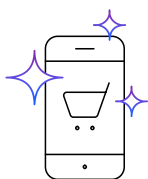


June 11-12, 2024

Global Digital Commerce Conference

Digital fusion: Mastering omnichannel leadership in real life

Key data/facts



According to eMarketer, ecommerce sales will cross the USD6 trillion mark this year, and 20% of all retail sales will be conducted digitally. This solidifies the importance of understanding and maximizing your digital strategy.



In Q4 2024, Walmart increased store-fulfilled delivery rates by 50%, reaching a USD2 billion monthly run rate. Embracing a unified store model puts pressure on brands to fully understand the omnichannel consumer journey to meet inventory demand and grow baskets.



Retail media continues to grow, and many brands now consider it as a tool in their upper-funnel marketing initiatives, making it essential to understand from a holistic marketing perspective.

Kantar's Global Digital Commerce Conference brings together thought leaders, innovators, and change makers to explore strategies for navigating uncertainty in the digital age.

From shifting power dynamics to striking a balance between progress and protecting profits, join us as we delve into how organizations can leverage digital tools to inspire resilience in an ever-evolving landscape.

Guest Speakers



Ranjeet Bhosale
VP Digital Product,
Target



Chris Perry
Chief Learning Officer
and Co-Founder,
firstmovr



Andy Murray
Founder and
CEO BigQuest



Jennifer Van Fossen
National Head of
Shopping, Google

Virtual Event

Listen live or consume later

Live:

Day 1 | 10:00 AM - 4:30 PM ET

Day 2 | 10:00 AM - 4:30 PM ET

You'll walk away from this event with:

- Global insights into the latest trends and technologies shaping the digital commerce landscape and the impact they are having in North America and Europe, to help you stay ahead of the curve and meet evolving shopper expectations.
- A detailed perspective on shopper behavior and preferences to optimize digital commerce strategies that optimize global trends at a local level, enabling businesses to tailor online offerings that improve the customer experience
- Tactical insights and inspiration from global industry leaders and experts for businesses looking to drive growth and innovation in the digital commerce space

Registration

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

Day 1: June 11

10:00-10:10 AM ET

Welcome and introduction

Malcolm Pinkerton, Global Head of Retail Insights

Paida Mugudubi, Head of Retail Insights, Global

10:10-10:40 AM ET

The global online channel and digital commerce landscape

Rachel Dalton, Head of Retail Insights, North America

Paida Mugudubi, Head of Retail Insights, Global

- Explore the biggest headlines in digital commerce and what you need to know to stay ahead.
- Understand the key growth drivers and projections for the online channel worldwide.
- Evaluate how tech advancements will impact the future of commerce.

10:40-11:10 AM ET

Navigating the global digital macro economy

Doug Hermanson, Principal Economist

- Identify key indicators and trends shaping the digital economic landscape.
- Understand what easing inflation and interest rates mean for digital commerce.
- Learn the growth outlook for digital categories.

11:10-11:40 AM ET

Role of the store in the modern digital age

Julie Craig, Vice President, Shopper Insights

- Gain insights into the factors influencing the choice of in-store versus online shopping.
- Understand how and why shoppers choose stores today: What makes shopping in stores “more fun” and shopping online “easy”?
- Examine where and how the modern digital shopper shops in stores.

11:40 AM-12:10 PM ET

Charting the future of digital health

Amar Singh, Senior Director, Retail Insights

Andriana Bantra, Senior Insights Consultant

- Delve into the impact of virtual healthcare on improving access to medical services and enhancing the overall customer experience globally, and what this means for operating in North American and Europe.
- Review the integration of health tracking devices, smart wearables, and mobile apps into retail environments.
- Explore the role of data analytics in gaining actionable insights into consumers’ health preferences and behaviors.

12:10-12:40 PM ET | **Lunch**

12:40-1:10 PM ET

Navigating the subscription economy’s unlikely retail alliances

Marie Humbert, Senior Insights Consultant

Jake Kalotai, Senior Analyst, Retail Insights

- Examine how traditional boundaries between industries are blurring as subscription services expand into new sectors.
- Explore the emergence of hybrid subscription models that combine products and services from different industries worldwide.
- Identify strategies for cultivating successful partnerships and leveraging complementary strengths to create value for subscribers.

1:10-1:40PM ET

Sustainable solutions and eco trends in the digital marketplace

Anna Brennan, Senior Analyst, Retail Insights

Elizabeth Katsadourous, NA Commercial Partner, Sustainable Transformation

- Find out how renewable energy sources, efficient logistics, and waste-reduction measures are being implemented in ecommerce operations.
- Address global best practices and emerging technologies for optimizing packaging design and reducing the environmental impact of ecommerce shipments.
- Spotlight brands successfully implementing sustainable practices to meet shopper expectations and drive loyalty.

1:40-2:25 PM ET

Going viral: How to reach Gen Z through social and ecommerce

Moderator: Kate McGee, Partner, Syndicated Retail Platforms

Panelists: Colombe Bommelaer, Senior Director, Category Insights; Renata de Moura, Senior Director, Shopper Insights; Michelle Brisson, Senior Consultant, U.S. MONITOR

- Discuss the global role of technology, innovation, and consumer preferences in driving channel blurring and shaping the future of retail with clear implications for North America and Europe.
- Explore the intersection of ecommerce and Gen Z behavior, analyzing this generation's preferences for seamless shopping experiences and personalized recommendations.
- Get actionable tips and best practices that brands can use to craft viral-worthy products and amplify their reach among the Gen Z demographic.

2:25-2:55 PM ET

Maximizing unified commerce and seamless shopping experiences

Taylre Stumpf, Senior Analyst, Retail Insights

Tiffany Hogan, Director, Retail Insights

Ranjeet Bhosale, VP Digital Product, Target

- Glean insights into trends and emerging technologies shaping the evolution of omni-connected stores and the seamless integration of physical and digital touchpoints.
- Evaluate key strategies for retailers to implement unified commerce initiatives effectively, from seamless inventory management to integrated customer data analytics.
- Explore how major retailers like Target and Walmart are pioneering unified commerce strategies, integrating online and offline channels seamlessly.

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

3:10-3:40 PM ET

Unleashing the global power of social media for shopping and discovery

Charlotte Harris, Senior Insights Consultant

Anna Brennan, Senior Analyst, Retail Insights

- Evaluate strategies to capitalize on the booming trend of social commerce, tapping into the vast user base and engagement on popular platforms across the globe.
- Address challenges and considerations specific to social commerce, such as building trust, managing customer relationships, and measuring ROI.
- Evaluate how global social commerce enables direct-to-consumer sales, bypassing traditional intermediaries and reducing friction in the purchasing process.

3:40-4:10 PM ET

The AI race to improve consumer experiences and business results

Barry Thomas, Senior Retail Commerce Thought Leader

- Explore cutting-edge AI technologies driving better user and shopper experiences, advanced personalization, and enterprisewide benefits to CPGs, retailers, and restaurants.
- Discuss how data and AI can drive superior user and shopper outcomes and accelerate sales and conversion rates.
- Highlight the impact that personalized promotions have on driving sales, increasing conversion rates, and fostering brand loyalty.

4:10-4:30 PM ET

Day 1: Key takeaways

Malcolm Pinkerton, Global Head of Retail Insights

Paida Mugudubi, Head of Retail Insights, Global

Day 2: June 12

10:00-10:15 AM ET

Welcome and introduction

Rachel Dalton, Head of Retail Insights, North America

Malcolm Pinkerton, Global Head of Retail Insights

10:15-11:00 AM ET

Panel: The power of retail media networks: Industry insights

Moderator: Rachel Dalton, Head of Retail Insights, North America

Panelists: Barry Thomas, Senior Retail Commerce Thought Leader,

Andy Murray, Founder and CEO, BigQuest

- Hear from global industry experts about emerging trends and innovations shaping the future of retail media, such as AI-driven targeting, dynamic ad placements, and omnichannel integration.
- Gain insights into the evolving landscape of retail media networks, exploring their role in the digital advertising ecosystem.
- Learn how brands can optimize their advertising efforts on retail media platforms to drive sales, increase market share, and enhance brand equity.

11:00-11:30 AM ET

Digital value channel principles in the global market

Sophie Carroll, Associate Director

- Analyze how organizations are harnessing digital tools to foster a culture of innovation, enabling them to adapt to changing market conditions and capitalize on emerging opportunities.
- Assess the importance of agility, innovation, and customer-centricity in driving success within the digital value channel framework.
- Address common challenges and barriers to implementing digital value channel strategies in the global marketplace, such as regulatory constraints, cultural differences, and technological limitations.

11:30 AM-12:00 PM ET

From aisles to algorithms: Embracing online grocery shifts

Chris Miles, Senior Analyst, Retail Insights

- Get an overview of emerging trends and innovations from across the globe, shaping the future of online grocery shopping, such as AI-driven inventory management, last-mile delivery solutions, and omnichannel integration.
- Explore the diverse range of services and features offered by digital grocery platforms, such as personalized recommendations, flexible delivery options, and subscription services.
- Gather strategic considerations and actionable recommendations for grocery retailers looking to stay ahead of the curve and thrive in an increasingly digital global marketplace.

12:00-12:30 PM ET | **Lunch**

12:30 PM-1:00 PM ET

Fulfillment 2.0: Harnessing the future with a digital ecosystem

Karen Kelso, Vice President, Retail Insights

Gina Logan, Principal Analyst, Retail Insights

- Discuss the role of predictive analytics and machine learning in identifying inventory trends, forecasting demand, and optimizing fulfillment strategies for increased agility and responsiveness.
- Examine the importance of integrated applications and software platforms in orchestrating end-to-end fulfillment processes seamlessly.
- Provide insights into the benefits of a connected ecosystem of apps for improving visibility, collaboration, and decision-making across fulfillment operations, enabling businesses to adapt and thrive in an ever-evolving global marketplace.

1:00 PM-1:30 PM ET

SMARTER Growth Strategies: Category Management in the age of eCommerce

Chris Perry, Chief Learning Officer and Co-Founder, firstmovr

- Examine the role and imperative of digital category management in driving category growth and maximizing sales opportunities across the omnichannel ecosystem.
- Explore the 12 SMARTER growth strategies and omnichannel levers available that we can pull to design for, activate, and measure more intentional category incrementality goals.
- Spotlight best-in-class examples from brands and retailers in-market that drive greater shopper engagement and overall experiences, as well as incrementality for all stakeholders.

1:30-2:00 PM ET

How challenger brands like Temu and Shein are shaping the future

Charlotte Harris, Senior Insights Consultant

- Analyze the strategies challenger brands are employing to gain market share and disrupt established players.
- Discuss the ripple effects of disruption, including shifts in consumer behavior, competitive responses from established players, and the evolving landscape of brand loyalty.
- Get practical tips and best practices for businesses looking to navigate disruption and leverage the opportunities presented by challenger brands for growth and innovation.

2:00-2:30 PM ET

An update on global retail media innovations, streaming, and more

Anna Brennan, Senior Analyst, Retail Insights

- Explore the global transformation of retail media from traditional advertising to data-driven, targeted promotional opportunities within online retail platforms.
- Discuss the benefits of streaming deals for brands, including increased visibility, brand exposure, and opportunities for product placement.
- Discuss examples of successful retail media partnerships from different regions and markets that have resulted in innovative marketing campaigns, enhanced customer experiences, and increased sales.

2:30-2:45 PM ET | **BREAK**

2:45-3:15 PM ET

The impact of BNPL and mobile payments on the purchase journey

David Marcotte, Senior Vice President, Retail Insights

Vikash Kaansili, Senior Analyst, Retail Insights

- Examine the rapid growth of buy now, pay later (BNPL) providers and mobile payment platforms worldwide, and their impact on reshaping the payment industry landscape.
- Highlight the impact of BNPL options on consumer spending behavior and the potential for higher conversion rates and order values.
- Explore opportunities and challenges for merchants in adopting and integrating these payment options into their checkout processes.

3:15-3:45 PM ET

Applying Amazon strategies to future marketplaces

Anna Brennan, Senior Analyst, Retail Insights

Charlotte Harris, Senior Insights Consultant

- Analyze the key strategies Amazon employs to expand its marketplace globally, including prioritizing customer-centric approaches, investing in logistics and fulfillment infrastructure, and fostering seller and buyer trust.
- Discuss the implications of cultural differences, regulatory requirements, and competitive landscapes on global marketplace expansion strategies and execution in key growth markets for Amazon.
- Emphasize the importance of building ecosystems of value around global marketplaces to drive sustainable growth and competitive advantage.

3:45-4:15 PM ET

Personalization that wins customers (and keeps them)

Jennifer Van Fossen, National Head of Shopping, Google

- Dive into the rapidly changing retail landscape and increasingly hard to meet individual shopper demand.
- Cut through the noise by delivering hyper-personalized experiences and forging lasting emotional connections that drive repeat business
- Demystify AI to achieve retail success at scale
- Walk away with actionable strategies to elevate your business

4:15-4:30 PM ET

Day 2: Key takeaways

Rachel Dalton, Head of Retail Insights, North America

Malcolm Pinkerton, Global Head of Retail Insights

Kantar Presenters



Andriana Bantra
Senior Insights
Consultant



Doug Hermanson
Principal Economist



David Marcotte
Senior Vice President,
Retail Insights



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Kate McGee
Partner, Syndicated
Retail Platforms



Anna Brennan
Senior Analyst,
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Marie Humbert
Senior Insights Consultant
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Michelle Brisson
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Paida Mugudubi
Head of Retail
Insights, Global



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