

Nov. 6-7, 2024

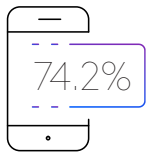
# Amazon Virtual Event

## Amazon: Innovation, evolution, and beyond

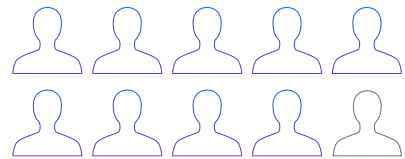
### Key data/facts



Amazon shoppers complete 28% of their purchases in 3 minutes or under and 50% in under 15 minutes, underscoring the critical role of effective category solutions.



Understanding Amazon's advertising business has never been more important. Amazon accounts for 74.2% of all US retail media ad spend, according to eMarketer's November 2023 forecast.



An estimated 9 in 10 Americans are now familiar with Temu, increasing pressure on Amazon to compete with emerging challenger marketplaces.

As a leader in ecommerce and cloud services, Amazon continues to face challenges and opportunities in a rapidly changing market.

This event brings together industry experts, thought leaders, and business strategists to discuss key topics.

### You'll walk away from this event with:

- Insights into current trends, challenges, and innovative strategies shaping Amazon's future
- A solid grasp of Amazon's latest service offerings and potential growth sectors within its business model, along with emerging retail trends and their impact on the shopper experience and loyalty
- Diverse perspectives on Amazon's evolving role in the marketplace

### Presenters



**Anna Brennan**  
Senior Analyst,  
Digital



**Amar Singh**  
Senior Director,  
Retail Insights



**Rachel Dalton**  
Head of Retail  
Insights, North  
America



**Charlotte Harris**  
Principal Analyst



**Julie Craig**  
Vice President,  
Shopper Insights



**Misha Jethwa**  
Manager,  
Shopper Insights



**Ross Cloyd**  
Director,  
Retail Insights

### Guest Speaker



**Justin Honaman**  
AWS, Head of Worldwide Retail &  
Consumer Goods Industry Strategy  
& Business Development

### Virtual Event

Listen live or consume later

#### Live:

**Day 1 | 1:00-4:15 PM ET**

**Day 2 | 1:00-4:15 PM ET**

### Registration

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

**Day 1: Nov. 6**

1:00-1:10 PM ET

**Welcome and introduction**

Anna Brennan, Senior Analyst, Digital Commerce

1:10-1:45 PM ET

**Amazon's agile strategy in a changing world**

Rachel Dalton, Head of Retail Insights, North America

- Explore Amazon's strategies to rapidly adapt in response to market trends and changes in shopper behavior.
- Consider the market shifts impacting long-term planning with Amazon.
- Review the key drivers of investment and divestment, with insights into the company's direction.

1:45-2:15 PM ET

**What's keeping the Amazon shopper up at night?**

Julie Craig, Vice President, Shopper Insights

- Understand the mindset of the Amazon shopper.
- Learn how Amazon fits into shoppers' retail consideration sets.
- Develop actionable strategies to maximize engagement with the Amazon shopper in 2025.

2:15-2:30 PM ET | **BREAK**

2:30-3:15 PM ET

**Amazon's evolution as a top destination for shopping consumables**

Moderator: Julie Craig, Vice President, Shopper Insights

Anna Brennan, Senior Analyst, Digital Commerce

Ross Cloyd, Director, Retail Insights

Amar Singh, Senior Director, Retail Insights

- Examine Amazon's strategic growth from its foundation in general merchandise to becoming a dominant player in the consumables market.
- Explore how Amazon's technological advancements, including one-click shopping, subscription services, and same-day delivery, have revolutionized how shoppers purchase prescriptions and everyday items.
- Discuss how Amazon's consumer-centric approach is transforming the way we shop for consumables.

3:15-4:00 PM ET

**Mastering Amazon's fulfillment network**

Anna Brennan, Senior Analyst, Digital Commerce

- Dive into the role of Amazon's fulfillment centers in streamlining operations.
- Analyze how Amazon Prime influences fulfillment strategies and raises shoppers' expectations for speed and convenience.
- Explore best practices for leveraging Amazon's fulfillment network to improve efficiency, reduce costs, and enhance shopper satisfaction.

4:00-4:15 PM ET

**Day 1 recap**

Anna Brennan, Senior Analyst, Digital Commerce

**Day 2: Nov. 7**

1:00-1:10 PM ET

**Welcome and introduction**

Anna Brennan, Senior Analyst, Digital Commerce

1:10-1:55 PM ET

**Navigating global marketplace competition**

Charlotte Harris, Senior Insights Consultant

- Map out Amazon's latest moves into emerging markets, its local partnerships, and infrastructure investments that enhance its global presence.
- Unpack the evolving global marketplace environment, including how challenger marketplaces like Temu are ramping up the competition.
- Determine strategies to win in the global marketplace.

1:55-2:35 PM ET

**Amazon's journey with AWS and generative AI**

Justin Honaman, AWS, Head of Worldwide Retail &amp; Consumer Goods Industry Strategy &amp; Business Development

- Learn how Amazon's pursuit of innovation through its unique principles and practices is driving development across its ecosystem.
- Discover how AWS is changing the retail landscape and enhancing the shopper journey.
- Delve into Amazon's application of generative AI technologies and how the retailer is paving the way for future advancements in artificial intelligence in retail.

2:35-2:50 PM ET | **BREAK**

2:50-3:35 PM ET

**Amazon Advertising and data-driven decision-making**

Anna Brennan, Senior Analyst, Digital Commerce

- Harness Amazon's retail media insights to drive strategic decisions in retail media investments.
- Explore how data-driven approaches through Amazon Analytics enhance return on advertising spend and campaign effectiveness.
- Learn from successful implementations of retail media strategies with Amazon.

3:35-4:05 PM ET

**Prime membership in focus**

Misha Jethwa, Manager, Shopper Insights

- Discover what Amazon Prime members expect from their membership.
- Survey the competitive landscape of retail loyalty programs.
- Identify effective strategies to strengthen partnerships, optimize investments, and increase sales by enhancing the value of Amazon Prime's membership.

4:05-4:15 PM ET

**Day 2 recap**

Anna Brennan, Senior Analyst, Digital Commerce