



 Allume Group

# EIQ Report

eCommerce Insider  
Quarterly

Q2 2023

Allume Group

# About Us



Andrea Leigh

- Founder & CEO
- Top 100 Retail Influencer, educator, advisor, and Co-Host of the CPG Guys Podcast
- Former Ideoclick, Amazon, Disney Consumer Products, Target



Melissa Ardavany

- VP Operations
- eCommerce instructional design expert and seasoned eCommerce leader
- Former Blue Wheel, Ideoclick, Nordstrom, Beauty.com, Bluenile.com

## Our Services

### Allume Academy™

*Timely and comprehensive expertise.*

On-demand, eLearning curriculum w/ certifications

### Private Workshops

*Applied to your team and business.*

Private, hands-on learning

### Allume Assembly™

*Alongside a supportive community.*

Managed share groups for manufacturer and retailers



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# Outline

## Trends

- Shopper Trends
- Manufacturer Trends
- eCommerce Trends
- Amazon Trends

## Resources





# Trends



# Shoptalk & NACDS Themes

## Supplier themes

- Retail media - pull
- Seeking unit growth strategies online
- Tough eComm negotiations, particularly with Amazon

## Retailer themes

- Retail media - push
- Unit growth / Innovation
- Omnichannel differentiation
- Purpose-driven

## Other themes

- Changing consumer expectations
- Brand / consumer relationships & social listening



# Shopper Trends

## THE INFLUENCE OF INFLUENCERS

Shoppers are increasingly turning to social media and influencers for product recommendations. 49% of consumers depend on influencer recommendations, and brands are responding, with over half reporting they plan to increase spend in this area.

**Takeaway:** *Influencers play a critical role in advocating for your brand, but scaling these programs can be a challenge. Look for partnerships and technologies that help you easily create and nurture a micro-influencer community.*

## In-Store and Digital Shopping Behaviors Among UK and US Adults, Jan 2023

% of respondents



Note: ages 18+

Source: Coveo, "Ecommerce Relevance Report 2023: Privacy vs. Personalization," May 10, 2023

281821

eMarketer | InsiderIntelligence.com



# Manufacturer Trends

## INCREASING RETAIL MEDIA DEMANDS

As advertising budgets shift from traditional media to digital and retail media, brands push retailers to improve retail media targeting capabilities. This includes the establishment of clean rooms and better measurement capabilities.

**Takeaway:** Retailers will improve their networks to capture more advertising dollars, especially if advertisers apply pressure. Be firm and specific in your asks.

*"Now we're looking at retail media as any other channel. "We sit at the heart of the business rather than sitting outside."*



I know that half of my advertising dollars are wasted... I just don't know which half.

~ John Wanamaker

AZ QUOTES

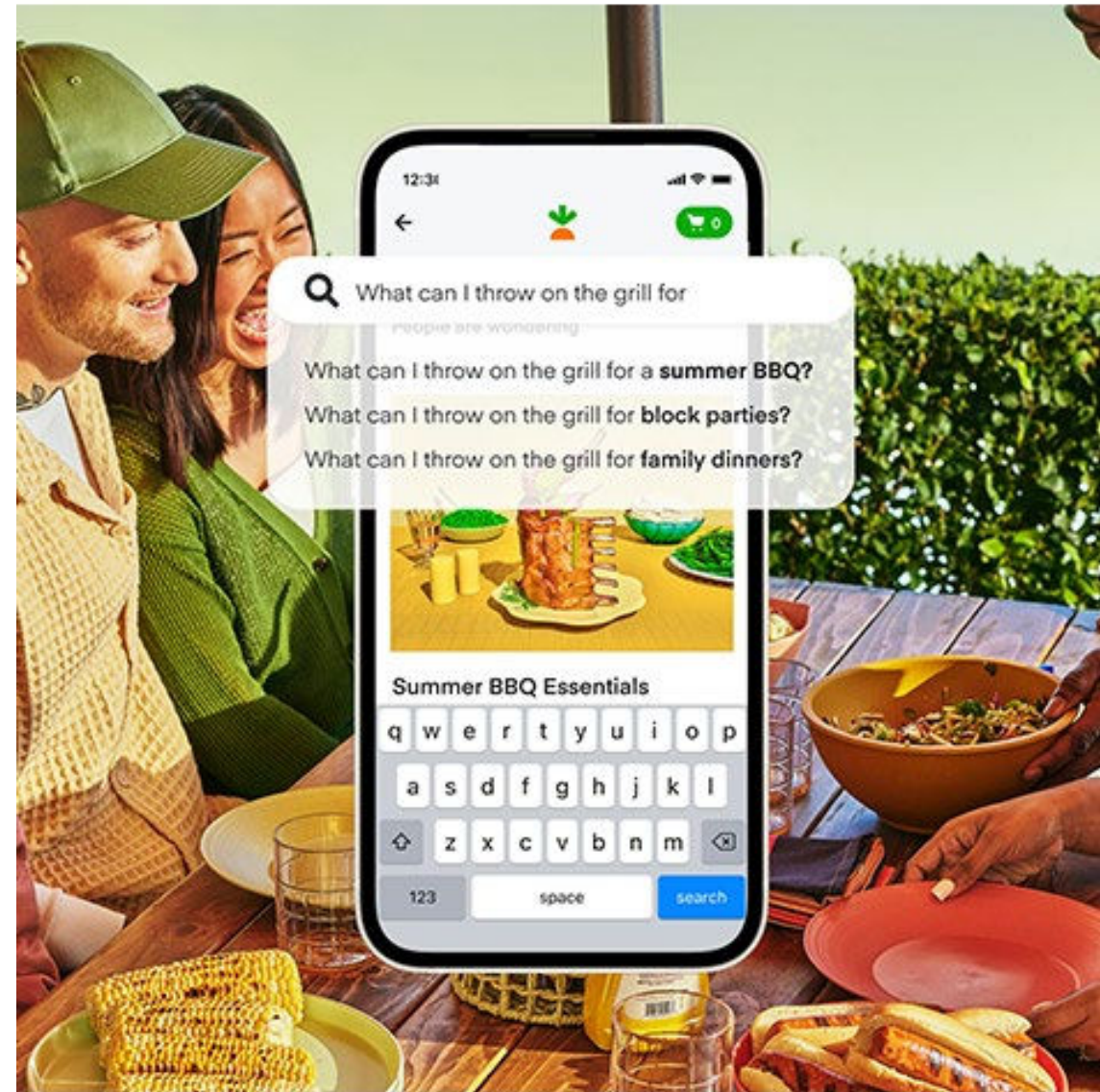
**Soumya Donkada**, head of digital, media, and e-commerce for Unilever

# eCommerce Retailer Trends

## AI-PALOOZA!

Retailers experiment with ways to add generative AI capabilities to their eCommerce experiences in everything from personalization to inventory management to customer support.

**Takeaway:** *Experimentation is the key word. Brands should spread their investments across technologies with retailers carefully.*





# Amazon Trends

## EMBRACING THE FUTURE OF AI

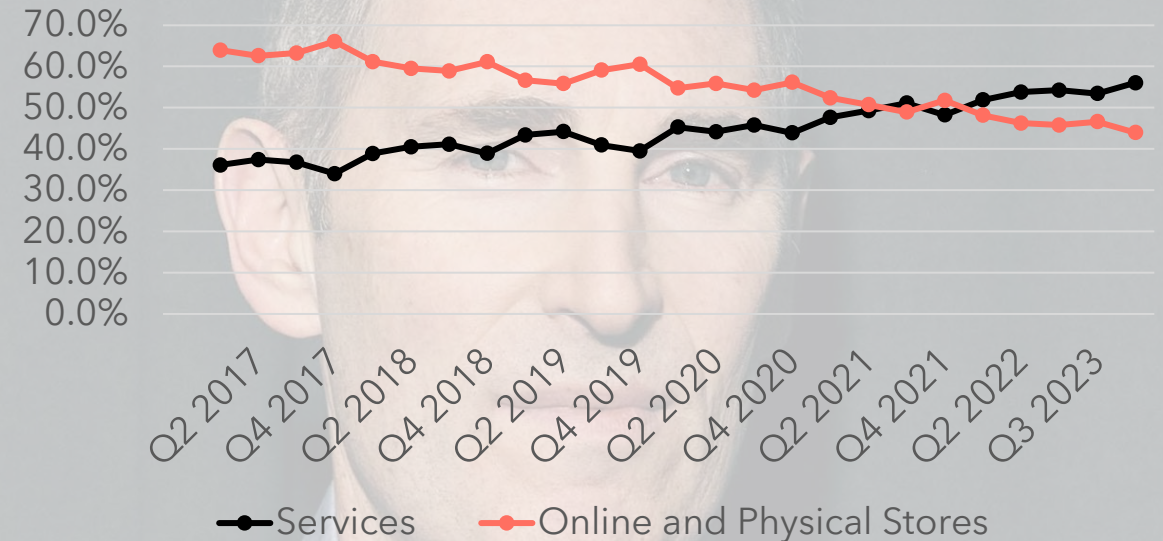
While eCommerce retailers scramble to focus on AI search, Amazon takes a different approach. Their investments in hardware (chips) to “the brain” (natural language models) and applications poise them to be a market leader in the future of AI.

### Takeaways:

*Growth in Amazon’s non-commerce businesses takes pressure off eCommerce profitability.*

*On their site, we can be sure that Amazon won’t roll out generative AI in search until it can be monetized...so don’t expect something tomorrow.*

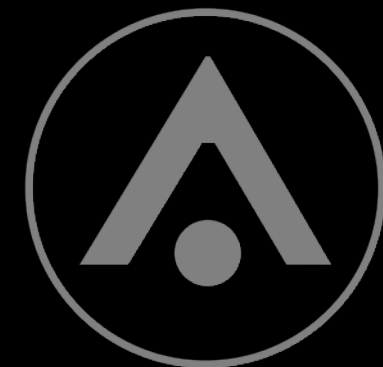
### Amazon Net Revenue by Segment Q1 2023



*“When you think about machine learning, it's useful to remember that we have had a pretty substantial investment in machine learning for 25-plus years in Amazon. It's deeply ingrained in virtually everything we do.”*

- Amazon President and CEO Andy Jassy

# Takeaways





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# Takeaways

## **Shopper trends**

Influencers play a critical role in advocating for your brand, but scaling these programs can be a challenge. Look for partnerships and technologies that help you easily create and nurture a micro-influencer community.

## **Manufacturer Trends**

Retailers will improve their networks to capture more advertising dollars, especially if advertisers apply pressure. Be firm and specific in your asks.

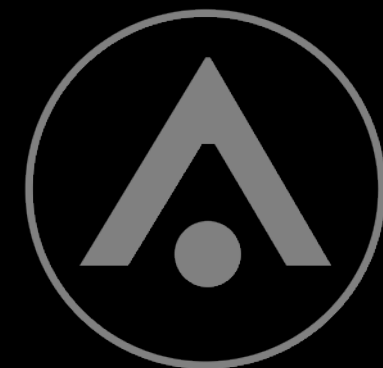
## **eCommerce Retailer Trends**

Experimentation is the key word here, including with AI. Brands should spread their investments across technologies with retailers carefully.





# Resources



# Resources

## Consumer Trends

- [How to Sell Direct in the Age of the Conflicted shopper](#) (Asendia global survey)
- [Five Influencer Trends](#) - The Drum
- [The Most Important Influencer Marketing Statistics for 2023](#) - Meltwater

## eCommerce Retailer Trends

- [Chat GPT](#)
- [AI impact on grocery shopping](#)  
[Surprising Ways AI is Transforming the eCommerce Industry in 2023](#) - Analytics Insight
- [Shoptalk Recap](#) - The Jason & Scot Show

## Manufacturer Trends

- [A top Unilever exec breaks down the CPG giant's investments in e-commerce advertising and why it's pushing for retailers to adopt better measurement standards](#) - Business Insider

## Amazon Trends

- [Amazon Q1 2023 Earnings Call Transcript](#) - The Motley Fool
- [Amazon Q1 2023 Earnings Report](#) - Amazon.com
- [Amazon Q1 2023 Earnings Recap](#) - Allume Group



Thank You

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