



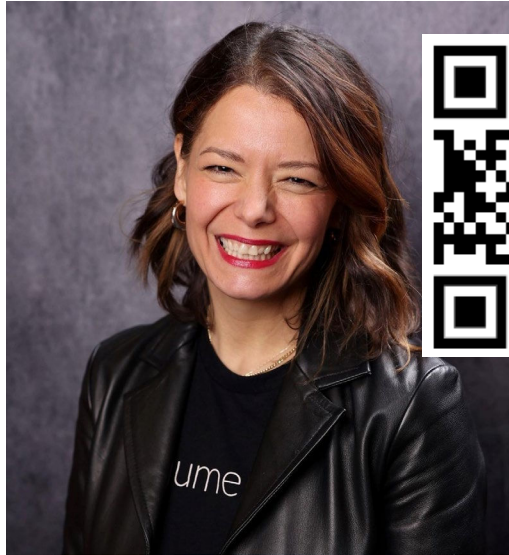
Ⓐ Allume Group A\R

# Allume Insider Report **Digital Commerce Trends**



May 8, 2025 | Allume Group

# Andrea K. Leigh



- Founder & CEO, Allume Group
- Rethink Retail Top Retail Expert™
- Retail Tech Alliance Advisory Board
- Podcast Co-Host
- Former Ideoclick, Amazon, Disney Consumer Products, Target



# Allume Group Services

## Consulting & Diligence

Digital strategy, omnichannel retail, and the digital shopper

## amazon Therapy

Customized solutioning for your Amazon challenges

## Allume Academy™

Timely and comprehensive on-site, hands-on workshops or eLearning curriculum

## Allume Assembly™

Managed share groups for manufacturers, retailers, and brands



*"I'm not just evolving my approach; I'm revolutionizing it. [Allume Group's] presentation was a catalyst for change in my professional strategy."*

- Senior Executive  
Leading global beauty brand

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# Agenda

The Trends:

**AI, please help:** AI-Assisted Shopping

**Show me the value:** The Discerning Shopper

**Make it fun.** Content is the new commerce

Resource List

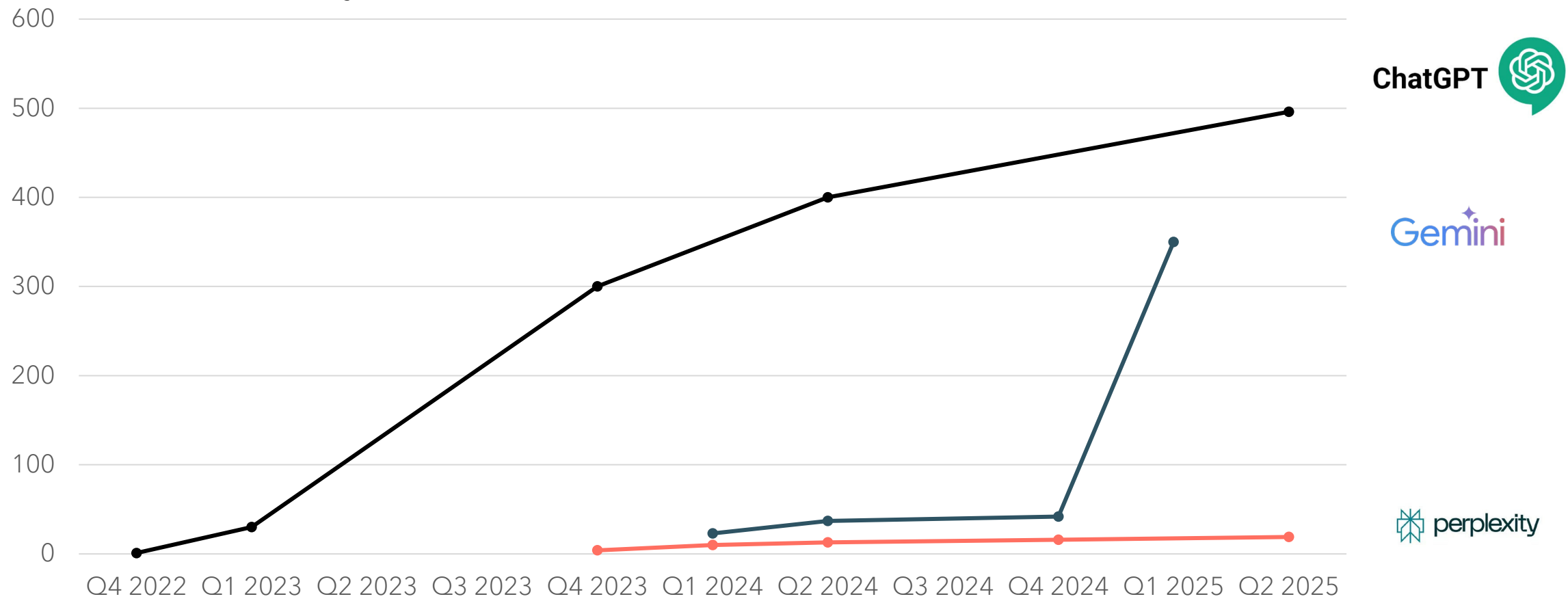


# The Trends



# GenAI Search = Rapid, Disruptive Growth

Key User Milestones (Millions)





# AI, please help!

58%

of consumers have replaced traditional search engines with GenAI

68%

Of consumers want Gen AI tools to provide purchase options

61%

of consumers have used AI tools like ChatGPT for online shopping assistance

-25%

Anticipated drop in traditional search volume within the next year

*"We really haven't had a technology revolution as large as this since the start of the internet."*

Doug Herrington, CEO,  
Worldwide Amazon Stores



# Shopping with AI? We're not there yet...



perplexity **pro**


he


I


 Search

 Research



 hegseth pentagon

 heb


 heretic

 hertz

 heart eyes

 helen mirren

 hello

 hello kitty



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# AI, please help!

## Marketers are 'freaking out' about AI search. This Seattle startup just raised \$2M to help.

BY TAYLOR SOPER on April 29, 2025 at 3:01 pm

 gumshoe

 Ecomtent

 Profound

ever**tune**

What is AI telling  
customers about your brand?

"What smartphone has the best camera?"

Consumers are increasingly asking AI for advice.  
Evertune helps brands understand what AI is saying about them.

# AI, please help: Takeaways

- **Brands:** Agility is key → Legacy brands are struggling
- **Retailers:** New priority → Keep the shopper in your ecosystem
- **Everyone:** Retail Media → about to get weird

ChatGPT 4o ▾



## ZFOsports 30LBS Women's Adjustable Weighted Vest

### Purchasing Options

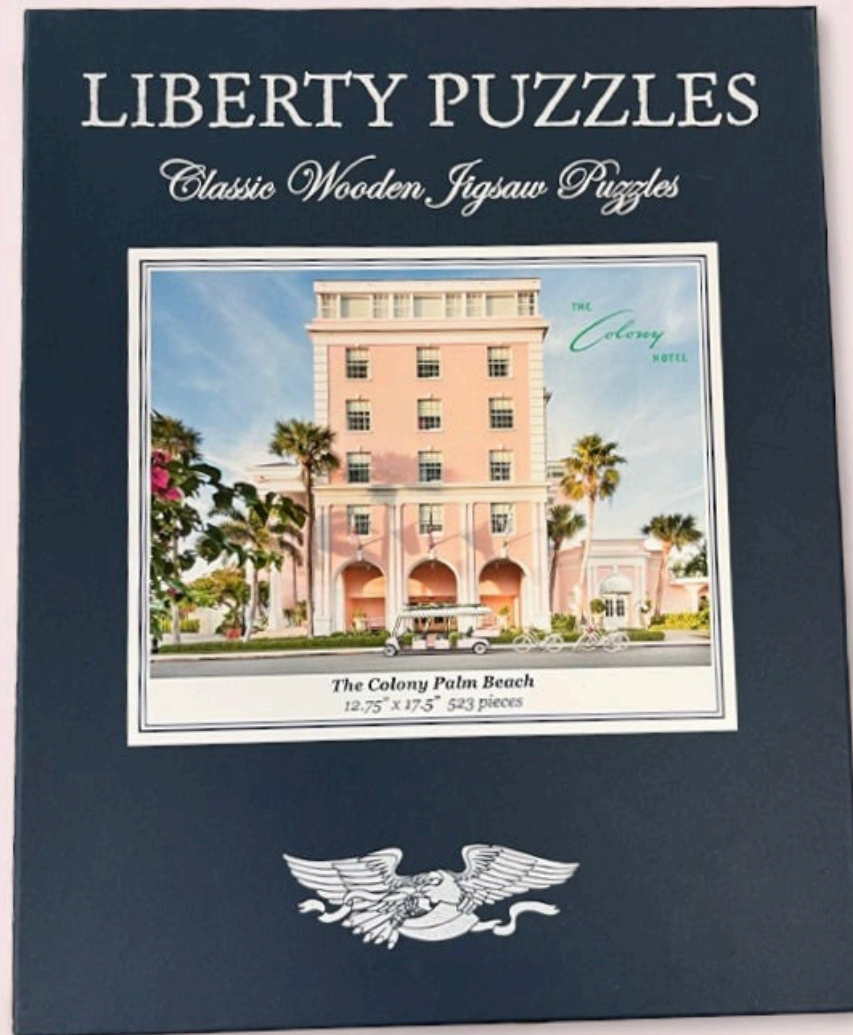
WEIGHT VEST DEALS \$68.99 [Buy](#)

ZFOsports 30LBS Womens Adjustable Weighted Vest

Amazon.com - Seller Ⓢ\$194.99 [Buy](#)

ZFOsport Weighted Vest  
Free delivery

I found the puzzle...



## THE *Colony* HOTEL

### Colony Puzzle

Designed by Liberty Puzzles, this 523 piece wooden jigsaw puzzle reveals a stunning frontal view of the Colony hotel in 12.75" x 17.5".

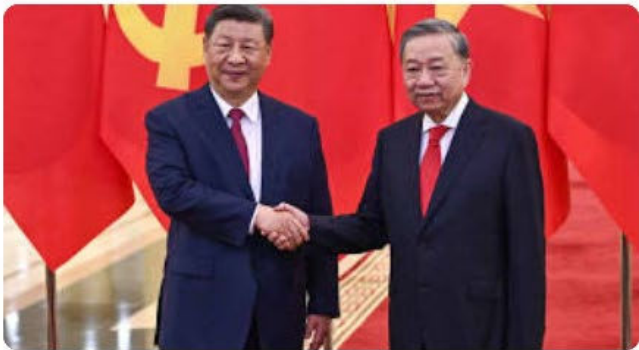
**\$225.00 USD**

**ADD TO CART**



# Show me the value.

## Top stories :



CNBC

Here's how China could retaliate against U.S. tariffs

10 hours ago

Bloomberg.com

China Quietly Exempts About a Quarter of US Imports from Tariffs

18 hours ago



CNN

A massive tariff on millions of Americans' purchases just went into effect — cue the...



12 hours ago

## Also in the news

The New York Times

Companies Are Raising Prices as Tariffs Hit

6 hours ago



CNBC

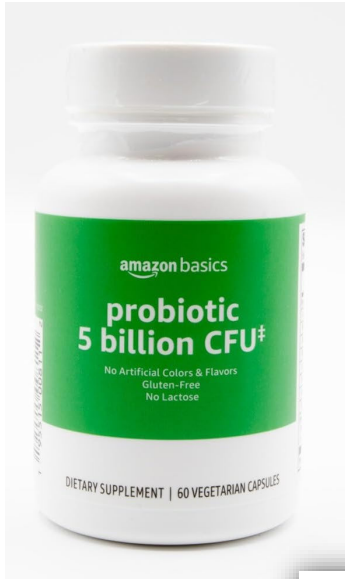
Earnings show one tech segment starting to feel the tariff pinch fastest

11 hours ago



# Show me the value.

Private Label



Values

Secondhand

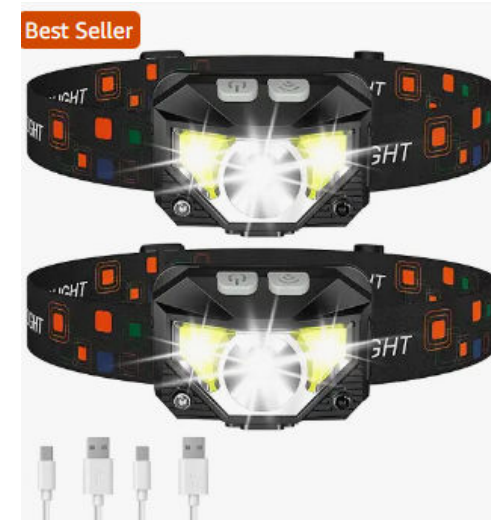


*Madewell*

## GIVE DENIM, GET DENIM

We've made it easier to keep your old denim out of landfills and in circulation. Trade in preloved jeans and you'll get \$20 off a brand-new pair.

Differentiation?



**LHKNL**

Headlamp Flashlight, 1200 Lumen  
Ultra-Light Bright LED  
Rechargeable Headlight with  
White Red Light, 2-Pack...

4.5 ★★★★★ (25.2K)

20K+ bought in past month

**\$19<sup>99</sup>** (\$10.00/Count) List: \$24.99

You pay **\$15.99** with coupon



**Ledlenser**

H15R Core Rechargeable  
Headlamp, High Power LED, 2500  
Lumens, Hands-Free Light for  
Home, Waterproof, Outdoor,...

4.2 ★★★★★ (96)

**\$169<sup>95</sup>**

# Show me the value: Takeaways

- **Emphasize value** → Affordability is critical in messaging to shoppers
- **Emphasize values** → The shopper is the brand
- **Differentiate** → If you need to charge more, differentiation is key





# Make it fun.

*"The interesting thing about Amazon is they've solved buying...but in the process, they've kind of killed shopping."*

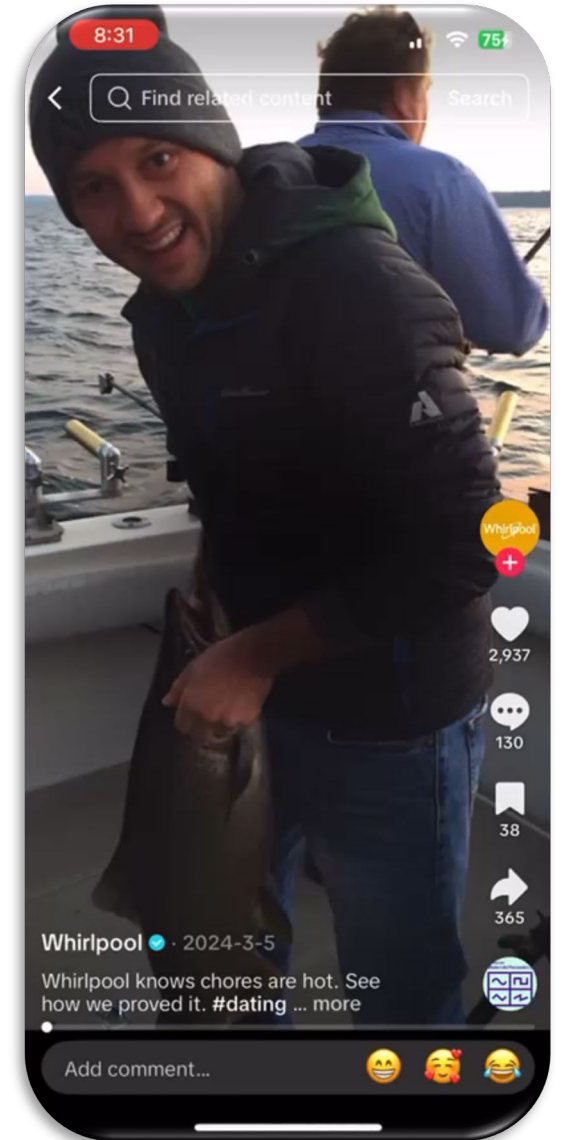
Emily Weiss  
CEO, Glossier



#costcohoodie



#careprofiles





*"The funnel is dead. Every moment is a potential moment of influence."*

- Glenn Landauer, former Director of Global Marketing, L'Oreal

## Takeaways

- **Brands** → You're no longer a brand. You're a content factory
- **Retailers** → You are no longer a retailer. You're a media platform.
- **Everyone** → Authenticity inspires authenticity in others.

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# Takeaways

- **Agility** is key
- Consider your **new normal**
- **Retail Media**'s about to get weird

*What's one thing you can take back and use today?*





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# Connect with me

**amazon** Therapy



**Andrea K. Leigh**

Founder & CEO, Allume Group | Rethink  
Retail Top Retail Expert | Podcast Co-H...



# Resources

[Allumegroup.com/P2Pi2025](https://Allumegroup.com/P2Pi2025)





Thank You

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[www.allumegroup.com](http://www.allumegroup.com)