Retail Innovation
CONFERENCE & EXPO

THE ULTIMATE GUIDE: DISCOVER THE FUTURE OF CONNECTED COMMERCE

retail TouchPoints®

SPECIAL REPORT

INTRODUCTION

Even as the industry continues to face rapid disruption, brands and retailers have unique opportunities to differentiate, grow and thrive.

Through the use of new technologies, new collaborations and new experiences, brands of all sizes have the power to reach customers and resonate in more meaningful ways. And now, practitioners have the chance to connect with one another and uncover new paths to growth and innovation.

During the **Retail Innovation Conference & Expo**, practitioners across the retail realm — from emerging startup brands to heritage omnichannel organizations — will come together to collaborate and dig deep into the playbooks they're using to chart their paths forward. Over three days, we'll explore **four** key themes that are driving daily conversations and shaping the future of retail as we know it.

Theme 1: Creating Synergy Between URL and IRL Worlds

Theme 2: Fostering Loyalty through Physical Experiences

Theme 3: Embracing the Intersection of Commerce and Culture

Theme 4: Unlocking New Growth Opportunities

For the first time, we've onboarded two industry experts as Event Chairs to help us fully explore these trends and connect them to innovative ideas and use cases.

Ari Peralta, Arigami
Neuroscience & Sensory Design
2023 Co-Chair

Cathy Hackl, Journey
Chief Metaverse Officer
2023 Co-Chair

THE KEYNOTES

WHY A REMARKABLE CUSTOMER EXPERIENCE IS YOUR BEST COMPETITIVE ADVANTAGE

Dan Gingiss, The Experience Maker

In the digital age, it's easier than ever to start a brand. And it's also easier than ever to compete on price. That's why Dan Gingiss believes the only way to stand out in a crowded, ever-evolving marketplace is to compete on customer experience. He'll break down an easy, five-step framework (including examples!) to help executives map their customer experience strategies.

Dan will follow up his keynote with an intimate workshop where retail and brand execs will be able to dig even deeper into the framework and walk away with a tailored playbook for success.

Wednesday, June 14

HOW CUSTOMER INSIGHTS ARE THE HEART AND SOUL OF INNOVATION

Nikkia Reveillac, Insights and Strategy Executive

Innovation is about introducing new ideas and products that close gaps and solve problems. In setting out to solve problems — whether in processes or with products — Nikkia begins by asking her own questions. This, she explains, is research — the starting point of innovation, and its most influential phase. In her talk, she'll outline tried-and-true, out-of-the-box methods executives can use to elevate research operations within their organizations to power true innovation.

Attendees will have the unique opportunity to tap into Nikkia's 20-plus year career and successful track record working for brands like Colgate Palmolive, Twitter and Netflix.

BUILDING BRAND HYSTERIA, CUSTOMER LOYALTY & MEMORABLE EXPERIENCES

Johnny Earle, Founder & CEO, Johnny Cupcakes

Why have thousands of customers from around the world chosen to get the Johnny Cupcakes logo tattooed on themselves? And how does Johnny get hundreds of people to camp outside his fake bakeries? Over the past two decades, Johnny Cupcakes has grown from a "joke" to a multi-million-dollar, highly exclusive T-shirt brand driven by a community of worldwide collectors. Entrepreneur and retail ringleader Johnny Earle will take the stage to get real about how he started his business, and how he believes community, connection and a little bit of humor have driven word-of-mouth marketing and deep brand loyalty.

Step into the Whimsical World of Johnny Cupcakes!

After Johnny's keynote, he'll be serving customers at an exclusive pop-up experience on the show floor. Powered in partnership with Shopify, this mobile store concept will bring the best of Johnny Cupcakes' "fakery" to life and give attendees the chance to shop the brand's deliciously clever collections of T-shirts, stickers and greeting cards.

Thursday, June 15

FORGING A PATH TO RETAIL INNOVATION: A BUSINESS ECOSYSTEM BUILT FOR GROWTH

Jacob Zuppke, President & CEO, Whisker

Jason Knell, Senior Director, Content and Commerce Technology Partnerships, Adobe

Jonathan Robins, Director, Commercial Innovation & Growth, PayPal

Whisker, the maker of Litter-Robot, has seen unprecedented growth over the past few years. At the center of this growth is a robust tech stack and a collaborative relationship with its tech partners. Want to get the brand's true keys to success? We'll peek inside the playbook, courtesy of President and CEO Jacob Zuppke, and get insights from executives at Adobe and PayPal, which have worked in tandem to get the brand on a long-term path to success.

THEME 1: CREATING SYNERGY BETWEEN URL AND IRL WORLDS

Some say the future of retail is omnichannel...others say it's unified. No matter what you call it, though, we know that brands of all sizes and across categories know that they need both a digital and a physical presence. That's why we'll be exploring how new digital channels and platforms are creating new opportunities for brands to be seamlessly integrated into consumers' lives.

The D2 Summit: Retail Edition will explore the emergence and evolution of Web3 concepts such as blockchain, generative AI, AR, VR and the metaverse. All-Access Passholders will have access to this compelling content!

STANDOUT SESSIONS

THIS IS THE MOMENT TO HUMANIZE DIGITAL

Frances Yu, Unlimited Reality (XR / Spatial Computing) Lead, Deloitte Consulting LLP

As XR, AI, Web3 and spatial computing technologies converge, we face an unparalleled opportunity to humanize the digital experience. Paving the path of the future means intentionally putting the consumer at the center, bridging the gap between the physical and digital, and seamlessly creating unified experiences rooted in personal human connection. The moment is now.

THE FUTURE OF RETAIL - FINDING SUBSTANCE IN THE METAVERSE

David Lehman, Digital Director, Coach

David Morris, Experiential Consultant, NYCAP3D

Tech, media and retail are all converging. New media formats are enabling new stories and new channels are encouraging novel customer behaviors. What enables successful creative partnerships between tech and retail partners? How can brands approach innovation? David Lehman, Digital Director for Coach, will share how the heritage brand is embracing the latest in digital innovation
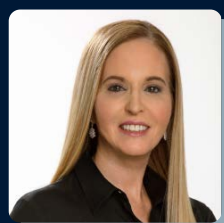
REDEFINING RETAIL'S NEXT DECADE: FROM VIRTUAL BEINGS AND GAMING TO GENERATIVE AI

Cathy Hackl, Chief Futurist, Journey

Brian Trunzo, Head of Business Development, NA, Polygon Labs

Deborah Weinswig, CEO & Founder, Coresight Research

Are you sitting on the sidelines trying to understand what the next decade of retail experiences will bring? Get a front-row seat to one of the hottest discussions to hit the runway. Hear from today's most relevant brands and from luxury, fashion, beauty and culture leaders on why new retail experiences can lead the way when it comes to metaverse and emerging tech adoption.

COLLABORATE TO INNOVATE

When are your most creative ideas born? Our diverse, deep-dive programming offers unique opportunities for you to uncover new ideas and develop tactical action plans as soon as you head back to the office — no matter your preferred learning style! The agenda includes:

INTERACTIVE WORKSHOPS

Ideate in a safe space that will challenge you and stretch your creative limits! These 90-minute working sessions will provide the perfect balance of education, deep-dive learning and collaborative exercises. Who knows, maybe you'll find your next colleague or creative partner in the room.

MG2

Using Data to Drive Store Innovation

Actualizing Equity in the Organization

PERFICIENT

What Should I Do Now vs. Next? How to Prioritize Your Unified Commerce Capabilities

Intentional Design: Using the Four P's of Digital-Physical Convergence

REALWARE
Outcomes. Delivered.

An Outcomes-Based Approach to Business Transformation

Exploring Sensory Merchandising Experiences Together

channelengine

Maximizing Your Online Presence Through Multichannel Marketplace Strategies

A Scalable Framework for Innovation

JOURNEY

The Future of Retail Marketing + Advertising with Gen AI

How to Become the Experience Maker at Your Organization

pattern

New Ecommerce Frameworks to Activate Digital Growth

INNOVATION IN ACTION CASE STUDIES

Do technological ideas feel a bit fuzzy without actual use cases to back them up? These 45-minute sessions dig deep into real-life case studies and examples that will help you better understand how specific solutions tackle retail challenges and drive tangible benefits.

Walmart

The Power of Partnership: How Brands can Thrive on Walmart

ROCKBOT

Walmart's In-Store Radio for Associate Communications, Shopper Marketing & CX

RevLifter®

How Intelligent Offers Help SPLITS59 Deliver Revenue and Great Experiences

Canto

How CPG Brands Can Optimize Their Tech Stack to Accelerate Content Operations

Intellimize

How Impact Dog Crates Doubled Their Conversion Rate in One Month

INTIMATE ROUNDTABLES

For the folks who like to work in smaller settings, these roundtables offer a unique opportunity to network and learn. Led by industry experts and practitioners, these roundtables will offer tangible advice and ensure any questions you have are answered!

VERTEX®

Unleashing Omnichannel Success: 5 Pitfalls to Avoid to Gain a Competitive Edge

NOFRAUD

Improve Customer Loyalty Through Engagement Best Practices for Ecommerce

OuterBox®
RESULTS-DRIVEN ONLINE MARKETING

Mining for eCommerce SEO Gold: Finding Untapped Potential in Category Pages (and Beyond!)

Anaplan

A New Playbook for Supply Chain Planning: How to Maximize Profitability and Performance

THEME 2: FOSTERING LOYALTY THROUGH PHYSICAL EXPERIENCES

While it's always exciting to explore what's new in digital, physical retail still plays a crucial role in the customer experience. It is what makes the brand truly come alive, and physical experiences are what help foster deep connection and belonging.

That's why store design and experience strategy are embedded into the entire Retail Innovation Conference & Expo program, offering insights to all brands regardless of where they are on their in-store journey.

STANDOUT SESSIONS

HOW LEVERAGING PURPOSE DRIVES BRAND SUCCESS

Bevan Bloemendaal, Chief Brand & Creative Officer, Nelson Worldwide

The new era of physical retail is built upon a transformational model grounded in communities and personal connections, leveraging shared values to create more meaningful experiences for consumers who reciprocate with stronger brand affinity and loyalty. This session will define how a brand's "path to purpose" can be a powerful means to guide brands into the future as well as how infusing purpose into every aspect of your business can strengthen the relationship your brand has with its consumers.

CONDITIONAL LOVE: WHAT IT REALLY TAKES TO KEEP CUSTOMERS FAITHFUL

Brendan Witcher, VP and Principal Analyst, Forrester Research

The harsh reality is that most brands know very little about their customers — specifically about the conditions each consumer requires to stay loyal to a brand. However, the quality of a customer's experience — one that delivers relevance and perceivable value though personalization — hinges on data that translates into rich, deep knowledge of the individual. As such, leading retailers are wisely unchecking the box labeled "customer understanding" and applying a 6C framework for winning the consumer's "conditional love."

FROM IDEATION TO EXECUTION: DESIGNING EXPERIENTIAL MOMENTS THAT DRIVE BRAND EQUITY AND CUSTOMER LOYALTY

Crystal Anderson, Co-founder & Head of Creative, a very good job

Large-scale experiential events like Museum of Ice Cream and 29Rooms have been lauded for their creative production and emphasis on authentic brand immersion. With this session, you'll get to hear from someone who had a creative/production hand in these (and other) groundbreaking experiences. Get candid lessons, insights and best practices from Crystal Anderson, who co-founded the event production and content house a very good job with Lakiesha Herman, to level up experience strategy for brands across media, retail and more.

THEME 3: *EMBRACING THE INTERSECTION OF COMMERCE AND CULTURE*

Commerce isn't just the act of buying and selling things — it's about understanding how the communities and cultures we belong to impact the way we engage with commerce. This is a reality we plan to investigate deeply throughout the entire event.

STANDOUT SESSIONS

HOW COMMERCE IS IMPACTING THE CONSUMER, CULTURE AND MODERNITY

Phillip Jackson,
Co-founder,
Future Commerce

Brian Lange,
Co-founder,
Future Commerce

Our behaviors and interactions have become digitized. The power of automation and artificial intelligence have made our lives easier, but also less inspiring. With commerce now accessible everywhere we go and at the center of everything we do, there is an opportunity for us to make the world more equitable and sustainable. Get ready for a candid discussion of what's driving industry innovation…and industry complacency.

Executives who want to explore the intersection of commerce and culture even further can join the **VISIONS Summit**, a half-day event on June 15 that will feature contributors to Future Commerce's 2023 report of the same name as well as some immersive, multimedia experiences

GROWTH THROUGH COMMUNITY: USING CUSTOMER PASSION TO DRIVE EXPANSION

Shai Eisenman, Founder and CEO, Bubble

Emerging retail and consumer brands are building passionate shopper communities, and using their insights to drive their product innovation, marketing approach and even their growth roadmap. For example, everything for the Bubble brand, from its brand to its packaging, retail strategy, content creation and product innovation, is driven by its community of Gen Z shoppers. Get tactical tips and takeaways from the brand's founder and CEO, who is ready to drop some major truth bombs about how she is growing the business.

THE INTERSECTION OF SNEAKERS, ART, EDUCATION AND COMMUNITY: HOW REEBOK IS ACTIVATING CULTURE

Carmen Hardaway, Global Product Director, Apparel Collaborations, Reebok

Chloe Mann, Product Manager, Reebok

Glen Hayes, Artist Management/Creative Director, MARTK'D

Dion Walcott, Founder, MARTK'D

As authenticity becomes less of a buzzword and more of a core requirement for retail success, brands should think first and foremost about the communities that emerging consumers belong to. Most of all, they need to get actively involved in the culture these communities represent and activate. Hear how Reebok partnered with creative agency and marketplace MARTK'D to develop hyperlocal programming that provided access to free education, career awareness and opportunities supporting emerging creative talent through their love of sneakers.

GET THE SCOOP ON WHAT'S NEXT

If it seems like you can't go a single day without learning about a new tech trend, you're not alone! We know it can be a lot to distill and prioritize all of the information you see. That's why we created **the NEXT Stages**, our destination for digging deep into emerging tech and innovative concepts driving the future of connected commerce.

On June 14-15, attendees will be able to explore the following topics:

WestRock

In-Store Digital Engagement: Frameworks for Emerging Opportunities

shero
an ambientia company

Emerging Technologies: Voice Commerce and ChatGPT

Link Money

Unlock the Power of Open Banking: Trends, Opportunities and Impact

Kount
An Equifax Company

Identity Data: The Secret to Reducing Risks and Driving Revenue

LOGIWA

Fulfillment Excellence: The Make-or-Break Factor for Internet Retailers

RICOH
imagine. change.

Manual Workflows Are So Last Season! Embrace Digital Tech to Boost Employee Retention

Brevo

From Seed to Success: Accelerating Business Growth through Multi-Channel Marketing

Delivery SOLUTIONS

Omnichannel Experience Management: How Retailers Across Categories are Embracing a New Competitive Advantage

amazon today

Ecommerce Meets Brick-and-Mortar: Why the Future of Retail is Both

KOREM THE GEOSPATIAL EXPERT SHOP

Leveraging Traffic Data to Boost Store Performance, Operational Excellence and Marketing Results

[PERSADO]

Using Generative AI Language to Reduce Shopping Cart Abandonment

mntn

No Clicks Given: How CTV Advertising Works for Retailers in 2023

Postscript

How Sales Associates Are Engaging Ecommerce Shoppers Over SMS

amazon pay

Don't Fear Flexibility: How to Capitalize on the Expanding Payment Landscape

Buy with prime

Transform Digital CX to Drive CLV: Delivery, Reviews and Beyond

THEME 4: UNLOCKING NEW GROWTH OPPORTUNITIES

How can brands best determine how they should grow across channels? They have no shortage of options at their disposal, but the key is prioritizing time and investments in a way that aligns with their brand mission and vision, as well as the needs of their customers.

STANDOUT SESSIONS

A NEW WORLD OF ECOMMERCE EXPANSION: HOW ONE DISRUPTIVE BRAND IS REWRITING THE GROWTH PLAYBOOK

Natalie Cotter, Director of Digital Retail, Liquid Death

Claire Tassin, Retail & E-commerce Analyst, Morning Consult

Branded ecommerce sites. Marketplaces. Wholesale partnerships. Social commerce. There are numerous, ever-evolving paths to brand expansion, and so many ways retail and consumer brands can be where their consumers are. Trends and takeaways will be explored through a deep-dive case study featuring the fastest-growing non-alcoholic beverage of all time: Liquid Death. Get the brand's secrets to growth and learn how compelling creative, a diverse revenue model and a data-driven approach to digital and physical convergence are driving the brand's innovation.

DRIVING A NEW APPROACH TO DTC & POWERING THE FUTURE OF CONNECTED COMMERCE

Carter Jensen, Sr. Manager, Global Commerce (Global Head, DTC), General Mills

CPG brands have had trouble mastering the DTC model. Low margins, high competition and pre-existing distribution platforms (retail partners) leave little room for success. General Mills has identified this reality and faced it head-on by building an entirely new approach to DTC and leveraging the emerging tactic to power connected commerce within its family of global brands. During this session, you'll hear how the team is driving global success through an innovative strategy and new tools.

RETAIL MEDIA NETWORKS' EVOLUTION: MAKING THE MOST OF MEDIA ASSETS ACROSS DIGITAL AND PHYSICAL TOUCH POINTS

Andrew Lipsman, Principal Analyst, Retail & Ecommerce, Insider Intelligence

Elizabeth Donovan, Head of Global Ad Revenue, Marriott Media Network, Marriott International

John Storms, Head of Sales & Business Development, Lowe's One Roof Media Network

Dustin Cochart, Director, Media Network Insights, DG Media Network, Dollar General Corporation

Want to maximize brand reach and conversions across marketplaces? You need to know what tools are available to you and what best practices to apply when you develop your creative and allocate your investments. This session will provide the strategic and tactical guidance brands need to level up their marketplace advertising strategy.

SOLUTION SPOTLIGHTS

The expo floor at #RICE23 was strategically designed to offer a curated experience for attendees based on their unique team needs and priorities. Our exhibitors and sponsor partners represent a dynamic cross-section of companies helping usher in the next era of connected commerce experiences.

THANK YOU TO OUR PARTNERS

amazon today   *BOOK #1624*

Amazon Today partners with brands that have a retail presence to help them fulfill their omnichannel priorities. Amazon's latest retail innovation helps brands meet customers' rapidly growing demands for convenience through Same-Day Delivery and in-store pickup — in your own packaging, right from your retail locations, in just a few hours.

The Overview: Amazon Today combines the best of ecommerce with brick-and-mortar. Now, brands with retail locations can reach up to millions of Amazon customers in the same day.

The Features & Capabilities: With Amazon Today, brands can harness Amazon's robust infrastructure to reach and convert online shoppers. Brands can:

- Showcase in-store inventory on Amazon.com;
- Connect to local shoppers within a 45- to 60-minute radius; and
- Use brand packaging to amplify recognition.

Brands can create another channel to engage local customers and drive incremental sales while also expanding their footprint to acquire new customers.

> "Our partnership with Amazon Today has proven to be an immediate success. By tapping into Amazon's online marketplace and its millions of consumers, Sur La Table was able to unlock a whole new level of brand exposure, introducing our products to thousands of customers and driving significant sales."
>
> — Jordan Voloshin, CEO, Sur La Table

CreativeRealities

BOOTH #908

Creative Realities combines hardware, software and content into an in-store experience that solves shopper barriers and pain points. By integrating robust digital signage solutions throughout the store, brands can activate strategic points across the store ecosystem as well as support frontline sales associates with tools they can use to facilitate the sale, service and overall CX.

POLARIS | Execution
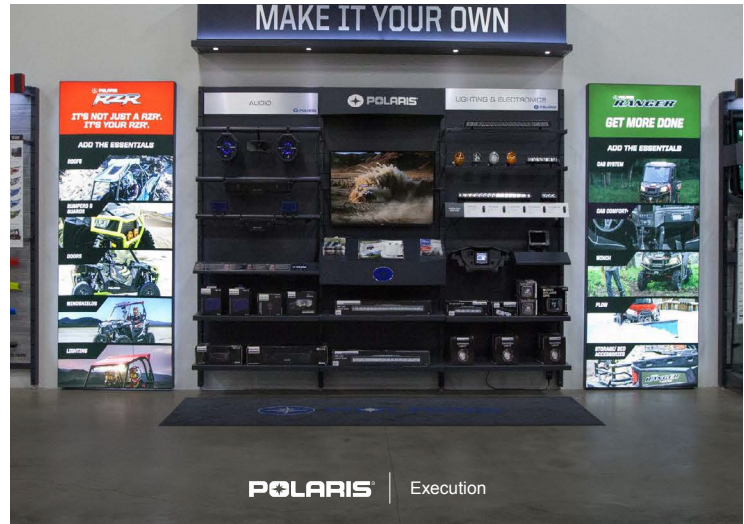
The Overview: Creative Realities helps retailers execute from end to end — from design thinking to content creation and curation, through to hardware and fixture integration, CMS software installation and managed support. The company's approach is built to be consultative and tech-agnostic, and it pulls in the principles of shopper marketing and behavior-based planning so that clear metrics are established to measure ROI. Retail brands such as Best Buy, Chanel, Levi's and Macy's trust Creative Realities with their visual design and technology integration needs.

The Features & Capabilities: Creative Realities' proprietary digital signage software is open architecture, with APIs that can integrate into POS, ecommerce platforms and other data sources and feeds for a holistic, integrated approach. The company has established relationships with the more prominent technology OEM manufacturers, such as Elo Touch, Samsung, LG, Bright Sign and Blue Fin, as well as key sensor technologies, mounting and enclosure partners, video analytics and gesture-based solutions.

With this status and level of "buying power," Creative Realities can support brands looking to tailor-make an ecosystem of solutions that drive savings and improve customer experiences.

The Benefits: Polaris partnered with Creative Realities to combine the advantages of shopping online within the physical showroom environment. The firm designed, developed and deployed a digital sales associate experience that functions as a DIY or guided sales experience to help customers find exactly what they are looking for — on their terms. More than 100 Polaris dealerships now feature a 55" interactive touchscreen that displays a storytelling attract loop featuring new Polaris models and promotional offers.

A 3D vehicle builder configuration tool allows customers and associates to collaborate on vehicle selection, including functionality that helps guests create personalized vehicles. The configurator presents Polaris Vehicles Models that can be stacked and modified with trim options, color options and accessories. Customers can save their configurations and deliver them via email or text. Polaris dealer locations with the tools saw an aggregate increase in sales of 26% of Polaris Vehicles, and a 44% increase in Parts, Accessories & Apparel, and saw customer satisfaction and sales efficiency scores soar.

croud

The company's 4D proprietary framework enables brands to bring brand and performance, organic and paid, and media and marketing into a single operating system so they can acquire, retain and connect with shoppers in more meaningful ways.
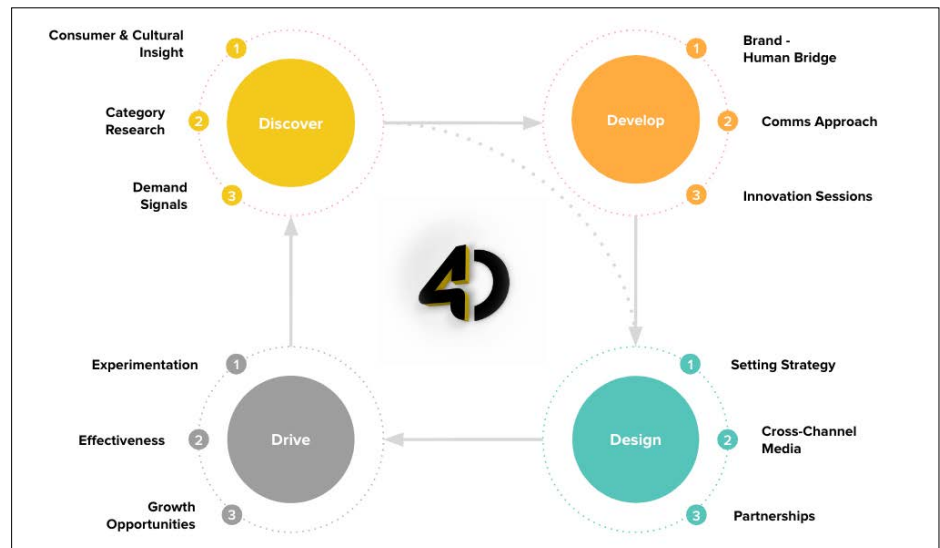

The Overview: 4D is a global framework for how Croud approaches growth for clients so they can deliver effective deployment, innovation and performance. This framework informs planning by surfacing actionable insights — bridging the gap between the consumer and brand. This enables Croud to create custom solutions that align with the complexities of the consumer journey and ultimately drive growth. By integrating market insights, the company can help brands further shape the approach, channel selection, customer journey and creative.

The Features & Capabilities: The 4D framework includes the following components:

- **Discover**, which involves using advanced data tools to mine key insights, monitor industry leaders and follow cultural trends through social listening.

- **Develop** uses these insights to shape communication strategy, aiming to create a resonant connection between the brand and its consumers.

- **Design** uses the collected data to formulate a plan aligning client objectives with a structured response, encouraging innovation within set boundaries. Full-funnel media plans and customer journey mapping are employed, uniting channels for an effective, seamless customer journey.

- **Drive** employs experimentation processes to test hypotheses on various aspects, like creative content and buying methods, to evaluate the effectiveness of media channels. Insights feed back into the Discover phase, establishing a cycle of constant iterative testing and learning.

The Benefits: A U.S.-based medical apparel company partnered with Croud to implement the 4D framework and drive global growth. Using Croud's proprietary planning and market maturity model in tandem with its network of on-demand professionals, the medical apparel company saw a 30% increase in new customers year over year.

Custom Printable Wall+Floor Media offerings help retailers enhance their brand, engage customers, personalize the visual aesthetics of a retail space, prolong shoppers dwell time, and increase sales opportunities in brick-and-mortar stores.
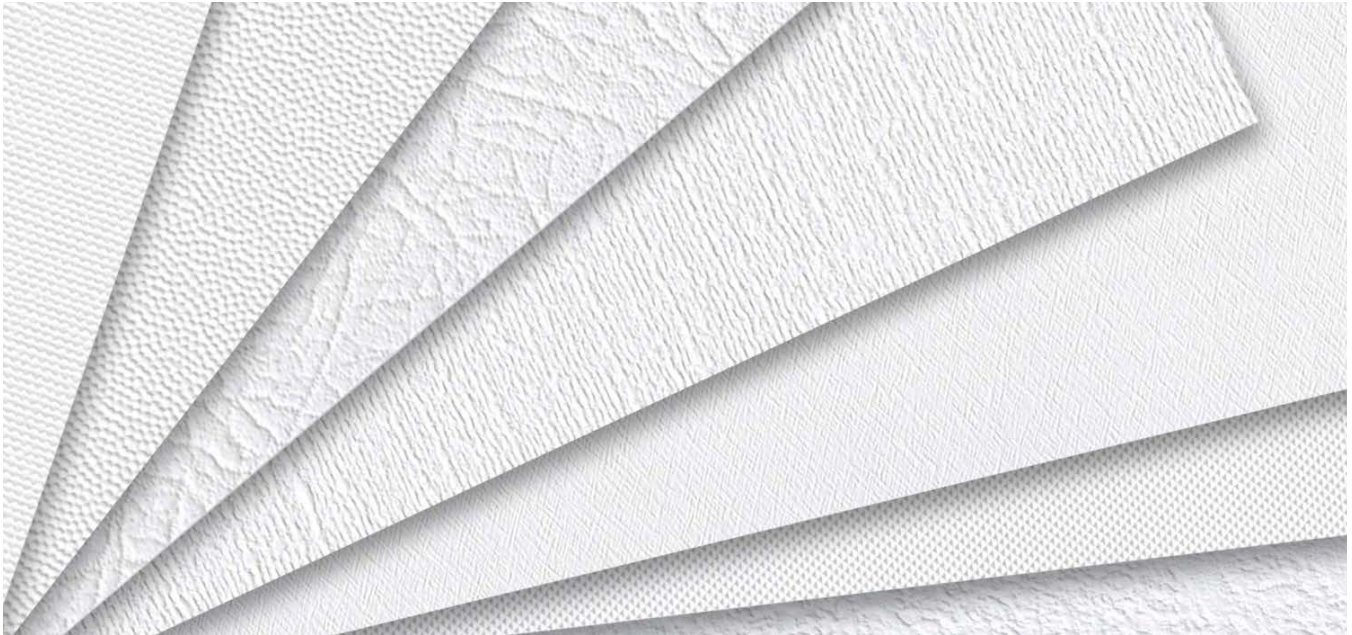
The Overview: Our custom printable wall and floor graphic media offers a range of benefits for retailers. With an array of textures, special effect options, and PVC-free sustainable options, you can create visually captivating and environmentally friendly graphic environments. Additionally, our repositionable media ensures flexibility in installation while leaving zero residue upon removal. These features empower retailers to unleash their creativity, enhance brand aesthetics, and provide an exceptional customer experience.

The Features & Capabilities: DreamScape's custom printable wall and floor media offers a range of key features that set it apart. With a diverse selection of textures and special effect options, retailers can create visually captivating store environments. Peel-and-stick repositionable media allows for easy installation and removal without leaving residue. Additionally, DreamScape's media is thicker than common alternatives, making it ideal for hiding wall imperfections. It can also be coated for scratch resistance and easy cleaning, ensuring durability and longevity.

The Benefits: The availability of PVC-free options also allows merchants to demonstrate their commitment to a more sustainable retail experience. logistics costs by 15%, inventory levels by 35% and service levels by 65%. With its use of AI for cross-border compliance, Eurora has saved its customers one billion hours of manual work.

eurora **BOOTH #1610**

Eurora helps simplify and accelerate global trade by automating compliance processes with secure AI-based solutions for retailers, carriers, postal companies and customs authorities. The result is improved efficiency, overall business flow and customer experiences.

The Overview: Built upon shared expertise and knowledge of data science, logistics, tax, customs and compliance, Eurora has built an AI-automated solution that spans the entire cross-border supply chain, reducing the amount of manual labor, tax fraud and overall carbon footprint of the industry.

The Features & Capabilities: Brands no longer need to have tax and compliance experts to successfully run an online shop and ship across the world. Partnering with a cross-border compliance professional like Eurora will take away the pain and give team members time to focus on their core expertise.

By using Eurora's cross-border compliance platform, brands can:

- **Assign HS codes:** Get the correct HS/HTS code for your goods in real time. Eurora supports up to 10-digit HS codes and country-specific nomenclatures.

- **Calculate Duty & Tax:** Display the applicable VAT and duty rates in real time at checkout, leveraging the ability to support any currency and more than 160 countries.

- **Automate EU Tax Compliance:** Eurora's fully automated IOSS service offers a secure way to take care of VAT registration and reporting when shipping goods to the EU.

- **Check for Restrictions:** Verify if items are subject to any import/export restrictions, and make sure customers are not on any denied parties' list.

The Benefits: The days of guessing games with shipping charges on goods between countries could come to an end, thanks to technology. AI-enabled supply-chain management has allowed adopters to improve logistics costs by 15%, inventory levels by 35% and service levels by 65%. With its use of AI for cross-border compliance, Eurora has saved its customers one billion hours of manual work.

EXPERIENCE BRANDS®

BOOTH #818

Perfect for retail, grocery and a multitude of commercial applications, the Strong Connect system is a non-intrusive, human-scale lighting solution that provides visual comfort, helps drive foot traffic and evenly illuminates the shelving and merchandise.

The solution is designed to give retailers the flexibility to place general lighting units, spotlights, wall wash fixtures, emergency lighting and lighting controls at any position within the system.

The Overview: With lengths of 2, 4, 6, 8 and 12 feet, the "contractor friendly" Strong Connect trunks connect easily, providing significant labor and installation savings. The ability to integrate both ambient and accent lighting modules into a single solution, paired with gobo image projectors as well as occupancy and daylight harvesting sensors, makes Strong Connect a one-of-a-kind lighting solution.

The Features & Capabilities: Linear modules are available in both standard and high lumen outputs of 1250 or 1800 lumens per foot, color temperatures of 3000k, 3500k and 4000k at 90 CRI and a wide range of optical choices, including asymmetric, double asymmetric, diffused, narrow, medium and wide beam distributions. Dimming of 0-10v comes standard and emergency modules are available as well, making the Strong Connect system customizable to the needs of each space.

The Benefits: The Strong Connect Modular Linear Lighting System perfectly places the light on the merchandise and shelving. With this robust solution, retailers have access to multiple optical distributions and lengths on the linear modulars, the ability to incorporate spotlights and wall wash luminaires for highlighting décor and signage, as well as gobos for signage, wayfinding and branding.

The Strong Connect system can be reconfigured in the field to adapt to the ever-changing retail environment. With a sliding, selectable, multi-circuit design and WAGO connectors every two feet, module locations can be changed on the fly to meet changes and fluctuations in your space. Future additions and capabilities to the Strong Connect system include, and are not limited to:

- Speakers;
- Cameras;
- WiFi repeater modules; and
- Convenience outlets

A combination of high efficacy luminaires and integrated lighting controls paired with potential local utility rebates can provide an aggressive return on investment and payback, reducing the total cost of ownership of the Strong Connect System.

eye4fraud   *BOOTH #2410*

Don't let the threat of fraud hold you back from creating a seamless online checkout experience. Eye4fraud Checkout is designed to prevent fraud, reduce chargebacks and reduce unnecessary declined orders.

The Features & Capabilities: At checkout, customers enter their mobile number and all their information is pre-filled so that they can complete their transaction within three clicks. Plus, thanks to a robust AI system, retailers can leverage important data such as email address, IP location, purchasing history and issuing bank data to ensure customer information is legitimate. As a result, brands can reduce decline transactions at checkout by 80% and avoid potential chargebacks.
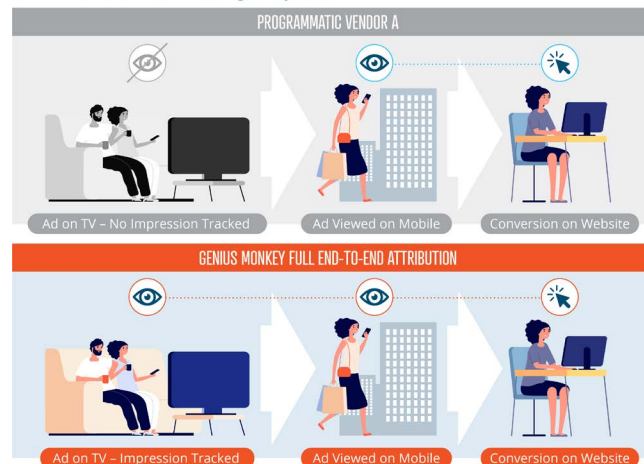
The Benefits: When teams no longer need to worry about managing fraud, they can focus on activities and initiatives that drive ROI for the business. Plus, because the solution makes validating orders more seamless, more legitimate orders are approved and the total number of chargebacks are reduced, which means the business makes more money.

genius monkey

BOOTH #825

Effective marketing requires measurable results. That's why Genius Monkey provides a technology system built around full-data attribution. With the ability to trace the customer's journey from the first impression to the final conversion, and with real-time optimization, brands can tweak campaigns to better suit customers.

OTT+CTV Attribution Tracking Comparison

PROGRAMMATIC VENDOR A — Ad on TV – No Impression Tracked | Ad Viewed on Mobile | Conversion on Website

GENIUS MONKEY FULL END-TO-END ATTRIBUTION — Ad on TV – Impression Tracked | Ad Viewed on Mobile | Conversion on Website

The Overview: Through a single platform, brands can execute, measure and compare all programmatic media buys including OTT+CTV, Audio, Display, Video, Native and Retargeting campaigns. This makes it easy and convenient for users to optimize cost-per-conversion across paid media buys and achieve a more effective media strategy.

Brands also will have more insight into the customer journey thanks to detailed reporting that showcases how long it takes, as well as how many ad impressions it takes, to impact and convert consumers.

The Features & Capabilities: Genius Monkey is a proven programmatic partner to hundreds of brands and agencies worldwide. The company's proprietary attribution technology and detailed reporting allow brands to maximize advertising ROI by understanding how each channel and campaign is impacting the bottom line. The meta-DSP ad delivery solution is designed to achieve lower media costs and increase quality traffic by getting in front of more inventory, making the publishers, the networks and the exchanges compete with one another.

The Benefits: With an 89.6% retention rate and five-star rating, Genius Monkey makes it easy for brands to test the technology with relatively low monthly minimums, no contracts and no long-term commitments.

Effective marketing videos help retailers and product marketers drive more traffic to all channels, including stores, branded ecommerce sites, third-party marketplaces and more. The best videos and associated marketing campaigns help ensure the right target audience sees the videos and engages, turning visitors into buyers.

The Overview: Harvest Growth has produced hundreds of marketing video campaigns since 2007, all focused on driving results for each client:

- Driving more traffic to stores and to websites;
- Delivering trackable, profitable revenue;
- Producing national TV quality videos at a reasonable budget for startups to $100M+ clients;
- Utilizing the Harvest Growth Secret Sauce proven scripting process that communicates optimized messaging to the right target audience to maximize results; and
- Doubling online revenues with incremental 26% improvements in traffic, conversion and average order value.

The Features & Capabilities: Harvest Growth has unique capabilities that work together to drive optimal results:

- In-house video production studio with a full video production crew and state-of-the-art video equipment;
- Experience producing marketing videos in all formats, from 10-second digital ads to two-minute national TV spots; and
- A digital media buying team focused on results and working alongside the video production team to ensure the latest campaign learnings are incorporated into each new video, based on real results from live campaigns.

Harvest Growth also has robust market research experience. After conducting more than 1,000 marketing surveys, Harvest Growth has perfected the process for optimizing the audience, offer and messaging for each video to drive higher engagement and sales.

The Benefits: The Harvest Growth Secret Sauce is a process developed by Harvest Growth after launching and growing hundreds of businesses since 2007, and it can be utilized to significantly grow revenues for retailers and product marketers.

One cleaning product marketer was successfully marketing with still images on major ecommerce platforms. Harvest Growth offered market research and video production services to help double the company's monthly revenues, both online and in-store, within 30 days after a new marketing video was implemented.

iAdvize

BOOTH #2204

Ecommerce operators use iAdvize's shopper assistance solutions to improve the shopper experience and increase sales. By integrating these solutions into their ecommerce site and/or mobile app, brands can achieve 5X to 10X conversion, higher order values and improved CSAT in less than 90 days.
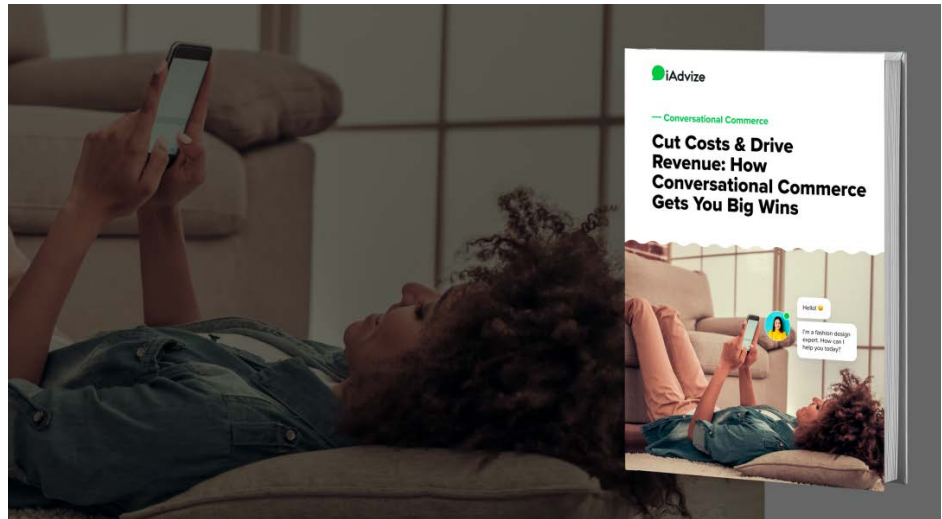
The Overview: The iAdvize platform enables brands to turn browsers into buyers by guiding every step of the customer journey on any messaging channel the customers prefer. By harnessing the power of AI in pre-sales and post-sales support, agents are empowered to be more productive and provide automated assistance that increases conversion rates and repeat purchases.

The Features & Capabilities: To increase ecommerce revenue, retailers need to engage online shoppers and convert them into buyers. Ecommerce and DTC operators can use iAdvize solutions to support customer experience and service. These solutions include:

- **AI Co-Pilots:** Made for ecommerce, AI co-pilots specialize in pre-sales and post-sales support, resulting in 10X conversion rates and lower service costs. Powered by generative AI, iAdvize is deployed as an AI assistant for both online shoppers and customer service agents.

- **Messenger:** Respond to text, voice and video messaging conversations wherever your customers want — on their desktop, mobile or in apps. Provide help from chatbots, agents and community experts in one single conversation thread, in real time via live chat or offline with asynchronous messaging.

- **Video Commerce:** Engage consumers using the power of video through live shopping and shoppable video on your website and social media channels for broader reach, engagement and increased revenue.

The Benefits: Samsung Electronics America was looking to strengthen its online sales force with in-store associates who could help customers make purchase decisions on key product verticals. Samsung deployed a conversational strategy that integrated iAdvize messaging and conversational AI solutions into an existing ecosystem of technologies to reach a 100% coverage rate of all customer interactions. Samsung increased online sales 10X and achieved $450 million in incremental conversational revenue in 2021.

BOOTH #2115

ioVista assists retailers, manufacturers, distributors, wholesalers and other B2B and B2C brands in the digital-first world expand their market share, overall customer satisfaction and customer loyalty.

The Overview: ioVista offers various solutions to support brands and retailers to optimize their digital experiences. Key ecommerce solutions and services include:

- Abandoned cart issues
- ADA compliance
- Audits
- Client experiences
- Consulting
- Conversation optimization
- Customer segmentation
- Fraud and security verification

- Marketing automation
- Pay Per Click (PPC)
- Personalization
- Search Engine Optimization (SEO)
- Site search
- Social Commerce
- Speed and performance optimization
- Tiered pricing

From brand and marketing strategy to site design and functionality, ioVista aims to provide clients with results-driven solutions that drive ecommerce success. The company has deep expertise in key ecommerce platforms, including Adobe/Magento, BigCommerce, Shopify and WooCommerce. Plus, the company offers all-in-one services for ecommerce brands that span design and digital marketing.

The Features & Capabilities: For 19 years, ioVista has specialized in ecommerce, supporting brands' various needs — from platform migrations to integrations to ADA compliance and automating mundane manual processes. As a partner to some of the biggest names in the industry, such as Adobe/Magento, BigCommerce, Shopify, Google, Bing and Yahoo, ioVista provides support and insights to make operators feel empowered to keep pace with the ever-changing ecommerce landscape. The digital marketing department features accomplished, skilled experts with a proven track record of delivering higher-than-industry ROAS.

The Benefits: ioVista has been working with Magento (Adobe Commerce) since its inception in 2008 and is an Adobe Solution Partner specialized in Adobe Commerce. The company also has been a BigCommerce partner for more than 10 years. From ERP, CRM and PIM to payment gateways and fulfillment tools, ioVista seamlessly integrates the software brands need to create friction-free customer journeys on the front end and a robust ecommerce management system on the back end.

Salesfire

BOOTH #1704

Deploy targeted messaging and campaigns on your ecommerce site to reduce bounce rates and optimize every stage of the customer journey.

The Overview: Salesfire offers a range of on-site solutions designed to drive customer engagement from the moment a user lands on a website through to the checkout page. With a cohesive suite of tools, Salesfire helps retailers increase average order values, reduce basket abandonment and generate more revenue.
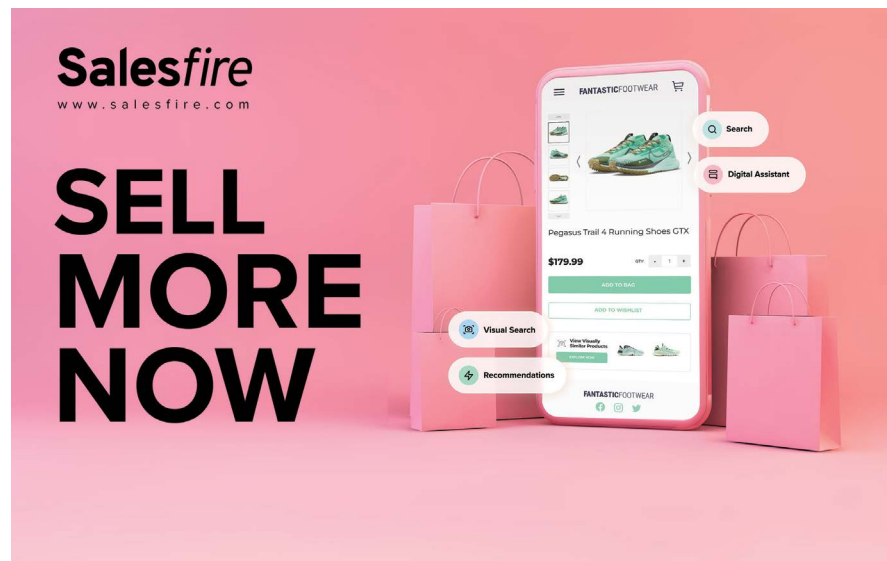
The Features & Capabilities: Salesfire's on-site solution is designed to intelligently target the most influential moments in the buying journey to convert visitors into customers. Brands can maximize website traffic using the AI-powered product suite that includes:

- **Digital Assistant:** Deliver timed incentives and targeted messaging to reduce basket abandonment and drive sales.

- **Search:** Maximize on-site engagement and increase conversions with fast and accurate search results.

- **Visual Search:** Inspire product interaction and purchases with hyper-personalized image search experiences.

- **Recommendations:** Enhance product discovery with personalized product suggestions to connect customers to purchases faster.

All solutions are device-agnostic, intuitive, driven by data and implemented with a single line of code for seamless integration. Salesfire analyzes real-time data from over 3.2 billion touch points to understand what drives consumers to act, so brands are empowered to enhance product discovery, reduce basket abandonment and boost overall conversions.

The Benefits: After partnering with Salesfire, retailer Moss reported a 32% uplift in conversions and a revenue increase of 27% influenced by search.

senseon®
an *Accuride* company

BOOK #817

Senseon Plus is a cabinet-level access control solution that helps maintain a store's unique aesthetics while keeping merchandise readily accessible and enhancing security. Senseon Plus RFID systems provide keyless physical security for custom fixtures and remote up-to-the-minute audit information without any exposed parts.

The Overview: Senseon Plus works with retailers' designs – not the other way around. Senseon systems physically lock drawers, display cases and other fixtures using slim, concealed and modular components. Hidden hardware allows retailers to secure merchandise without creating customer eyesores like exposed locks and keypads.

Staff can unlock and open compartments with a mere tap of an RFID card. No more fumbling through keys! Senseon systems also eliminate the need for knobs, handles and pulls thanks to auto-open and touch-release options.

The Features & Capabilities: Senseon Plus uses three key technologies to balance retail security and productivity.

1. Senseon Plus uses proven RFID technology for personnel to access and secure merchandise. A sales associate taps an RFID credential to unlock and open a display case, drawer or other compartments. Managers can add, delete or modify any associate's access quickly.

2. Senseon Plus uses slim and modular systems that can be concealed within virtually any cabinet design. Each system uses powerful yet compact electronic locks (equipped with onboard status monitoring) to provide hefty physical protection. These locks, though small, can withstand up to 800 pounds of break-force.

3. Senseon Plus preserves information via the Cloud, including details on who accessed what and when. Managers can view and download up-to-the-minute audit data remotely using mobile devices or laptops.

The Benefits: When Chicago rioters stormed the flagship store of a major mobile retailer, only the Senseon-secured compartments remained intact. Despite frantic efforts, thieves could not break into the electronically locked cabinets, saving the retailer hundreds of thousands of dollars from lost smart devices.

SellerChamp™ *BOOTH #1221J*

The Multi-Channel Bulk Lister solution enables retailers to expand their product offerings across multiple selling channels with just a few clicks.

The Overview: The Bulk Lister publishes products with all related product information, hi-res images and features across all selling channels. Additionally, it keeps inventory synced to avoid oversells and keeps pricing competitive via an automatic repricer tool that is constantly monitoring prices across all competitors.

- ✓ Bulk List items on multiple channels
- ✓ Stop oversells with real-time inventory sync
- ✓ Continuous Repricer to win & keep the BuyBox
- ✓ Deep Discounts on shipping l bels - up-to 80%

The Features & Capabilities: The Multi-Channel Bulk Lister bulk-lists thousands of products across all selling channels and fetches rich product information such as data, images and features via external APIs.

With its new AI-assisted tool, RePhrase, the Bulk Lister also is designed to enable users to automatically rephrase their product descriptions to make them more appealing. The Bulk Lister comes bundled with:

- Inventory Sync to avoid oversells;
- An automated Repricer so brands can sell fast at competitive prices;
- Discounted Shipping Labels, saving brands up to 80% on labels; and
- Order Router, which routes orders to suppliers or 3PLs.

The Benefits: SellerChamp aims to provide personalized one-on-one customer support by answering queries within five minutes. Brands also can receive white-glove solutions based on their unique needs and goals. Fragrance Spot, a reseller of cosmetics and perfumes, partnered with SellerChamp to sync inventory from and route orders to various suppliers based on multiple rules and configurations. The company also customized its Order Pick module to pick and ship orders 5X faster.

Ready to Scale Your Ecommerce Business?

Quickly List, Manage & Automate Your Products Across the Worlds Largest Selling Channels.

Free 14 Day Trial
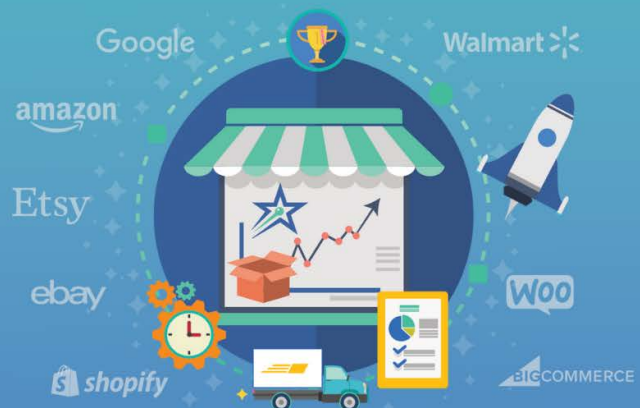
BOOTH #1008

Brands in luxury beauty, home improvement and other industries need to compete in physical retail by creating memorable experiences. With Complete Retail Solutions from Simpson Print, brands can seamlessly create innovative, large format displays that drive consumer connection and conversion.

The Overview: Simpson Print has been in the business of large format printing for over 50 years. State of the art technology, the latest specialty inks and sustainable materials, coupled with experience in distributing and fulfilment within North America, as well as the acquisition of experiential events agency B2 Events, has enabled the company to become a powerhouse in all things visual for clients. Whether they need to roll out a corrugate display across 500 locations or create a custom unique pop-up shop in one space, the agile team is equipped to provide to effectively manage all programs through Simpson Print's proprietary portal services.

The Features & Capabilities: Simpson Print provides various services, including:

- **Large Format Printing:** Done using state of the art large format print equipment, UV digital, Screen Printing, Litho Printing;

- **Display Engineering and 3D Rendering:** The in-house creative and engineering team are equipped to take pen and paper sketches from conception to reality through rigorous testing, prototyping and 3D visualization;

- **Fabrication and Assembly:** An in-house team of assemblers and makers turn sketches into real life builds, whether brands are building a corrugate temporary display or a permanent acrylic fixture;

- **Installation:** A graphic display team of installers are available across Canada and the U.S.;

- **North American Cross-Border Fulfilment and Distribution:** Whether brands are shipping within Canada or the U.S., Simpson Print has extensive experience and long-term relationships with partners in cross-border deliveries; and

- **Portal Management:** A proprietary online portal allows Simpson Print to manage multi-store print/ fixture roll-out programs, making re-ordering easy as a click of a button.

The Benefits: Simpson Print was tasked to execute a month-long retail pop up activation for Gucci at eight select Sephora flagship locations across Canada. This space was embellished with the stunning signature floral pattern, custom fabricated vanities, gondolas, custom acrylic displays and signage! From 3D renderings to full scale construction, the team successfully brought the brand vision to life.

By decoupling the front-end platform from backend functionality, headless ecommerce helps retailers build and maintain a scalable and adaptable ecommerce strategy and infrastructure. Gain the freedom to create unique and personalized shopping experiences across various channels and devices.

The Overview: Traditional platforms require specific templating, are harder to update and lack fully customizable capabilities. Headless ecommerce on the other hand provides better control and creativity to pivot quickly; this helps a business to outperform competition and respond to changing consumer behaviors and trends.

Retailers can scale horizontally, handle high traffic and deliver consistent omnichannel experiences across multiple touch points. Its modular API-driven architecture enables retailers to innovate or upgrade easily and integrate services and technologies like Shopify or Shopify Plus. It's also cost-effective because a retailer can scale and upgrade its digital commerce experience over time.

The Features & Capabilities: Like Lego blocks, Vincit's headless ecommerce solution enables unparalleled flexibility, helping retailers create superior, innovative, personalized online shopping experiences by providing:

- Innovative user interfaces that are customizable and intuitive for customers and operators to navigate effortlessly.

- Secure payment processing that protects sensitive data from breaches.

- Scalability that handles increasing traffic, product offerings and customer demands without compromising performance.

- Easy integration with third-party services, CRM, CMS, ERP and front-end frameworks for data flow and business processes.

- Content management flexibility that separates content creation and management from the ecommerce platform for dynamic content updates.

- Mobile optimization that provides fast, responsive and app-like experiences.

- A microservices-based approach that supports independent development and deployment of individual components.

- Personalization and targeting capabilities that allow brands to deliver content, recommendations and offers based on user behavior and preferences.

- Multichannel inventory management that allows retailers to synchronize inventory across multiple sales channels, providing accurate stock information to customers.

- Analytics and reporting that allow brands to monitor and optimize performance, including sales, customer behavior and conversion rates.

The Benefits: TMI, a luxury car interior company, employed a headless solution to streamline the navigation and customization experience on its site. Now, TMI can remove or add products quickly while the customer enjoys an inspirational, creative shopping experience.

When looking for products, modern consumers make more stops, at more mediums, for shorter periods of time. Zeropark helps brands meet customers at all stages of their buying journey, from the top of the funnel to the bottom, while creating shoppable moments at each stop, whether it's a BNPL solution, a coupon or a comparison site.
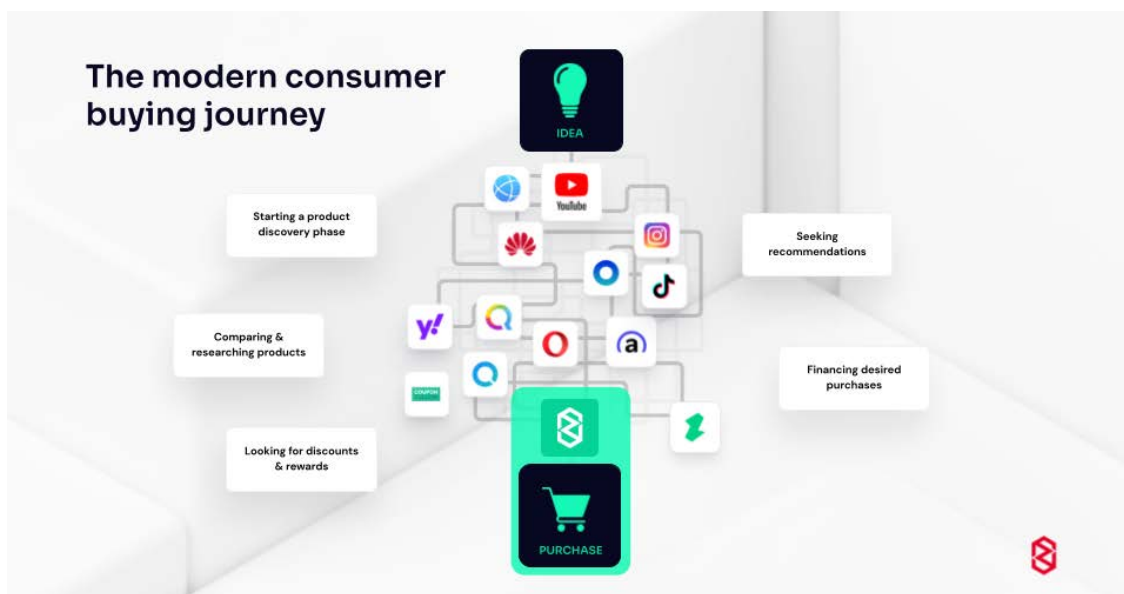
The Overview: With the evolution of consumer behaviors, the modern shopping journey is not linear anymore. We all engage with multiple platforms, on multiple devices, multiple times a day, which leads to disconnected and fragmented brand experiences. Zeropark aims to streamline high-intent consumers toward promoted brands by creating shoppable opportunities during the key moments of their buying journey.

Zeropark commerce media solutions are designed to help retail brands and agencies that want to drive incremental performance and efficient sales with sustainable, cookieless and 100% brand-safe advertising.

The Features & Capabilities: Zeropark helps retailers future-proof advertising efforts and deliver measurable, scalable performance. Offerings include:

- Fully managed media buying and campaign management services provided by an in-house media buying team;
- A self-serve campaign management platform offering an intuitive interface, fast campaign setup, advanced targeting and robust reporting capabilities; and
- Access to global and premium audience supply coming from trusted publishing partners and modern online touch points like BNPL platforms, coupon sites, alternative search engines and mobile apps.

The Benefits: Zeropark aims to ensure that brand offers only appear in a brand-safe context provided by premium publishing partners and assured by its in-house compliance team. The company also provides partners with an experienced campaign management team to help them reach the maximum of their potential.

![Zorang]

BOOTH #1727

The ContentHubGPT solution uses ChatGPT and OpenAI libraries to help marketers and content creators streamline the production of product titles, descriptions, features, product summaries and other product content. The end result is more efficient internal processes and more seamless — and engaging — customer experiences.
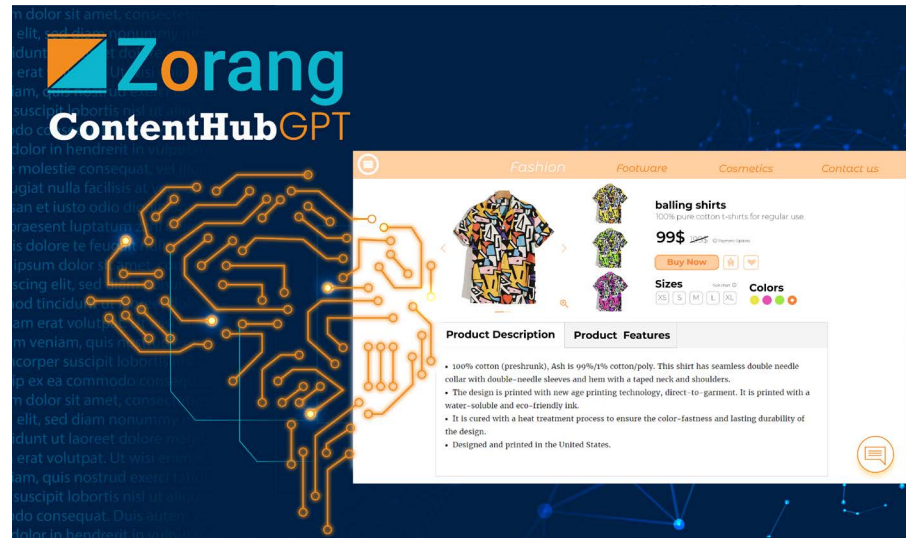
The Overview: ContentHubGPT intelligently enhances products with SEO meta-title, meta-description and keyword integration so that product content contributes to traffic growth. It also generates tags and alt-text for images, with other copywriting features coming soon. Any retailer, manufacturer or distributor struggling with improving customer experience and keeping product content updated on their ecommerce channels will benefit from this solution, as it aims to enhance employee productivity and efficiency.

The Features & Capabilities: With Zorang ContentHubGPT, marketing teams no longer need to waste their time writing repetitive content. Instead, they can focus on ensuring the correct product messaging is created for ecommerce and other channels. The service is designed to reduce the workload associated with creating SEO-specific text for products and digital assets. It integrates seamlessly with multiple aspects of PIM and ecommerce systems to reduce workload while providing structure and increasing content quality. The main features include the ability to:

- Generate product title, description, features and bullets if a SKU is provided and it exists on the public internet;
- Generate descriptions if key selling points are provided, or generate features and summaries if product descriptions are provided;
- Enhance descriptions and features if a company taxonomy and list of targeted keywords is provided;
- Generate summary and SEO meta-title, meta-description and meta-keywords; and
- Generate alt-text and tags for digital assets

The Benefits: The solution is designed to work with a retailer's existing organizational taxonomy and a list of targeted SEO keywords, while leveraging the best of ChatGPT and OpenAI to generate and enhance product content. It integrates seamlessly with leading PIM solutions like Salsify and Pimcore, as well as headless ecommerce solutions like BigCommerce and headless content management systems like Contentstack.

ZURN VISUAL — BOOTH #404

Transform and replace traditional MDF with a more efficient and sustainable option.

The Overview: Big-box retail and flooring display companies typically use MDF as the backer for most all LVT and tile displays and samples. These are not currently recyclable materials. When new designs are created the old samples and displays are discarded in the trash directly to our landfills. Additionally, the weight of MDF contributes to high freight and shipping costs. ZV Solutions replaces this inefficient and unsustainable approach.

The Features & Capabilities: While a typical LVT/MDF sample weighs 26 pounds, the ZV Solutions sample weight is 1.2 pounds using a recyclable material. The tile or LVT can be digitally copied and printed directly to the sustainable material in order to obtain a 100% recyclable solution.

The Benefits: The lead time to create the ZV Solution for this application would eliminate several steps in the current production, which ultimately creates efficiency and lower production costs at the same time. The freight savings alone would be significant and lead times to produce samples and displays would be impacted positively. The application would be able to be recycled up to seven times thereafter.

The trademark for ZV Solutions is pending. These applications are the intellectual property of ZV Solutions.

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retail
TouchPoints ®

Retail TouchPoints and Design:Retail give all members of the retail world access to a vibrant community that combines insights, inspiration and opportunities to interact with their peers. We sit at the intersection of the art and science of retail strategy, providing granular data, high-value commentary, and aspirational success stories to help readers optimize customer experiences across all channels. Touching all facets of the retail ecosystem, including store experience and design, workforce management, digital marketing and engagement, and omnichannel optimization, our editorial content, multi-media resources and events take timely news and trends and transform them into tactical takeaways that meet the unique needs and priorities of our executive readers.

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