



**PUBLICIS
COMMERCE**

2022 Review & 2023 Trends



2022: The Year of Innovating

As we came out of the commerce boom, due to the pandemic, marketers threw everything at the wall to continue our historic growth. In 2022, we saw several innovative experiences beginning to flourish. This led to an incredible amount of new data and knowledge brands gained from their consumers. Now more than ever brands have a deeper understanding of who their shoppers are, why they shop with them, and what they value in their experience with their brand.

\$1.05 trillion

eRetail sales
in 2022

9.4%
YoY growth
in 2022

214.7 million

digital buyers
in 2022

In the following section, we'll take a deeper look at some of the defining trends that led at another incredible year of growth online.



2022: Trending Industry Topics

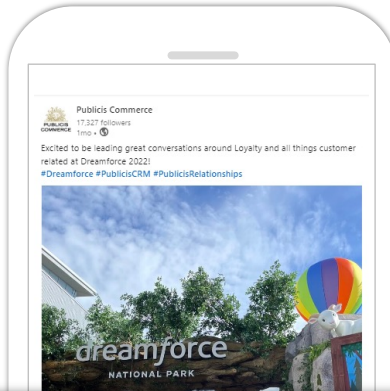


SHOPTALK



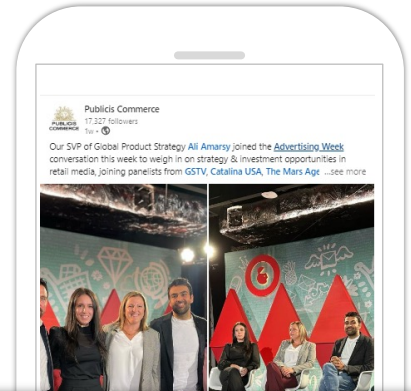
Retail Media Networks

Retail media networks continue to dominate with new networks popping up every week.



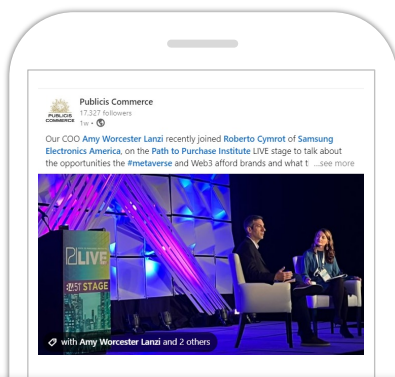
Physical to Digital

Unifying the in-store experience and digital experience. Consumers want the best of both worlds.



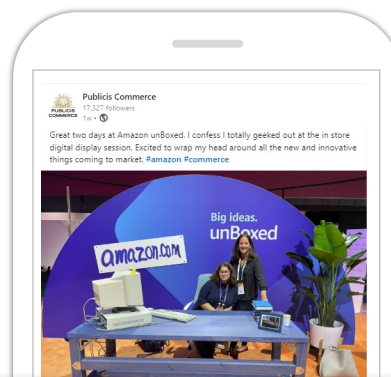
The Domination of Video

From livestreams, short form video, gaming, and social commerce- creative commerce takes life in video.



Combatting Inflation

As prices rise, marketers and brands keep an eye on consumer response.



Rising Customer Expectations

Consumers expect more out of their shopping trips. They want it now, personalized for them, and conveniently accessible.

2022 Trend: Community Commerce Built Through Social



Ali Amarsy
SVP, Global Product Lead
Publicis Commerce

We're working closely with TikTok to mature the Community Commerce proposition. It's about starting with creators – how they want to develop their narrative, acting as enablers to how they curate the world and make that an engaging 'shoppertainment' experience. It's a whole new paradigm and we love experimenting at its forefront.

Yes, it does make brands and buying tertiary to the creator and the content – but that's the most authentic way brands can elevate the TikTok experience, and our partners are keen to see how we can push culture and invent even more fun ways to shop.



2022 Trend: Inventory Data Works Harder



Allysun Lundy
VP Retail Media Strategy
Publicis Commerce

Nothing is more frustrating than getting an ad for something that you fall in love with, only to click on it to learn that the item is out of stock — this is an easy fix in the physical and digital world. Inventory data must be integrated with media buys to ensure that what is advertised is available in the shopper's size or customization. In a physical location, associates can curate a selection of in-stock items based on the customers' size, removing the potential for disappointment.

Data only works when you put it to work, but once you do, it can unlock many opportunities to enhance a shopping experience, whether in-store or online. When shoppers see the positive effects of what sharing more of their personal attributes can do, they're likely to continue to share and be lifetime loyal customers of a brand that caters to them.

SHOP TALK

2022 Trend: Connected, Frictionless Commerce



Amy Lanzi
Chief Operating Officer
Publicis Commerce

Consumers of tomorrow want seamless and predictive experiences that make them feel good, save time and confirm that they have made the right decision. Brands need to focus on the obstacles that exist today to deliver this. That includes preparing for the cookieless world, designing systems for real time engagements and focusing on what is right creatively for long-term brand health. Making every moment matter is dependent on not just having the right content, but also the tools to know where consumers are in their relationship with you.

This means a first party data strategy as well as marketing technology infrastructure that can navigate where consumers are engaging with you – whether on a retail media network, through a social platform or directly. When these two capabilities work together, you can move someone from a transaction to a relationship with the brand over time.



2022 Trend: Mobile First Gets an Upgrade



Emily Staples
Senior Associate, Commerce Strategy
Publicis Commerce

Mobile first has been a topic of conversation since the early 2000's but mobile first is no longer about your website being optimized for smaller screens. Now it's about building an immersive, connected experience to create a 1:1 relationship.

Think of using chat features to build a community around brand moments or integrating AR/VR tech through lenses for gamification and loyalty.



2022 Trend:**Connected Commerce – Creating Consumer Touch-points**

Jason Goldberg
Chief Commerce Strategy Officer
Publicis Groupe

A brand sells directly through its own e-commerce site as well as through retailers like Macy's and Kohls and outside e-commerce sites like Amazon. Being channel-agnostic, the brand reaches far more customers than they did as a pure DTC.

As a result, customer acquisition costs from outside channel customers are favorable, even with wholesale unit economics.

SHOP TALK

2022 Trend: Offline meets Online



Jill Cruz
EVP Media
Publicis Commerce

In years past, brands focused more on retail media networks' online ad products and digital media opportunities, and less on the retailer's in-store experiences and how they work together.

This year, various vendors showcased how to utilize the power of omnichannel retailers retailing and personalization to win with customers - from digital shopping carts and Just Walkout technology to electronic shelf labels and in-store navigation delivered via in app.



2022 Trend: Building Loyalty through Commerce Experiences



Margaux Logan
**SVP, Omnichannel
& Emerging Marketplaces**
Publicis Commerce

Consumers who shop online aren't necessarily expecting anything more than a transactional experience. Owning your audience, understanding their loyalty drivers and, most importantly, taking action on those drivers is key to relationship building.

Creating and investing in technology that assists with this and shows how you understand your shopper is the next expenditure of resources many leaders expect and want to make.



2023: The Year of Refinement

While 2022 was the year for innovating, 2023 will be a year for refining and perfecting from the past year's learnings. Brands and marketers will start honing their channel strategies and creating better experiences to retain consumers attention. The dust has begun to settle on shifting consumer behaviors, but inflation may cause more stirs. Marketers need to lean in on learnings from 2022 and historical learnings from previous times of economic uncertainty for a successful new year.

\$1.163 billion

eRetail sales
forecasted for 2023

10.5% YoY

forecasted growth
in 2023

240.7 billion

digital buyers
forecasted for 2023

In the next section, we'll take a deeper dive on what's ahead for 2023.



Converging Commerce

Many areas of marketing and industries are connecting with commerce in new ways as consumer habits shift.



CRM

Traditionally, CRM is seen as separate from commerce. However, recent Forrester research found this mindset will evolve as brands respond to the high cost of customer acquisition and the need to provide the best customer experience possible. CRM will fuel the customer experience by capturing data and applying insights at every stage of the customer journey. Fusing CRM and commerce will allow companies to create experiences that best support the customer. This will drive engagement, retention, and sales transactions.

Creative

Commerce is nothing without the right creative. Creating more engaging, rich experiences for consumers interacting with your brand online is built through creative. Brands will begin to make the connection between their creative teams and commerce teams for a more seamless experience.

Gaming

With many new advertisers in the gaming space, we'll see incredible innovation in bringing gamers to brands in more efficient ways. G-commerce will be the latest buzz and white space for brands to play in next year.

Channel Strategy

Connecting with consumers at the right touch point in the right way becomes more defined and accurate.



Personalization

Creating 1:1 relationships with consumers and using data to personalize the experience at every touch. This was a big topic in 2022 and will continue being the talk of the town in the new year. Brands need to continue gaining data on their consumers to better tailor online experiences.

Connected Commerce

In 2023 there are few reasons for brands to not be available at every touchpoint of their consumer's journey. This includes social, .com, retail, marketplaces, OTT, and more.

DTC

Many brands have found frustration with their marketing efforts through marketplaces, causing many to refocus on their DTC. A brand's owned site will become the hub of all their online experiences. This will act as an anchor for consumers and a reliable point of purchase.

Digital Experience

As the attention economy becomes more competitive and consumers are surfing multiple channels at once, the online experience brands provide become more important.

Live Commerce

Photos are no longer enough to convince shoppers to convert. While Livestreaming had a rocky start in 2022, we're starting to see consumers in the US adopt this new experience. Brands need to get the right technology and content ready to prepare for this growing trend. Video is key and livestreams add additional layers of transparency and trust with consumers. This might be the major differentiator from your competitors.

Voice-enabled shopping

The next digital experience voyage is within voice capabilities. This includes voice search on websites, voice reviews, and voice devices becoming more adapted in consumers shopping experiences.

User Generated Content

The creator economy continues to play a huge role in influencing consumers purchasing habits. As the area becomes more saturated, it's now not only important to partner with the right influencers but also encourage everyday consumers to produce advocating content on your brands behalf. Use this in your marketing for more authentic messaging.

Consumer Journey

After shifting behaviors become clearer, the consumer journey is redefined with new priorities.



Social Discovery

Gen Z becomes more prominent purchasers in 2023 and they aren't turning to search when it comes to discovering products. Discovery now begins at social. Brands need to start refining their social content to help with the discovery process and build out their social storefronts to collapse the funnel.

Brand Research Increases

As inflation becomes a continuing barrier for sales, consumers are spending more time researching before they buy. This includes wanting more proactive customer service, leaving and reading more extensive online reviews, and interacting with brands through chatbots. Brands need to be prepared to monitor more channels for consumer feedback and requests.

Data & Tech

New technology and data access allow for more efficient ways to manage commerce and reach consumers.

Headless Commerce

Many developers will opt to go "headless" in 2023. This means your frontend and backend are decoupled. This comes along with a plethora of benefits including more flexibility, channel connectivity and deeper personalization.

Zero Party Data

With the loss of cookies, more brands have turned online touchpoints into battle grounds for consumer data. This includes using quizzes, polls and surveys to collect information. Brands also need to consider heightened consumer desires around data protection. So, collect that data and hold it tight.

Artificial Intelligence

The sophistication of AI has reached a point where it can help brands in several ways next year. This mostly will come in the form of inventory management but can also play a role in customer service with chatbots and personalization of product recommendations.



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