazon's latest advertising initiatives.
- Discern how Amazon technology is driving retail services and changing retail media.
- Gain a better understanding of the competitive landscape and the opportunities that await.

3:30-3:45 PM ET

Day 2 wrap-up

Anna Brennan, Senior Analyst, Digital Commerce