retail TouchPoints

WINNING WITH PAGES FROM
AMAZON'S
Playbook

A LOOK AT KEY SOLUTIONS ACROSS PERSONALIZATION, PROMOTION AND CUSTOMER ENGAGEMENT THAT ARE HELPING RETAIL BRANDS KEEP PACE WITH RISING SHOPPER EXPECTATIONS ACROSS CHANNELS

FEATURING SOLUTIONS FROM:

OneView Commerce ORACLE NETSUITE TOSHIBA RetailMeNot session m channeladvisor 4R

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amazon **BY THE NUMBERS**

33.7% Sales via Amazon.com accounted for **33.7%** of all e-Commerce sales in 2018, according to **Rakuten Intelligence.**

For **Q1 2019,** Amazon's overall net sales boosted revenue to **$59.7 billion**, a **17%** increase over the **$51 billion** generated during the same period the previous year.

Customers have purchased more than **100 million** Alexa devices since its introduction, and more than 150 products now have Alexa built in, according to Amazon's **2018 letter to shareholders.**

Amazon plans to make **one-day shipping** the default standard for Prime members.

There are **101 million Amazon Prime** members in the U.S. Prime members spend an average of **$1,400** annually, compared to **$600** for non-Prime members.

WINNING WITH PAGES FROM AMAZON'S PLAYBOOK

HOW RETAILERS CAN TURN THE 'AMAZON EFFECT' TO THEIR OWN ADVANTAGE

It's hard to find an area of the retail shopper experience where **Amazon** has **not** had a significant impact. During its two decades of operation, the company has set new standards — and reset customer expectations — in areas including (but definitely not limited to):

- **Creating "sticky" loyalty programs that bundle content, services and convenience (Amazon Prime);**
- **Product recommendations ("People who bought this also bought these");**
- **Shortening the last mile (two-day, one-day and same-day delivery);**
- **Streamlining online payment processes (one-click payments);**
- **Voice shopping (Alexa); and**
- **In the brick-and-mortar space, cashierless technology (Amazon Go stores).**

"Amazon has disrupted how things are sold and also challenged other retailers to keep pace with them," said Miya Knights, Head of Industry Insight at Eagle Eye Solutions in an **interview with *Retail TouchPoints.*** "While a traditional retailer would see itself as being relevant to a consumer at certain times in their life, or for certain purposes, Amazon doesn't distinguish. **They want to be integrated into every part of your life, and to be the first 'port of call' for anything that a person buys."**

Faced with the combination of Amazon's resources and its grand plans, what can competing retailers do? Plenty — and several are already doing it. To take just one example, **Walmart** has been leveraging its key advantages over Amazon — its unmatched physical-store footprint and grocery retailing know-how — to go head-to-head in delivery. In May 2019, Walmart rolled out next-day delivery for **220,000** products, without requiring a membership fee, via its **NextDay program.**

Other retailers emphasize their ability to do what Amazon doesn't: **personalize customer engagement** and **curate product assortments**. "Amazon is great for purchasing, but not for shopping," said Natalie Berg, Founder of NBK Retail. "They've taken the touch and soul out of shopping and made it simply transactional and functional. **That's a weakness that brick-and-mortar retailers are eager to exploit.**"

Additionally, many brick-and-mortar retailers have been emphasizing the experiential nature of their shopper experience as a contrast to Amazon. That includes both omnichannel retailers and former pure-play retailers venturing into the physical world, such as those located in the new **Hudson Yards** retail complex in New York City.

This second annual guide to ***Winning With Pages From Amazon's Playbook*** will offer a look at key technologies that retailers can use to keep pace with, or even outpace, the Seattle-based giant, including:

- **Creating a unified commerce framework;**
- **Profit-optimizing inventory;**
- **Removing friction from shopping and checkout;**
- **Enhancing loyalty programs;**
- **Establishing marketplaces;**
- **Optimizing promotional strategies; and**
- **Leveraging stores and other touch points to create an appealing omnichannel experience.**

For competing retailers, there's no time to waste; veteran Amazon-watchers note that the company's ambitions stretch well beyond the retail sphere. "What you need to understand is that Jeff Bezos doesn't run Amazon like a traditional CEO," said Cooper Smith, former Director of Amazon Research at Gartner L2 in an **interview with *Retail TouchPoints.*** "His ambition isn't to become the world's number-one retailer. That's a means to an end. **His vision is for Amazon to be the ultimate purveyor in the marketing, selling and transportation of goods.** If you take a step back, Amazon's opportunity is in owning every aspect of the supply chain."

UNIFIED COMMERCE: BUSINESS STRATEGY VS. BUZZWORDS

By Linda Palanza,
Chief Executive Officer, OneView Commerce

Amazon, arguably the most effective technology pure play in retail, is among an elite group of the world's largest corporations that use platforms to drive their operating model. The results are clear — Amazon's market share increases and agility challenge the relevance of physical stores, but few retailers have followed suit.

To compete, brick-and-mortar retailers must embrace agility, control and speed to innovation. Unlike historic software-driven, long-cycle store technology initiatives, funding and focus have turned to, *"How fast will you make a business impact and how will you differentiate us to customers?"*

Enter the cloud-native retail platform built in collaboration with the world's largest retailers ("contributors") with features traditionally found in point of sale and e-Commerce solutions. Retailers from every vertical ("consumers") now have the power to innovate and deliver "store of the future" capabilities to any channel or device, while reducing cost and significantly decreasing time to market.

Why is this important? The reason is simple: Amazon's playbook keeps the customer front and center. This focus combined with their platform means they iterate hundreds if not thousands of times during a traditional retailer's implement, build, and deploy cycle. Amazon homes in on their customer interactions continuously while most retail IT teams are still struggling to unlock the vise grip of their legacy systems to innovate a single interaction point, a single time.

DIFFERENTIATION VS. COMMODITIZATION

The advent of the feature-as-a-service Unified Commerce Platform provides incumbent retailers an entry into the platform play, to eradicate the limitations of legacy solutions and level the threat against stores. Forward-thinking disruptors embrace the concept of being consumers of and contributors to commerce services that provide critical commoditized store and omnichannel functions. Leveraging these features as individual services allows retailers to dedicate their cycles to meaningful competitive differentiation. Empowered with iterative development cycles via a headless application architecture, the retailer builds, learns, deploys or destroys with precision and speed. In short, they target investment where it matters with a platform that enables control and speed to market.

Gone are the days of multi-year upgrades of basic lane functions that leaders and the board have no patience for. Here are the days of immediate agility, innovation and iteration with zero dependencies on the software vendor. With global retailers continuously contributing to the platform's core while consuming the services that provide a beneficial impact to their strategies, leaders embrace the Amazon mindset for providing continuous innovation while differentiating themselves in the eyes of the customer.

DISRUPTION: WHAT YOU DO TO THE MARKET, NOT WHAT TECHNOLOGY DOES TO YOU

Retailers are faced with the limitations of legacy, siloed, homegrown or outgrown store solutions that make it increasingly difficult to provide relevant and valuable customer engagement. OneView Commerce empowers retailers through innovation and modern unified commerce platform technology to channel technology investments into meaningful engagement and disruptive business strategy.

WHEN UNIFIED ISN'T A BUZZWORD AND JUST BEING IN THE CLOUD ISN'T ENOUGH

The OneView Commerce Platform is the only cloud-native, serverless and headless retail framework that provides a single code base to drive transformative, retailer-defined experiences across all touch points. Whether you're a fast-growing market disruptor that needs a SaaS solution that evolves as you grow, or a Tier One retailer looking for a retail development platform where you are in control without dependency on your software vendor, OneView provides the feature-as-a-service capabilities and headless architecture to deliver. Competitive with the platform pure plays, this isn't yesterday's Java server put in the sky. OneView is a purpose-built cloud-native platform leveraging API-first technology and headless infrastructure to deliver high performance, availability and reliability, as well as the scalability to finally put you in the game against Amazon and among the world's leaders that embrace the platform play.

OneView combines point of sale, real-time inventory, enterprise promotions and omnichannel orchestration to increase engagement, expand basket size and improve margins. For the ultimate in enablement, you can "build it once and deploy it anywhere" by leveraging OneView's transaction engine to rapidly deploy use cases to any device. The headless architecture allows you to own the user experience and interface to build, curate and control the unique customer journeys that drive loyalty — your "secret sauce." By bringing a cloud-native, modern platform play into the legacy commerce landscape, IT investments are targeted to maximize business value by consuming commoditized commerce functions from the platform while leveraging your iterative development and deployment on differentiation.

BORN IN THE CLOUD, TRUSTED BY GLOBAL INNOVATORS

OneView's robust retail-specific functionality is delivered as feature-as-a-service components so customers can tailor experience and engagement while we provide the transaction engine to make them competitive and successful. The features are used as a suite or standalone aligned to objectives, to curate the customer journey across all touch points — in-store, mobile, e-Commerce as well as frictionless guided and self-checkout. Leading global retailers are active consumers of and contributors to the OneView Commerce Platform, as they rapidly innovate their stores to eliminate business risks associated with archaic legacy infrastructures.

DATA ACCURACY AND VISIBILITY: CRITICAL COMPONENTS FOR SATISFYING TODAY'S CONSUMERS

By Chris Benner
Senior Industry Principal, NetSuite

As retailers strive to stay competitive and succeed in this challenging market, more and more retailers are expanding the traditional role of the physical store. Two of the main ways they're doing this include **modernizing the technology** in the store and **enabling omnichannel order fulfillment** in the store.

One of the biggest challenges for retailers is transforming their stores to provide an 'always on' e-Commerce-like experience. This transformation is made more difficult when the systems running core business processes are disparate, which can result in bad data and other system issues that can affect efficiency. These problems can be amplified when consumers expect to see accurate information — like inventory availability — while they are shopping.

Another significant challenge is simply trying to keep up with consumer shopping habits. With constantly improving technology and an on-demand economy, consumers truly expect to be able to buy **what they want, when they want it,** and **receive it quickly.** Whether it's providing visibility into customer reviews of an item or inventory availability of that item across locations, consumers expect this information to be available anywhere they're shopping. Delivering this visibility to consumers through any channel can be extremely difficult — if not impossible — if the retailer's backend systems don't have the data.

When trying to overcome these challenges, it's important for retailers to look at the problem holistically. The only thing worse than not being able to deliver what your customers expect is trying to deliver — and failing. This is why the data in the backend system is so important for retailers trying to solve these customer-facing challenges. When trying to deliver a modern omnichannel strategy, it is vital that the core "ERP" system is modern and the data is accurate.

For example, if a customer is shopping for an item in a store, but the item is not available in that store, how can the retailer save that sale and satisfy the customer? First, the retailer needs to have accurate visibility into their inventory across all locations — preferably in real time. Second, retailers need to give customers flexible fulfillment options — whether they're shopping in a store, online or anywhere else. So if the customer decides to go to another store or have the item shipped to their home, the store system needs to be able to satisfy this demand — no matter where the inventory is located.

Founded in 1998, NetSuite was the first cloud-based business solution. As one of the first cloud companies, NetSuite's modern cloud ERP platform has many strategic advantages over traditional ERP and omnichannel solutions for retailers. As a unified platform, NetSuite has the distinct advantage of delivering a 'single version of the truth' in real time to our customers, allowing them to make better business decisions. NetSuite has built an integrated omnichannel solution across different selling channels, so consumers can have a seamless shopping experience whether they're shopping online, in a store, at a kiosk or through any other channel.

NetSuite helps retailers address challenges such as disconnection between their physical stores and their online presence, as well as keeping up with customers' expectations, with our unified platform approach to omnichannel sales. NetSuite's e-Commerce and in-store POS systems (which we call SuiteCommerce In Store, "SCIS") use the same unified system as our core ERP solution — meaning ALL data is stored in the same location.

SuiteCommerce In Store was built to deliver an e-Commerce-like experience in the store, for both the store associate and the customer. It also provides store associates with all the item, customer and inventory data that is available in backend systems, including things like customer reviews. With NetSuite, retailers not only have real-time visibility into accurate inventory data across all locations, but they receive virtually unlimited fulfillment options as well.

With our unified system, it doesn't matter where the customer is shopping or how they want their purchase to be fulfilled. NetSuite gives customers the option to: buy online and ship anywhere, buy online and pick up in a store, or buy anywhere and have the order shipped from the closest store or warehouse. NetSuite's unified platform takes away all barriers to satisfying customer demand, no matter how or where they're shopping.

ABOUT NETSUITE: Oracle NetSuite Global Business Unit, a wholly owned subsidiary of Oracle, providing a suite of cloudbased financials/ERP and omnichannel commerce software. The NetSuite platform enables businesses to deliver more relevant and personalized customer experiences while streamlining operations, better managing suppliers and stock, speeding fulfillment and improving customer satisfaction.

RETAILERS: COMPETE, DON'T RETREAT, ON AMAZON PRIME DAY

By Michelle Skupin,
Sr. Director Marketing & Communications, RetailMeNot

This year marks Amazon Prime Day's anticipated fifth year, and consumers and retailers alike have realized the full potential of the day as a shopping event beyond just Amazon. Broad industry participation has transformed it into a true retail holiday, and the day now marks the kickoff of back-to-school shopping. While Prime Day 2018 was the largest shopping event in Amazon's history, scores of other retailers benefited as well.
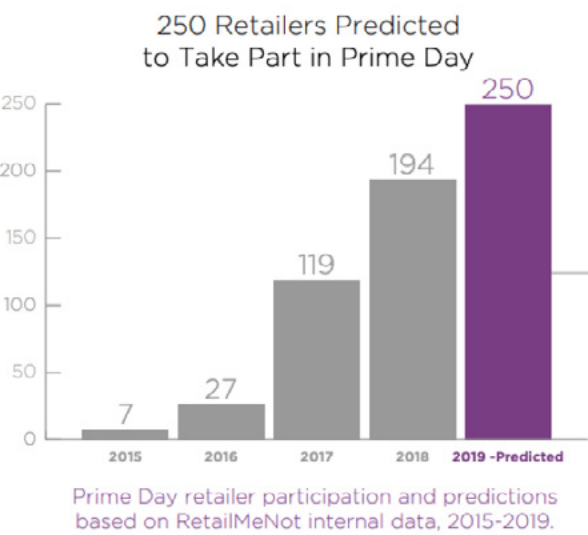
On Amazon Prime Day 2018, **98%** of consumer web site demand on **RetailMeNot.com** was driven by retailers other than Amazon. Retailers with Prime Day promotions on RetailMeNot experienced a **21%** average increase of store page views on RetailMeNot, while those that did not participate saw a **3.6%** decline.

In preparation for this year's event, RetailMeNot analyzed both internal and survey data to better understand how retailers can best take advantage of this early start to the back-to-school season. Here are our top insights.

DEALS DRIVE RESULTS

Recent RetailMeNot survey data, conducted by Kelton Global, revealed that **58%** of Americans plan to shop Amazon Prime Day deals this year, including **64%** of parents. Surveyed parents plan to spend **$162** on Amazon Prime Day, and plan to complete an average of **35%** of their total back-to-school shopping through Amazon.

Those who plan to shop intend to visit an average of 11 retailers for **Prime Day-related sales**. RetailMeNot data shows consistent year-over-year increases for participating retailers. In fact, we predict that more than **250** retailers will participate by offering their own promotions the week of Prime Day in 2019 — a whopping **825%** increase from the 27 retailers that tried it out in 2016.

250 Retailers Predicted to Take Part in Prime Day

	7	27	119	194	250
	2015	2016	2017	2018	2019 -Predicted

Prime Day retailer participation and predictions based on RetailMeNot internal data, 2015-2019.

ALL RETAILERS CAN WIN

One of the key themes RetailMeNot observed last year was the rise in retailers participating directly in the holiday, including specifically using the word "Prime" in offers. We observed a **114%** increase in this messaging type. Interestingly, retailers using "prime" in their offers observed the greatest average increases in conversion of all participants, a **10.75%** increase compared to prior weeks.

For 2019, here are RetailMeNot's best practices for participating offers:

- **Play with the word "prime" in offer messaging.**
- **Be explicit about the limited-time nature of the offer.**
- **Keep stackable offers in mind: Codes with free shipping or a gift with purchase are a good bet this season.**

SOLUTION SPOTLIGHT

Ready or not, the back-to-school season is upon us, and Prime Day is simply the start. Not sure how you can participate in the Prime Day craze? Retailers can leverage a variety of these tools from RetailMeNot to increase traffic and encourage sales online and in-store as the back-to-school season kicks off in July.

With a large and engaged shopping audience, RetailMeNot extends retailers' online reach and ensures that offers reach the right customer at the right time.

REWARD ONLINE SHOPPERS WITH CASH BACK OFFERS

Prime Day is almost entirely an online-only holiday, becoming what RetailMeNot calls the Cyber Monday of Summer. Retailers should leverage Cash Back Offers at this time to drive incremental sales and higher return on revenue per visitor by increasing conversion rates. RetailMeNot data shows Online Cash Back Offers drive an average of 17% lift in sales with an ROI of 5X.

For peak demand days this back-to-school season, retailers have the opportunity to boost Cash Back Offers with ad placement opportunities. Casting a wider net to capture high-intent shoppers around Prime Day is a smart way to ensure your brand is top of mind during the long season.

LEVERAGE THE STORE FOR MORE

For the remainder of the back-to-school shopping season, those retailers with a physical store would do well to optimize for shoppers. RetailMeNot data suggests the peak of in-store shopping occurs the first weekend of August. Today's shoppers move between desktop, mobile and in-store purchasing seamlessly, and retailers that can match that journey step-for-step are better poised to capture sales.

Retailers can leverage RetailMeNot to reach millions of monthly mobile users and drive in-store traffic through mobile push, email campaigns, geofencing and more. Working with RetailMeNot, retailers experience an average in-store conversion rate of 46%. **Learn more** about how mobile and in-store shopping work in tandem and how you can work with RetailMeNot to rethink mobile and brick-and-mortar marketing.

EXTEND YOUR REACH

There are many ways to partner with RetailMeNot to optimize and increase visibility of promotions through our marketing channels. Retailers can influence shoppers by featuring promotions in their email campaigns and targeted mobile push notifications. They can also participate in paid search campaigns and social media audience extensions to ensure all promotions are in front of the right audience at the right time.

Learn more about working with RetailMeNot at www.retailmenot.com/corp.

IN PURSUIT OF FRICTIONLESS

By Yevgeni Tsirulnik, Global Vice President of Innovation, Toshiba Global Commerce Solutions

Friction is everywhere. As retailers and retail enthusiasts we're trained to identify it, remove it and measure the benefit. Then, repeat. That makes the frictionless wave sweeping across the retail industry even more exciting. Are you ready?

THE FRICTIONLESS STORE

The store of the future is here — frictionless shopping and checkout is a reality. Retailers must adapt to this reality and transform their in-store experiences to create sustainable business growth. To create a true frictionless shopping experience a combination of advanced technologies will be necessary; however, retailers can deploy these technologies over time to maximize value every step of the way.

BEGIN WITH THE CONSUMER

It is essential that any discussion about frictionless stores revolve around the consumer. If you believe, like we do, that the transition to this new reality is an evolution, then you must first begin by creating value for shoppers where they experience the most significant friction.

Retailers will uniquely determine the use cases to address first. Whatever those are, retailers need to start embracing advanced technologies to help make them reality, including computer vision, artificial intelligence, sensor technologies, edge computing and mesh networks. Implementing any given technologies alone provide value, but a frictionless store end state entails synchronizing multiple technologies to ensure a brilliant experience that delivers significant value to consumers, retailers and also consumer packaged goods (CPG) companies.

Today, retailers are keenly focused on understanding their point-of-sale (POS) transaction data and mirroring it with their customer loyalty information. Beyond benefiting retailers, such analysis and insights are valuable to drive new merchandising and product placement decisions. Now, imagine a frictionless store that allows customer tracking and analysis of in-store behavior mapped to a retailer's Transaction Log data. That's data revolutionizing the shopping journey to create exceptional, personalized consumer experiences.

INCLUSIVE, NOT EXCLUSIVE

We believe the evolutionary approach starts with the aim of minimizing impact to a retailer's existing store infrastructure while allowing the value to build up over time as new technologies are deployed. We recognize that retailers will evolve to this future but must also realize value each step along the journey. This includes customer tracking, inventory and planogram compliance and more, all evolving to, ultimately, a frictionless shopping experience. Exciting new technologies and new processes pave the way toward radical transformation. Without a doubt, the path toward frictionless is inclusive, not exclusive.

Toshiba Global Commerce Solutions is focused on making the path to frictionless shopping a reality. Toshiba has featured state of the art proof of concepts at NRF 2019 and EuroCIS 2019; however, we added a constraint that the solution must work with a retailer's current store fixtures and infrastructure.

Existing concepts today 'work' because they were built from the ground up with frictionless shopping in mind. Toshiba is focused on advanced technologies that can fit within the current store but also add the most value to the retailer every step of the way, all while orchestrating these same technologies to create an exceptional shopping experience for consumers.

Let's explore the specific capabilities and differentiation of Toshiba's approach to frictionless:

- **Inventory.** Shelving technology, applied to existing store shelves, alerts store associates and CPG companies when it is time to restock shelves based on predefined thresholds.

- **Defined planogram vs. dynamic planogram.** Toshiba's solution does not depend on a rigid, defined planogram. The shelving technology creates an interactive planogram for retailers even when they do not have an electronic version.

- **Loss prevention and safety.** Video sensors serve as the primary mechanism for loss prevention and safety, replacing current closed-circuit TVs as well as creating alerts for the cleaning team when spoilage is detected.

- **Evolutionary path to frictionless.** Toshiba's concept adds a technology layer to existing store shelving. Over time, retailers may conduct continual comparisons of the frictionless cart versus POS transaction data to ensure accuracy and optimize the solution. At some point, retailers that realize nearly 100% consistency between in-store systems may decide to remove front-of-store checkout systems while relying on audit controls, or forgo checkout for true frictionless commerce.

TOSHIBA TCx ELEVATE DIGITAL COMMERCE PLATFORM

Toshiba's evolutionary approach starts with the aim of minimizing impact to a retailer's existing store infrastructure while allowing the value to build up over time as new technologies are deployed.

At the core of how Toshiba is enabling this journey sits TCx™ Elevate, the digital commerce platform that elevates retail by bringing together all of the retailer's channels, touch points and applications to expand in-store capabilities, improve associate productivity and create engaging customer experiences. The TCx Elevate platform allows retailers to evolve from basic point of sale into endless points of experience. With offerings for point-of-sale and self-service systems, mobility, loyalty and promotions programs, digital signage, payments, printing solutions and more, retailers are able to connect their investments, associates and consumers with technology that accelerates new retail experiences.

Visit www.empoweringretail.com to learn more

ABOUT TOSHIBA: Toshiba Global Commerce Solutions is a global market share leader in retail store technology and retail's first choice for integrated in-store solutions. Together with a global team of dedicated business partners, we achieve brilliant commerce by advancing the future of retail with innovative commerce solutions that enhance customer engagement, transform the in-store experience, and accelerate digital transformation.

FLIP THE SCRIPT: LOYALTY AS AN OUTCOME, NOT JUST A PROGRAM

By Patrick Reynolds,
CMO, SessionM

Today's consumer is different. If you want them to be "loyal" — and nobody can afford a leaky bucket in today's hyper-competitive environment with soaring replacement acquisition costs and complexity — you need to be different too.

FROM 'READING THE TEA LEAVES' TO READING THE DATA

Yesterday, a great marketer was so regarded for his ability to 'read the tea leaves'. Today's marketing leader enjoys that reputation largely on her ability to 'read the data'. She looks outward at what the customer is doing, and less inward on what she expected them or wanted them to do. Marrying historical data with real-time observation is the one-two punch she uses to calculate and deliver knockout experiences. Those experiences, in whatever form they take across whatever channel at whatever time, determine business outcomes.

IF IT'S NOT INCREMENTAL, IT'S PROBABLY EXCREMENTAL

Today, loyalty is a paramount outcome. If people come more, spend more and tell more friends good things about you, they're 'loyal' as far as the board's concerned. Whether or not they're part of your loyalty program, or if you even have a loyalty program, is largely immaterial at that level. But it can be a crucial ingredient in creating those business outcomes everyone does care about.

The structure of a loyalty program is important. Clearly defining and articulating the value prop of your program, should you have one, is crucial. What does the customer get in exchange for giving you their personal information? The quality and clarity of that value exchange largely determines whether or not the consumer will raise her hand and volunteer that she's engaging rather than cloaking herself in the invisibility of anonymity.

Once that habit is established and she's routinely raising her hand for 'credit' (status, points, tiers...), the deeper benefits of 'unpublished' perks kick in. Published perks are blanketing. They can also be expensive. Unpublished 'surprise and delight' perks are dispensed with an eye-dropper, scientifically, with a specific outcome in mind. **We believe _Customer X_ will _double annual spend with early access and hidden perks._** Conversely, **_Customer Y_ will move from _3 to 3.5 monthly visits_ with _gamified challenges._** Two customers. Two potential outcomes. Two personalized tactics. Two costs. Two ROI. Two incremental lifts. Not discounting in exchange for patronage. Rewarding to change the plane each customer is on to an even higher one where everyone benefits.

Two happy customers. One happy business.

SessionM is a customer engagement and loyalty platform empowering the world's most innovative brands to forge stronger, more loyal and more profitable consumer relationships.

Loyalty programs can no longer be simple and generic. One-size-fits-all loyalty tactics aren't attractive to customers and are costly for brands. Loyalty programs usually cause one of two problems: either customers receive offers that aren't relevant to them, or they receive heavy discounts on purchases they would have made anyway. Both scenarios result in lost opportunities or revenue for brands. Brands need to redesign loyalty programs to motivate incremental spend and frequency rather than blind discounting. SessionM enables clients to quickly configure complex loyalty programs. How, you ask?

- **Loyalty as an Outcome:** Leverage customer data to drive more personalized engagements, to generate longer and more profitable customer relationships.

- **Status and Tiering:** Define key milestones and segment your customers by integrating SessionM's status and tiering technology. Reward customers with different point multipliers or specific rewards for each tier to motivate long term loyalty and deepen engagement. With our tiering structure, you can drive greater customer value by offering a number of different levels and testing additional benefits and offerings to encourage customer action.

- **Unified and Enriched Loyalty Data:** SessionM ingests, enriches and unifies loyalty, transactional and behavioral data to create a unified customer profile. Forward looking projections and historical metrics derived from each individual's behavior enables personalized messaging and interactions across your marketing channels. Additionally, customer service agents or in-store associates can access loyalty information to ensure a seamless and rewarding experience.

- **Loyalty Analytics and Reporting:** Understand which customers are your best performers and how to optimize future offers and campaigns to maximize lifetime value and your results. Our Loyalty Analytics and Reporting service enables you to view a host of data to amplify your loyalty offering. View audience composition, retention and churn metrics, status and tiers reporting and other key performance indicators in a single dashboard.

- **End-to-End Loyalty Program Support:** Running and managing a loyalty program is a team effort. At SessionM, we provide the support you need to help you accomplish your loyalty objectives. With our end-to-end loyalty management services, we support you at every stage — from planning a concept and developing a strategy to executing a program and tracking your results. What's more, we develop custom communications plans to keep your target audience and customers actively engaged in your program.

PUTTING THE CONSUMER AT THE CENTER OF YOUR AMAZON STRATEGY

By Link Walls,
Vice President, Digital Marketing Strategy, ChannelAdvisor

It's no secret that consumer behavior is evolving. Today's consumers have more choices than ever when it comes to discovering, purchasing and receiving products. And as a result, they've become more demanding.

Many of these modern expectations have evolved from their experiences on Amazon: Endless choices. Low, competitive prices. Easy checkout. Fast, free shipping.

This ever-evolving consumer behavior is driving much of the innovation we see across the e-Commerce landscape, as well as the responses made by leading brands and retailers: smarter advertising, optimized listings and speedier fulfillment.

In some ways, Amazon — and other similar marketplaces — represent a perfect microcosm of the entire e-Commerce space.

But every e-Commerce innovation and opportunity — on Amazon and beyond — still revolves around one thing: **the empowered consumer.** If you aren't taking steps to understand how your potential customers are searching, shopping and buying on Amazon, you're probably falling behind.

That doesn't mean optimizing one or two Amazon strategies. It means taking a holistic look at how all of your strategies are working together to deliver the best experience for your potential customers. It means putting consumers at the very center of your advanced strategies across the full buying cycle — from **marketing,** to **selling,** to **fulfilling.**

TURNING BROWERS INTO SHOPPERS

With more competition vying for limited screen space — especially when you consider the limited space on mobile devices — there's only so much real estate for your products. Brands and retailers need to create sophisticated branded and non-branded strategies in their advertising campaigns to be seen early in the buying cycle. That means constantly testing, experimenting, measuring and tweaking.

TURNING SHOPPERS INTO BUYERS

When it comes to selling — or, a shopper making the decision to actually buy your product — content is key. Optimizing listing content and automating a dynamic pricing strategy will lead to more top positions on marketplaces, create more visibility and, ultimately, encourage more conversions.

TURNING BUYERS INTO LIFELONG CUSTOMERS

Fulfillment is the final piece of the purchasing puzzle, and fast, inexpensive shipping options have become standard. Every company's business model is different, so it's up to brands and retailers to choose what fulfillment model is financially right for them and still allows them to provide the most convenient shipping options to potential consumers. Whether that's self-fulfillment, fulfillment by third-party logistics providers (3PLs), fulfillment by marketplaces (FBA) or, most likely, a hybrid of several fulfillment types.

CHOOSING THE RIGHT PARTNER IS ESSENTIAL

ChannelAdvisor offers one streamlined solution to guide all of your most critical marketing, selling and fulfilling activities.

Our comprehensive e-Commerce platform collects your product data once, and then relies on that single feed to optimize performance across hundreds of channels, including Amazon, eBay, Google, Walmart, Facebook and more. As orders and performance information flow back through the ChannelAdvisor system, results are measured and broken down to help you make better decisions about your business.

It's how we've empowered thousands of online sellers — and why our name has been synonymous with e-Commerce growth for nearly two decades.

And it's why we've been named the **#1 marketplace management provider** to the *Internet Retailer* Top 1000 since 2013.

MAXIMIZE MARKETING

Our unique blend of e-Commerce expertise and advanced technology means you'll have everything you need to engage with consumers at the most critical stage of the buyers' journey — offering the right product, to the right consumer, at the right time.

INCREASE SALES

From stronger pricing strategies to more accurate inventory forecasts, ChannelAdvisor equips you with every essential tool and tech advantage you need to win more buy boxes, stand out from competitors and supercharge sales.

OPTIMIZE FULFILLMENT

Our integrations and advanced automation keep you connected to a full range of fulfillment options for faster, more affordable deliveries.

ChannelAdvisor makes it easy to compete and manage all of your e-Commerce activities from one central platform. We help brands and retailers integrate, manage, optimize and analyze customer and product data across hundreds of online channels around the world.

In other words, we help the marketing, selling and fulfilling efforts of brands and retailers by keeping the empowered consumer at the center of it all.

ABOUT CHANNELADVISOR: ChannelAdvisor is a leading e-commerce cloud platform whose mission is to connect and optimize the world's commerce. For nearly two decades, ChannelAdvisor has helped brands and retailers worldwide improve their online performance by expanding sales channels, connecting with consumers around the world, optimizing their operations for peak performance and providing actionable analytics to improve competitiveness. Thousands of customers depend on ChannelAdvisor to securely power their sales and optimize fulfillment on channels such as Amazon, eBay, Google, Facebook, Walmart and hundreds more.

BLENDING THE PHYSICAL & VIRTUAL RETAIL EXPERIENCE

By Mark Garland,
EVP Sales, Marketing And Solutions, 4R Systems

Winning in retail is a seemingly endless battle! Back in the day, the idea was to attract customers into the physical store and shape the customer experience, trying to make it memorable in some way. Consumers then shifted their focus to rely heavily on the convenience of online shopping, which caused retailers to question the purpose of their physical stores. Now we are in a world where retailers have an opportunity to blend the physical and the virtual retail experience — hence, creating the concept of BOPIS (Buy Online Pick Up In-Store). According to recent studies cited by *Retail Touchpoints*, by 2021, **90%** of retailers will offer BOPIS and **50%** of shoppers will make their decisions on where to shop based on BOPIS availability.

The concept sounds simple — browse online, place it in your virtual cart and pay for it, then choose to pick it up in-store. Soon after, you head over to the store and pick up your prepaid item and that's it. Simple for the customer and a great alternative to defaulting to Amazon!

While this saves the consumer a lot of time, it can be complex and challenging for the retailer. There is a risk of not having the item available when the customer comes to pick it up and a failure to fulfill can easily alienate the customer. So how do retailers account for items purchased in the virtual world, fulfilled in the physical store and at the same time make sure that they do in fact have those items readily available? That's where next-generation inventory optimization solutions come in, leveraging the latest in AI and Machine Learning technologies. Solutions such as 4R Systems blend the physical and virtual demand streams while at the same time leveraging predictive techniques to anticipate the customers' demands — and, in some situations, pre-positioning inventory to meet those demands!

Blending the physical and virtual retail experience creates an environment where retailers can further interact with their customers. A customer may simply be visiting the store to pick up their order, but now another opportunity to interact creates additional sales, hence the concept of increased "attachment".

If done right, BOPIS is an effective strategy that reinvents the purpose of the physical store, enables retailers to operate in a consumer-driven environment and gives them an ability to thrive in the Amazon Jungle! **4rsystems.com/amazon**

HAVING THE RIGHT PRODUCT, IN THE RIGHT PLACE, AT THE RIGHT TIME

The real secret to survival in the "Amazon Jungle" is to have the right product, at the right place, at the right time. If you do this, you get the right profit, along with happy customers, which leads to loyal shoppers and even greater profit. 4R helps you maximize profitability across your omni retail supply chain. With machine learning at its foundation, 4R uses advanced analytics and artificial intelligence to help retailers find millions of dollars in missed profit. With 4R, there's zero capital investment, no training, and the system can be deployed in weeks. Our omni retail inventory solutions are proven to deliver industry-leading ROI. Guaranteed.

The 4R Difference	Other Companies
• No Capital expenitures • No burden on IT staff • Get ROI in months, not years • No need to hire additional staff • Partners with clients and guarantees profit results	• Major capital expense • Takes years to see small ROI • Must hire additional staff to manage the system • No commitment to increased value

Get a high-level assessment benchmarked against similar retailers to provide a directional range of benefits. Profit maximization is at the core of every 4R solution. It is based on the investment theory from the Markowitz Efficient Frontier Model which is applied to the retailer's inventory.

Maximize your replenishment: Our Replenishment solution helps retailers maximize the profit return on their inventory investment throughout the omni retail environment.

Profit delivery cycle: Cloud-enabled SaaS delivery model complemented by a dedicated solution delivery team.

ABOUT 4R SYSTEMS: 4R Systems is a leading provider of cloud-based, prescriptive analytics solutions leveraging the latest machine learning and AI strategies that help retailers optimize their supply chain and merchandising decisions. Our innovative SaaS solutions are dedicated to helping retailers improve strategic decisions across the key functional areas of demand planning, omnichannel replenishment, assortment optimization, product markdown and seasonal allocation planning. Our holistic modeling learns your consumer demand including price elasticity, seasonality, localized demand variation, promotion lifts and substitutability, while allowing you to control the amount of risk. Whether you are a traditional or pure e-Commerce retailer, our benefit-driven methodology provides a flexible framework of exception-based management and scenario planning to meet the needs of a competitive landscape. Call (610) 644-1234 or visit **www.4rsystems.com**

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