



10 June, 2020

# Digital commerce leadership virtual event

COVID-19 has accelerated the changing retail landscape. This Virtual Event will help inform, educate, and inspire you to reach greater digital heights during a time of immense uncertainty. You will learn innovative ways to deliver better customer experiences, launch new products, and drive consumer and shopper engagement in the face of digital upheavals and private label acceleration.



## Conference attendees will walk away with:

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### **New Digital Shopper Research**

New routines COVID-19 has accelerated and how they impact the shopper journey

### **The state of ecommerce 2021**

Key ecommerce trends in the retail, manufacturer, and digital commerce ecosystem from our landmark annual study

### **Managing your ecommerce organization through COVID-19**

The marketplace changes in omnichannel accelerated by COVID-19

### **Cross-channel assortment, pricing, and promotion strategies**

New strategies to create channel/retailer differentiation and redefine product value

### **The 3P seller opportunity**

How to effectively assess and develop an action plan to remove bad actors, ensure product quality, and improve sales

### **Direct-to-consumer**

Rethinking the opportunity and creating the business case

### **Walmart competitive advantage through the COVID-19 recovery**

Learn how Walmart's ecommerce investment strategy and ecosystem have paid off during COVID-19

## Kantar Presenters

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### **Todd Szahun**

Senior Vice President

### **Jonathan Young**

Executive Vice President

### **Prem Shunmugavelu**

Senior Vice President

### **Christina Anderson**

Senior Director

### **Reid Greenberg**

EVP

### **Rachel Dalton**

Director

### **Lei Duran**

Senior Vice President

### **Rohan Mazumdar**

Consultant

### **Caroline Dumas**

Analyst

### **Timothy Campbell**

Director

## Guest Presenters

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### **Kerry Curran**

Executive Director, Catalyst

### **Michael Greenberg**

Chief Executive Officer, Retina.ai

### **Aisha Khan**

Chief Strategy Officer,  
Pharmapacks

## Registration

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Register today by emailing

**[events@kantarconsulting.com](mailto:events@kantarconsulting.com)**

or visiting **[our event page](#)**

Visit **<https://retailiq.kantar.com/events>** for more information on events.

Agenda  
11:00 AM -  
3:30 PM

11:00 AM - 11:30 AM

**Welcome and overview**

Todd Szahun, SVP, Kantar

Rachel Dalton, Director, Kantar

- Evaluate ecommerce channel trends and projections considering the impact of COVID-19.
- Discuss how to optimize planning in a post-COVID world.
- Outline the top priorities for winning omnichannel.

11:30 AM - Noon

**New digital shopper research: Motivations, drivers, and routines**

Caroline Dumas, Analyst, Kantar

- Define and leverage the new motivation hierarchy for online shopping.
- Analyze emerging drivers of ecommerce growth.
- Identify the new routines COVID-19 has accelerated and learn how they impact the shopper journey.
- Learn how subscription services and direct-to-consumer are disrupting traditional retail.

Noon - 12:30 PM

**The state of ecommerce 2021**

Todd Szahun, SVP, Kantar

Kerry Curran, Executive Director, Catalyst

- Identify key ecommerce trends in the retail, manufacturer, and digital commerce ecosystem from our landmark annual study.
- Reflect on the top actions and influences in the shopper's path to purchase, including the impact of digital advertising and retailer media.
- Highlight viewpoints from our peer brand manufacturer and agency communities with considerations for 2021 planning.

12:30 PM - 1:00 PM

**Cross-channel assortment, pricing, and promotion strategies**

Jonathan Young, EVP, Kantar

Rohan Mazumdar, Consultant, Kantar

- Explore how new digital capabilities have increased product pricing and promotion transparency and limited differentiation across channels.
- Review why traditional channel segmentation and price-pack models must evolve to combat the "race to the bottom."
- Learn new strategies to create channel/retailer differentiation and redefine product value.

1:00 PM - 1:10 PM - **BREAK**

1:10 PM - 1:40 PM

**The 3P seller opportunity**

Reid Greenberg, EVP, Kantar

- Learn how to effectively assess and develop a marketplace strategy.
- Develop a road map to identify and remove bad actors.
- Build quality product detail pages, capture traffic, and accelerate sales.

Agenda  
11:00 AM -  
3:30 PM

1:40 PM - 2:15 PM

**Panel: Unlocking the potential of a direct customer relationship**

Aisha Khan, Chief Strategy Officer, Pharmapacks

Michael Greenberg, Chief Executive Officer, Retina.ai

- Explore the importance of building customer relationship skills for the future of marketing.
- Evaluate how deeper levels of investment unlock deeper levels of value.
- Gain actionable insights with best-in-class brand examples.

2:15 PM - 2:45 PM

**The Walmart competitive advantage through the COVID-19 recovery**

Lei Duran, SVP, Kantar

Timothy Campbell, Director, Kantar

- Learn how Walmart's ecommerce investment strategy and ecosystem have paid off during COVID-19.
- Discover how brands can find new growth with Walmart during this time of accelerated Online Grocery growth.
- Look into the future of Online Grocery as Walmart eyes new fulfillment methods to extend access and its competitive advantage.

2:45 PM - 3:15 PM

**Managing your ecommerce organization through COVID-19**

Prem Shunmugavelu, VP, Kantar

Christina Anderson, Senior Director, Kantar

- Evaluate organizational digital maturity today and discuss the marketplace changes in omnichannel accelerated by COVID-19.
- Look at how companies need to evaluate and align resources moving forward.
- Map out the near-term actions and commercial investment choices organizations should consider.

3:15 PM - 3:30 PM

**Wrap-up and final thoughts**

Todd Szahun, SVP, Kantar

Rachel Dalton, Director, Kantar