



 Allume Group A/R

Allume Insider Report **Commerce Trends**

Q1 2024

2024 | Allume Group



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Allume Insider Report
Commerce Trends

Allume Insider Report (AIR): **Commerce Trends**

Introducing the Allume Insider Report or AIR, Allume Group's energizing commerce-analysis format, reporting on the most pressing trends affecting consumer behavior and the vast commerce landscape

AIR equips you with both cutting edge commerce trends and case studies that bring them to life, empowering you with new ideas for your business

Key insights updated each quarterly from interviews with Allume Group's Expert Community, published reports, and industry conferences

Discussion and application for consumer brands, agencies, and retailers

Outline

Trends: Authenticity

- Make me believe it
- Make it about me
- Make AI my friend

Resource List

About Us



The Trends



The Trend: Authenticity

MERRIAM-WEBSTER'S 2024 WORD OF THE YEAR

authentic adjective

au·then·tic ə-'then-tik ó-

: not false or imitation | : REAL, ACTUAL | : true to one's own personality, spirit, or character | : made or done the same way as an original

Digital leaders have historically been hyper-focused on **customer acquisition** and maximizing **conversion**.

Digital leaders also have an opportunity to become an engine for retention and loyalty, **increasing their value** within the organization.

Brand authenticity is a huge part of the journey from conversion to true customer loyalty.

DEC. 25, 2023

PERSON OF THE YEAR | TAYLOR SWIFT



“
In an increasingly digital world, Swift's willingness to be vulnerable reminds us of the enduring importance of **human authenticity** and emotional depth.”

Jordi Visser, Weiss Multi-Strategy Advisers

“Make me believe it.”

Authenticity is key for brand and retailer growth in today’s low-trust environment.

65% are shoppers are **more likely to shop** with brands and retailers who they deem "authentic", and 73% say it’s a loyalty driver.

What makes a brand authentic? It’s not just about being a do-gooder or taking a stand on key issues, according to IPSOS. More than half of consumers say **an authentic brand is honest**, while only one in four say it’s about commitment to quality goods and services. In other words, **plain old honesty.**

Do what you say. Say what you do. But **be concise** – customer attention spans are waning...

Really, it’s easy.



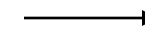
"Make it about me."

Personalization is critical to trust-building and brand growth.

*"The Millennials turn 50 in 7 years, and 35% of the population is already 50+. The developed world is going through a massive shift in terms of living longer. **Everyone is going to be in this cohort.**"*

-Michael Clinton, CEO and Founder of Roar Forward

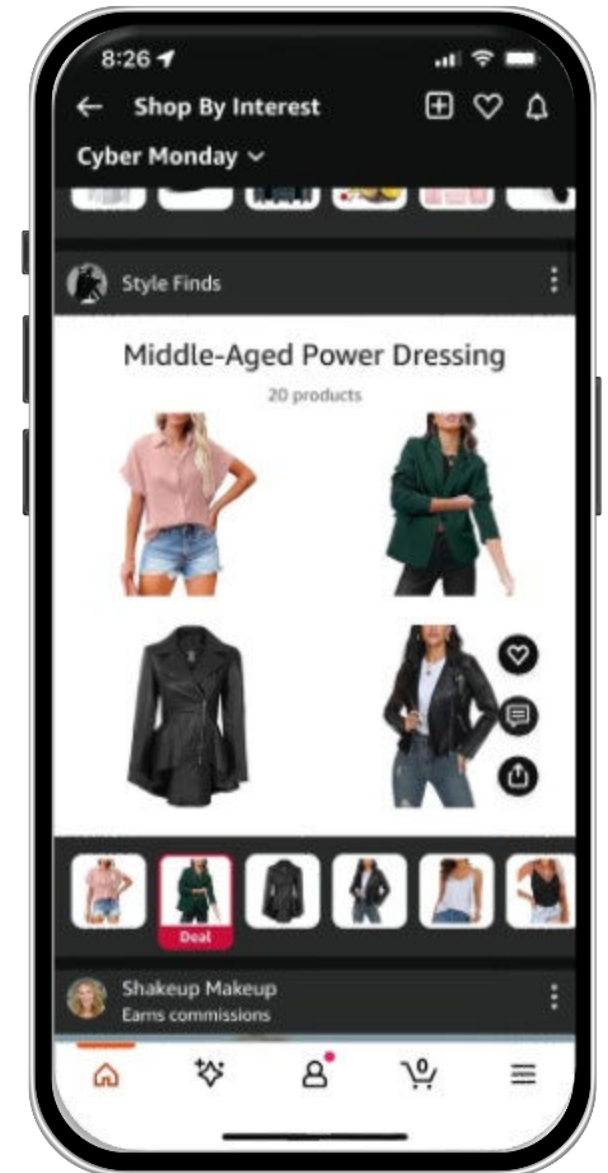
*No one wants
this ad.*



Generic bots are dealbreakers. Ignite customer loyalty with personalized interactions they can't resist.

The discerning shopper is looking for reasons NOT to buy. Don't give them one!

Boomers represent a **massive and underserved opportunity** in terms of market size, digital growth and preference, and spending power. But it's not a one-size-fits-all marketing message. This is a diverse group that requires a nuanced approach.



"Make AI my friend."

For consumers, AI needs to feel authentic in its value proposition.

*"AI interactions must build confidence – **trust from customers** comes with consistency, accuracy and convenience."*

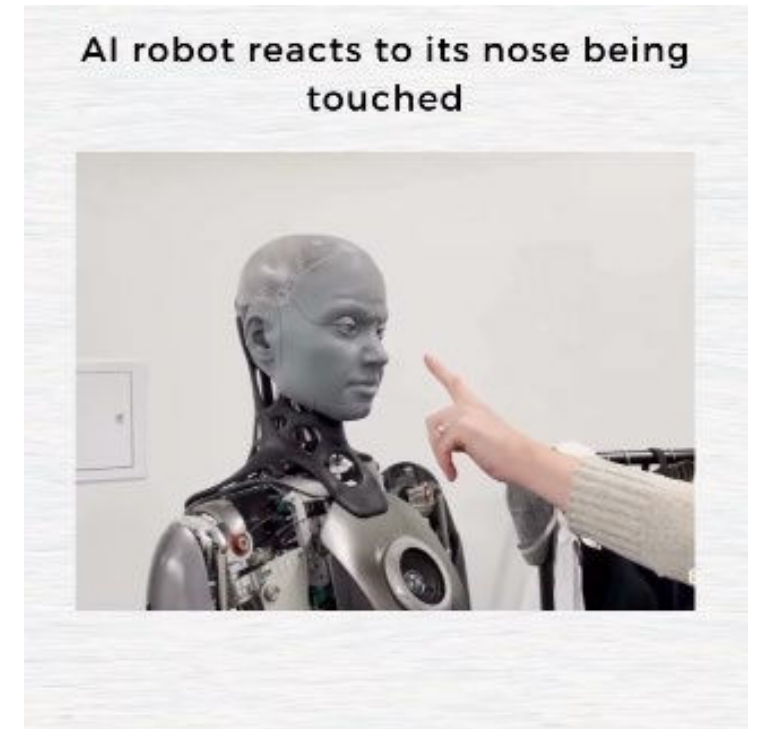
- Leonie Brown, Qualtrics

With the meteoric rise of artificial intelligence, human expectations have risen, too. Today's shoppers - and our employees - expect us to **read their minds**...but without the creepy.

"Leveraging AI" can feel like boiling the ocean. The most effective consumer brands have **started small** internally, such as leveraging AI to improve speed and automate manual tasks.

Most common usages include using AI to automate reporting, assist with forecasting, develop digital content and customer targeting, and social listening / sentiment analysis.

Maybe start...smaller.



Takeaways

Make me believe it

Focus on **truths you can prove**. And remember, attention spans are short. With short form video being the preferred way for shoppers to gather information, brief - and concise - messages are critical.

Make it about me

Revisit back-to-basics segmentation, targeting, and positioning, especially the messaging. There's no need to overcomplicate things, but there **is a need to profoundly personalize**.

Make AI my friend

Don't try to boil the ocean or over-focus on cost savings at the expense of shopper and employee experience. **Start small** - what's one report you can automate and or one process you can simplify?



Resources

[Ascendia : How can eCommerce Retailers Deliver for the Demanding Shopper?](#)

[Razorfish: Boomers Report](#)

[WSL Strategic: Retail Leaders Call Out Six Trends for 2024](#)

[eMarketer Top Trends to Watch 2024](#)

[Breakthrough Research: How to Build \(and Measure\) an Authentic Brand](#)

[PYMNTS: The False Appeal of the Deal-Chasing Consumers](#)



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Allume Insider Report
Commerce Trends

AIR: Allume Insider Report **Workshops for Your Team**

One to three-hour workshops delivered in person or virtually

Trend reports customized for your business objectives

Facilitated discussion and activities to dive deeper and create action plans

Empower your team today!

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About Us



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Thank You

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