

# SHOP TALK EUROPE

A Hyve Event

## SHOPTALK EUROPE 2024 | debrief

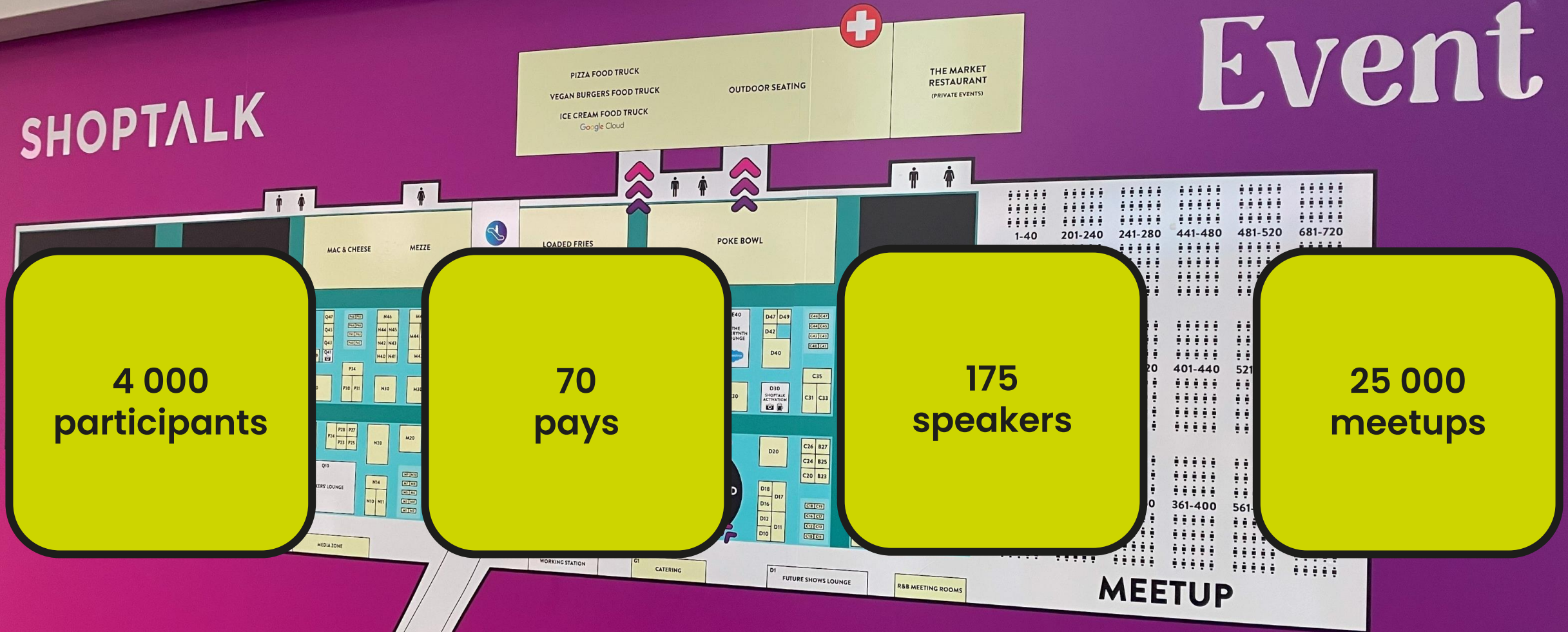


Seenapse



# SHOPTALK

# Event



## EXHIBITING SPONSORS LIST

- C33 1WorldSync
- P30 3D Cloud by Marxent
- H20 Adroll
- C19 Advento
- J11 & NK4 AIOPSGROUP, a valantic company
- J16 Airship
- M42 Akinon
- J30 Algolia
- E30 Amplitude
- H14 Contents.com
- J46 Creative Force
- P34 Criteo
- J17 Crownpeak
- N11 CTT Express
- J45 Dataids
- P50 DCC
- Q20 Klaviyo
- C24 Lily AI
- Q42 Lobyco
- B20 Lokalise
- P48 Lokalise
- C44 Rapid Delivery Ana
- N43 Recharge
- C10





# SHOPTALK

# Event



1-40	201-240	241-280	441-480	481-520	681-720
41-80	161-200	281-320	401-440	521-560	641-680
81-120	121-160	321-360	361-400	561-600	601-640

## MEETUP

## EXHIBITING SPONSORS LIST

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- H20 Adroll
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- J17 Crownpeak
- N11 CTT Express
- J45 Dataids
- P50 Databricks
- Q20 Klaviyo
- C24 Lily AI
- Q42 Lobbyco
- B20 Lokalise
- P48 Lokalise
- C44 Rapid Delivery Analytics
- N43 Recharge
- C10









**Employing AI to transform your business**

**Harnessing brand power and building brand trust**

**Creating unified retail experiences**

**Unlocking next-generation demand creation**

**Navigating changing industry relationships**





**En Europe, l'économie circulaire reste une piste de croissance.**







**Joe Laszlo**  
Head of Content - USA  
**SHOPTALK**



**Alex Baldock**  
Group CEO



Seenapse





Sales de...  
Boris Oliveira

Produits finis > Pizza dolce jambon cru 380g

Carbone

Eau

Partager

Synthèse

Agriculture & transformation amont

Emballage

Transformation

Distribution & Consommation

Tableau de bord

Explorer

Produits

Ingrédients

Fournisseurs

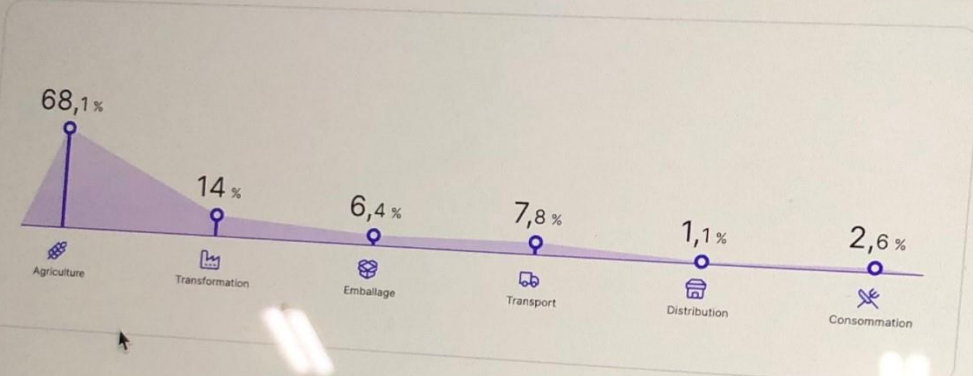
Analyse

Simuler bientôt

Auditer

Se former

Aide



### Données de calcul

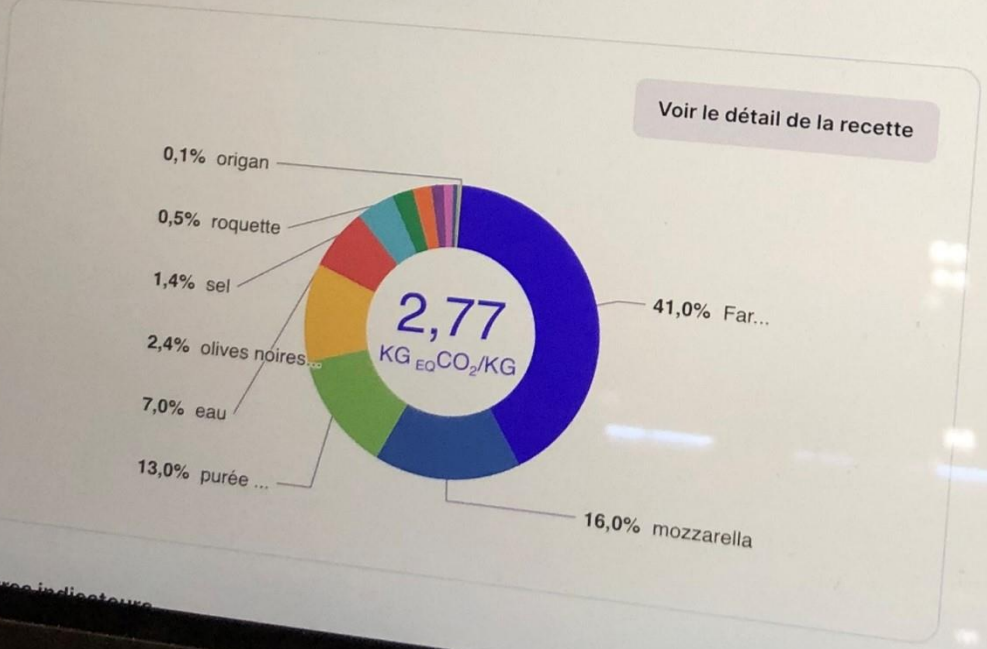
#### Méthode de calcul:

- Données on-pack
- Packaging réel

#### Gamme de comparaison

pizzas, tartes et crêpes salées (AGB 3.1.0)

### Répartition par ingrédient



### Fournisseurs

Délices Gourmands

### Quantités

Quantité vendue:	183 575 unités
Tonnage:	69,8 Tonnes
Poids brut unitaire:	468,0 g
Poids net unitaire:	380,0 g

Dernière modification le 20 octobre 2023  
 Importé le 8 septembre 2023

carbonmaps

À propos • Blog • LinkedIn



Seenapse

carbonmaps









XOXO



XOXO





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**emmillyy**  
emmillyy · 2023-12-15

I literally love Elf #elfcosmetics #elfreview #elfhaloglowliquidfilter #elfhalowands #elf

original sound - emmillyy

501.4K 781 66K

<https://www.tiktok.com/@emmillyy/video/73129...>

Comments (781)

Allison 🍉🍉🍉  
so agree about the putty bronzer and  
2023-12... Reply  
View 20 replies

Elizabeth Hart  
The woah glow always peels on me :  
so many ways and it never works  
2023-12... Reply  
View 30 replies

nataleenoble  
your eye lashes are INSANE  
2023-12... Reply

emmillyy · Creator  
lol thank you! I use grande lash s  
2023-12... Reply  
View 1 more

🌟Mari🌟  
I don't think you understand how muc  
when it comes to makeup  
2023-12... Reply

emmillyy · Creator  
Omg that means so much to me  
2023-12... Reply

Add comment...



**On remet une pièce dans le Retail Media.  
Objectif ? Jackpot !**

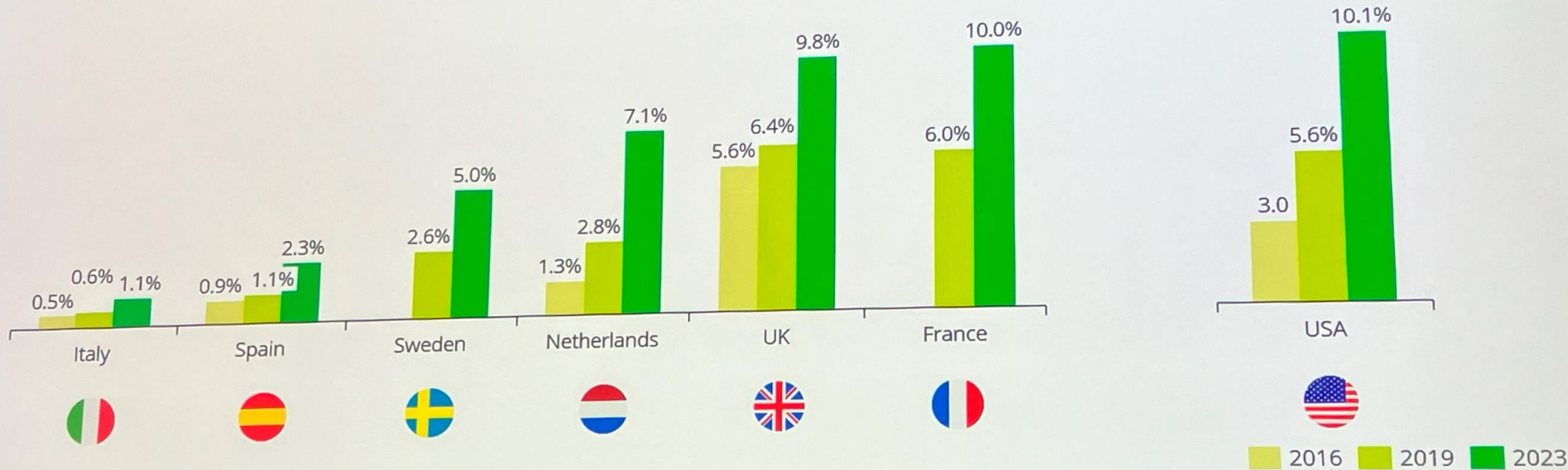


The logo for Retailmediatools, featuring a stylized icon of three horizontal bars in blue and orange, followed by the text "retailmediatools" in a lowercase, sans-serif font.The logo for CRITEO, consisting of the word "CRITEO" in a bold, uppercase, orange sans-serif font.The logo for zitcha, featuring the word "zitcha" in a lowercase, white, sans-serif font on a solid purple rounded square background.

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# Online brings with it unbearable operational costs...



3% to 7%  
In-Store Margin

0% to -5%  
Online Margin

Source: Deloitte Analysis, IBIS, CBRE

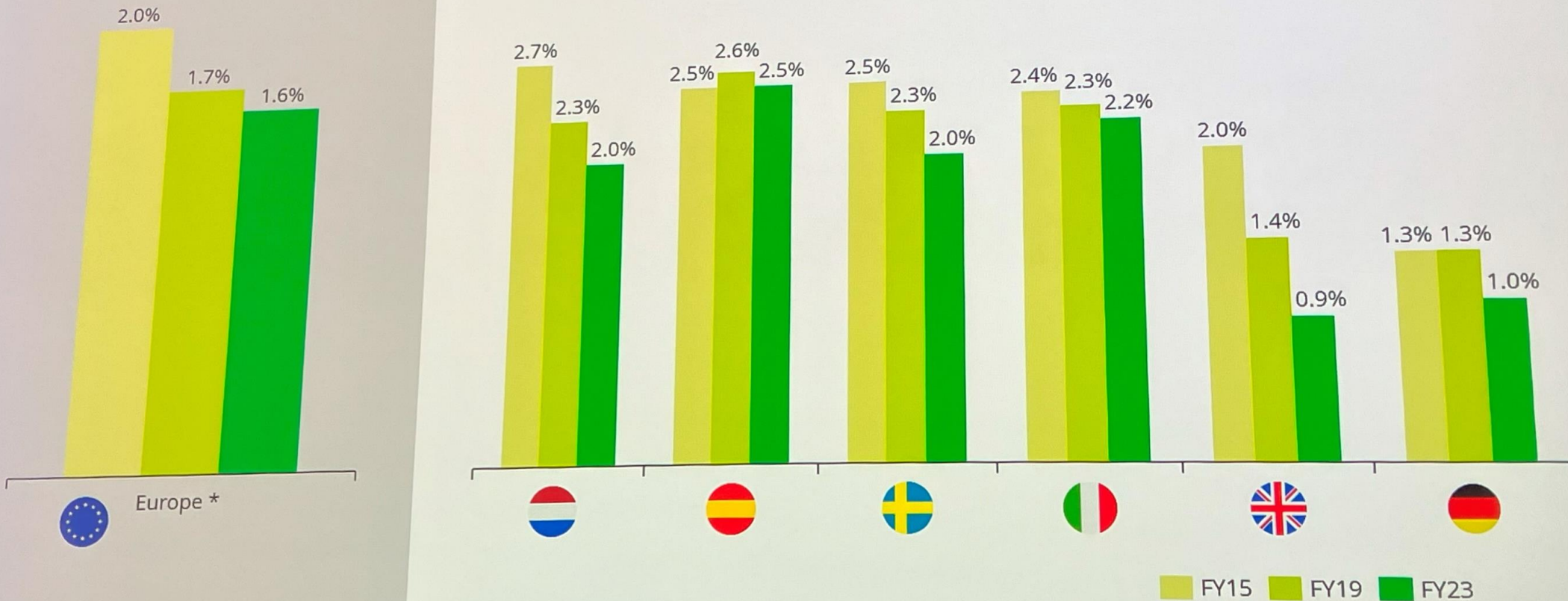


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As a result, grocery net income has been steadily declining



Source: Company Annual Reports

\* Calculated based on annual accounts from 26 grocers across Germany, UK, Italy, Sweden, Spain, the Netherlands, and France

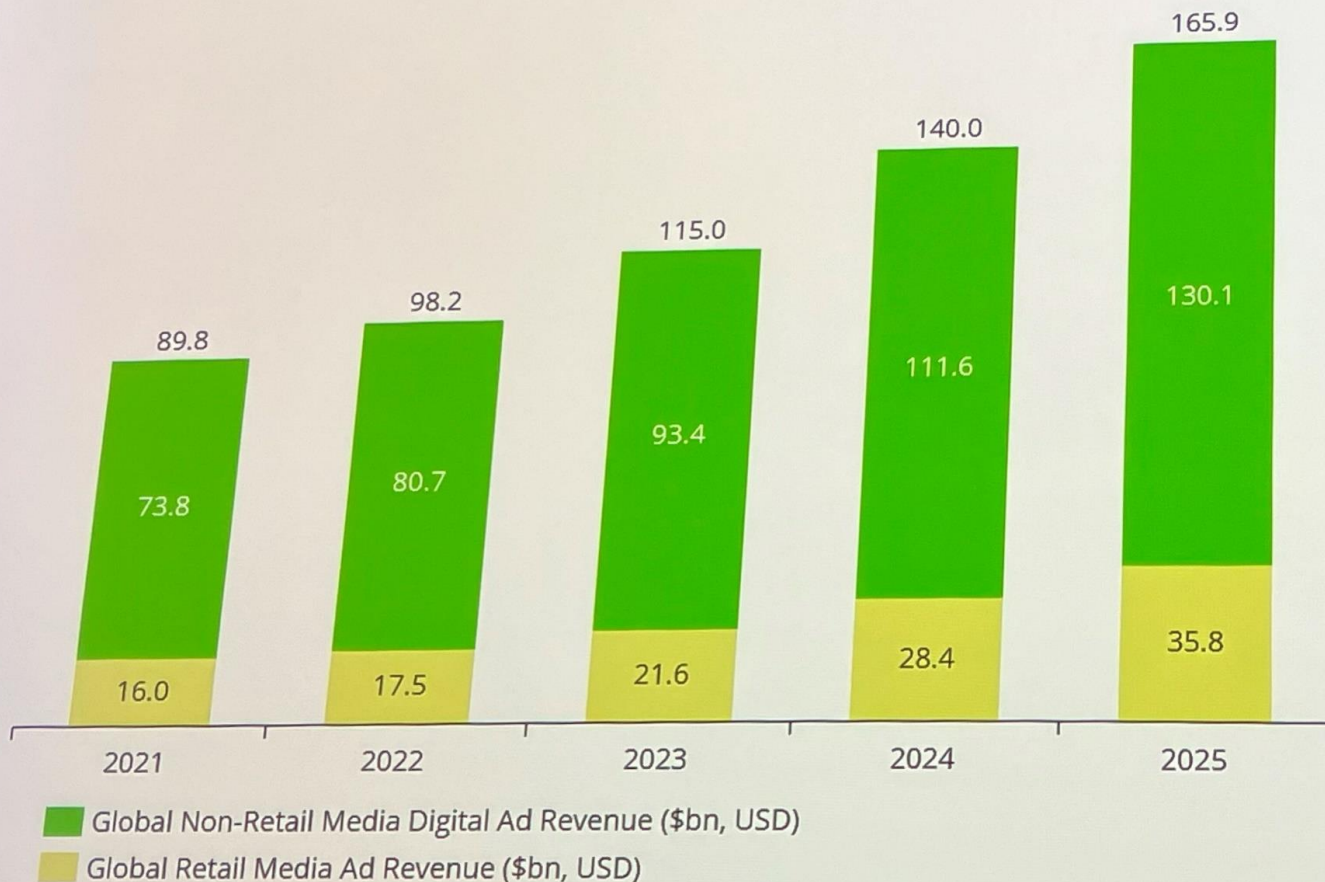


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## Retail Media revenue potential is big



the margin is bigger

**75% - 85%**  
NET PROFIT

Sources: Insider Intelligence / eMarketer / Deloitte Analysis



Seenapse



# Will you be a low margin grocer with no or some media income...

	<b>A</b> GROCER A	<b>B</b> GROCER B		<b>C</b> GROCER C
Revenue from grocery operations	€10,000m	€10,000m		€10,000m
Margin (%)	1.7%	1.7%		1.7%
Margin (€)	€170m	€170m	+1%	€170m
Retail Media Revenue	-	€100m		€500m
Margin (%)	-	80%		80%
Margin (€)	-	€80m		€400m
<b>Total Revenue</b>	€10,000m	€10,100m	<b>+€100m</b>	€10,500m
<b>Margin (%)</b>	1.7%	2.5%	<b>+0.8%</b>	5.4%
<b>Margin (€)</b>	€170m	€250m	<b>+€80m</b>	€570m
				<b>+€400m</b>

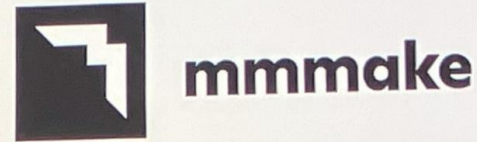
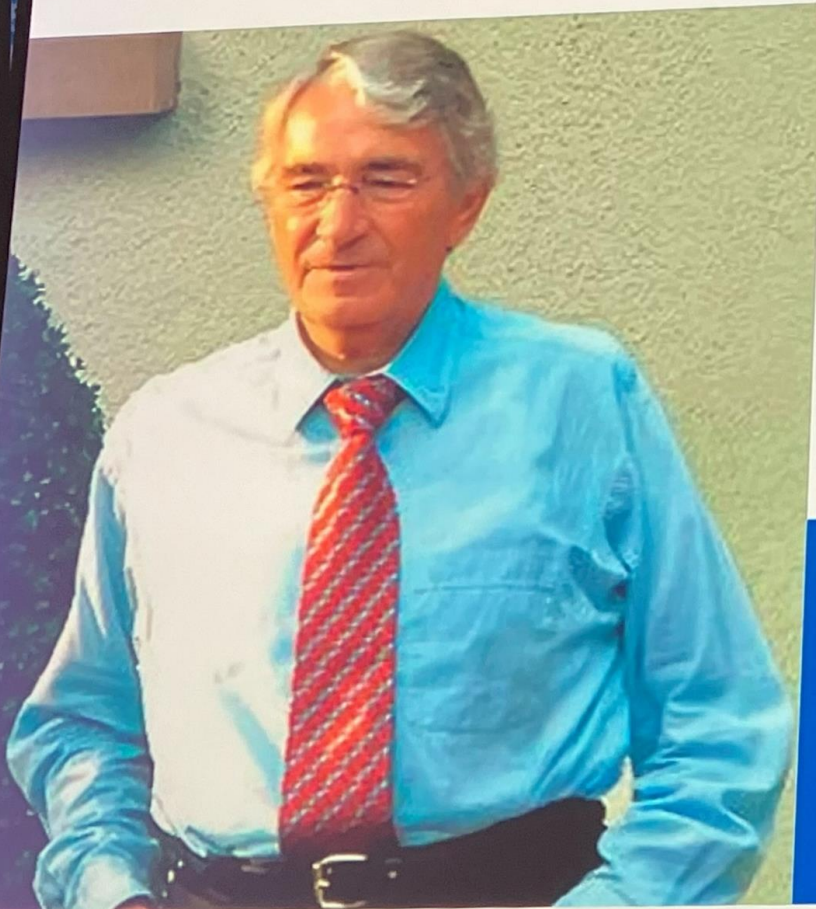
Or will you be a high-margin media business that's enabled by a grocery?

**D.**





What if your digital investments are a business on their own?

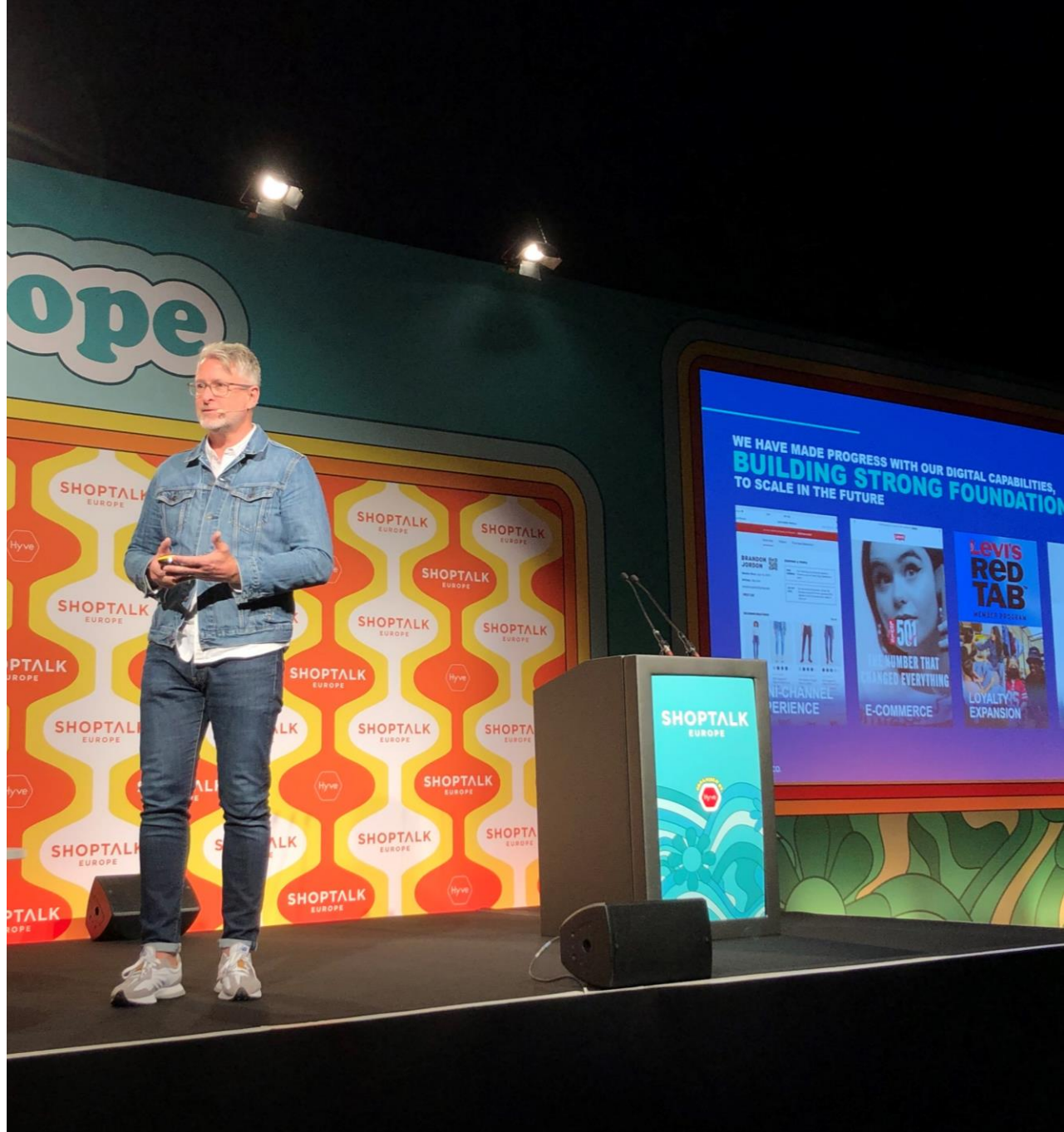




**En 2 ans, le point de vente a disparu des débats !**

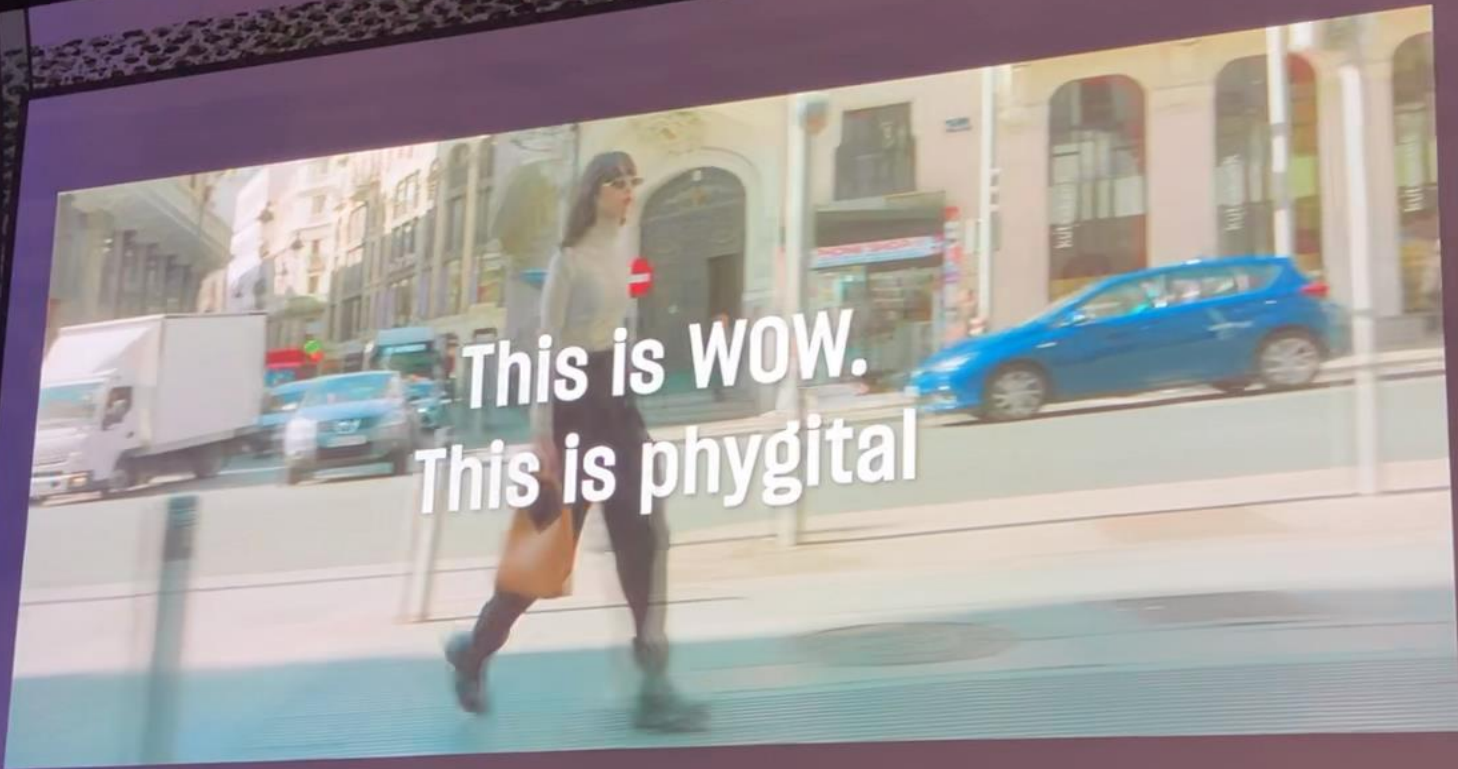






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This is WOW.  
This is phygital



PTALK  
TALK





RETAIL RESET

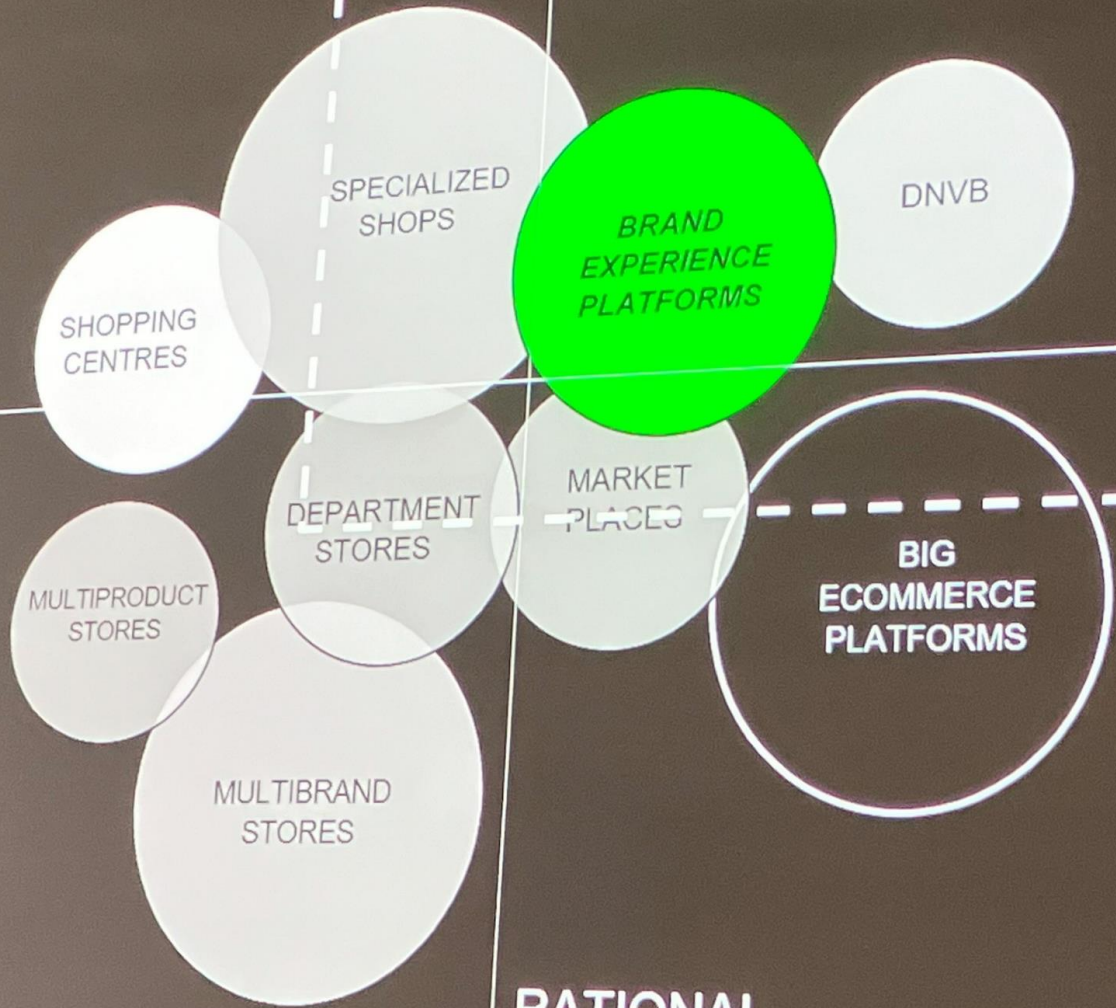
WHY WOW.

EMOTIONAL CONNECTIONS.

DIGITAL CONNECTIONS.

PHYSICAL CONNECTIONS.

RATIONAL CONNECTIONS







What are you looking for?



Enter postcode

Select store

Hej! Log in



- Shop Products
- Shop by Room
- Offers
- Tips, Ideas & Trends
- Design & Planning
- Our Services
- Help & Support
- IKEA for Business



New



Storage & organisation



Furniture



Outdoor living



Decoration



Lighting



Textiles



Kitchenware & tableware



Kitchens



Beds & mattresses



Laundry & cleaning

Bathr

Say goodbye to checkout lines and pay at the marked self-scan tills in store. Our store is also cashless, so payments are quicker, easier and safer.

# IKEA Hammersmith

A new smaller IKEA, where you can still get all your favourites, from marvellous meatballs to home accessories and inspiration. Only now you don't have to set aside a day to visit IKEA, you can pop in as often as you like. Plan your journey to IKEA Hammersmith.

### Address

IKEA Hammersmith  
King Street Hammersmith  
London  
W6 9HW



### Store

Monday - Saturday  
10:00 - 20:00

### Click and Collect

Monday - Saturday  
08:00 - 20:00



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# The most seamless NFC e-receipt.

Just Tap. No App.



TAP-ON-MOBILE  
COMPATIBLE



La solution  
la plus facile à  
la loi AGEC



# due

THE BRAND ADVOCACY

Transform your customer  
your biggest acquisition

Abercrombie & Fitch MONICA VINADER

ELEMIS MORPHÉ

Tropicfeel loop earplugs

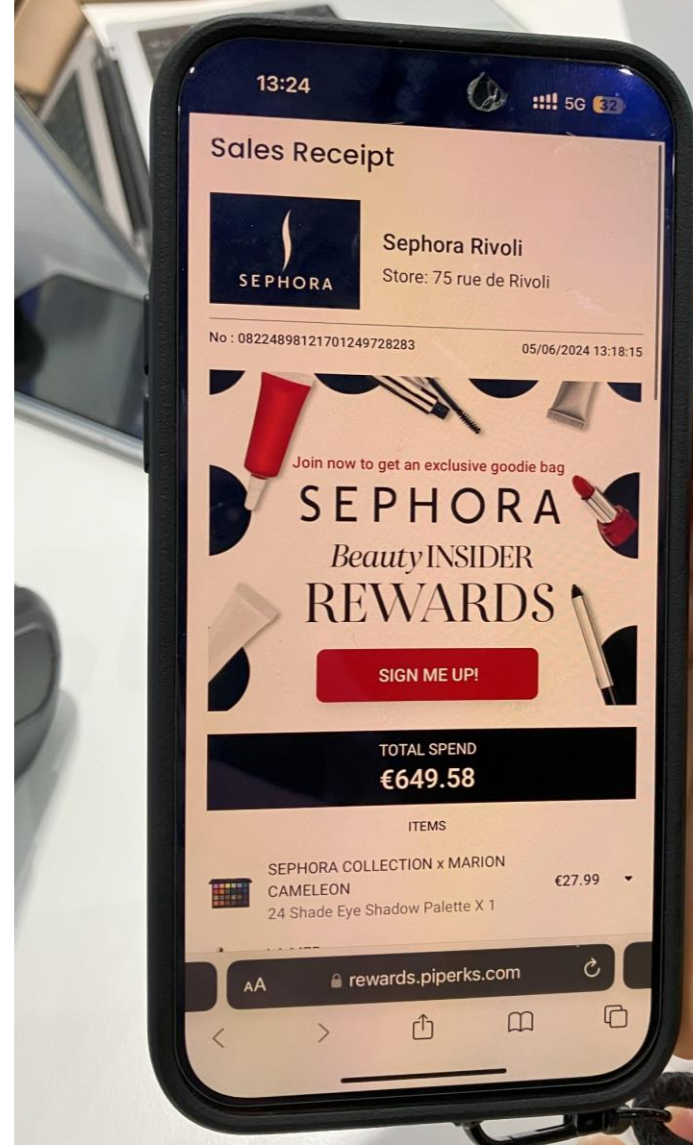
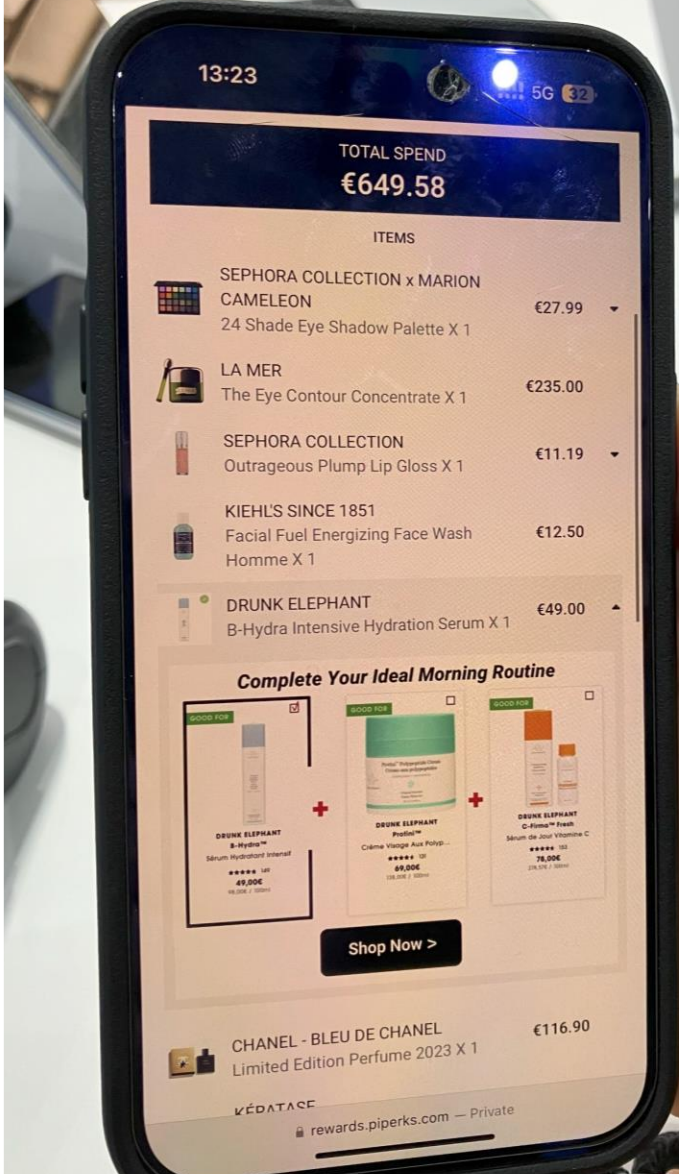
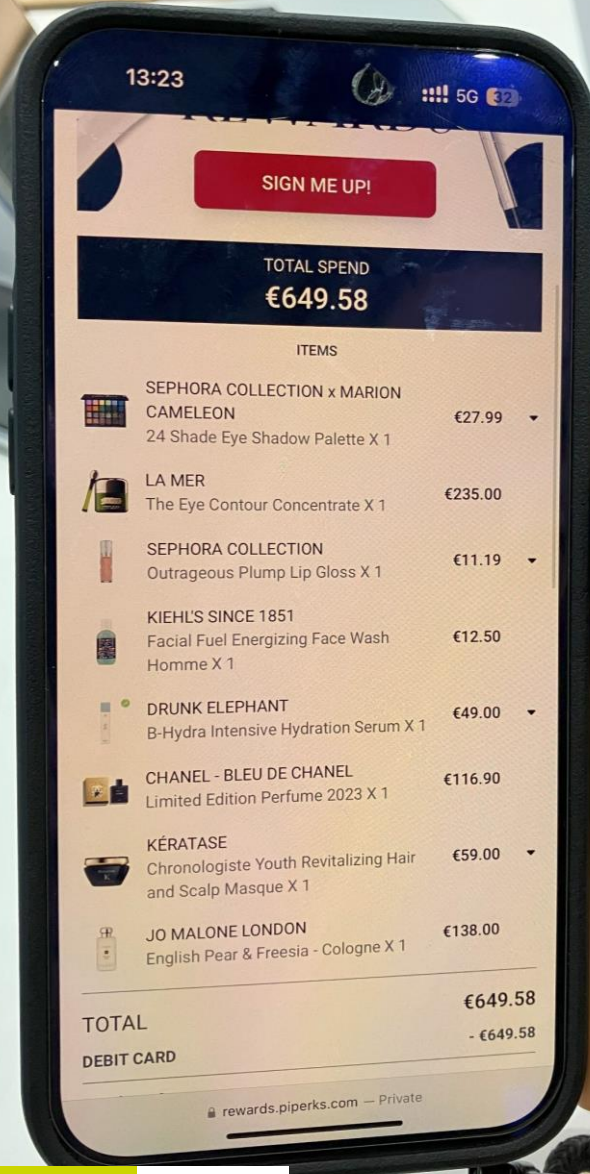


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PI-XCELS









Suggestion de présentation

**5€**<sup>[1]</sup>

**l'article**  
en collectionnant  
les vignettes en magasin  
et sur le Drive

**DU 20 SEPTEMBRE AU 24 DÉCEMBRE 2022**

10€ d'achat = 1 vignette



**OFFRE RÉSERVÉE  
AUX PORTEURS DE  
LA CARTE DE FIDÉLITÉ**



CASSEROLE 16CM  
-25€ 5€



CASSEROLE 20CM  
-35€ 5€



FAITOUT 24CM  
-57€ 5€



POËLE 24CM  
-38€ 5€



POËLE 28CM  
-43€ 5€

re:fresh

Intermarché

**À CE PRIX-LÀ,  
ON PEUT EN OUBLIER CHEZ  
LES GRANDS-PARENTS.**

**QUANTITÉS LIMITÉES**

PAS DE SITE DE RÉSERVATION



**DU 18 JUILLET AU 24 SEPTEMBRE 2023**

JUSQU'À  
**-50%**  
DE REMISE IMMÉDIATE

SUR UNE SÉLECTION  
DE JOUETS  
**playmobil**  
EN COLLECTIONNANT  
LES VIGNETTES<sup>[1]</sup>

**NOUVEAU :** OFFRE AVEC  
OU SANS CARTE DE FIDÉLITÉ

**10€ D'ACHAT EN MAGASIN  
OU SUR LE DRIVE = 1 VIGNETTE**



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# Loyalty GAMES

## UNIQUE APPROACH

LOYALTY GAMES CONNECTS GAMING AND ESPORTS MARKETS WITH FMCG/GROCERY RETAIL



SHOPTALK

Poke  
Bowls



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Loyalty  
GAMES







**HEMING**  
♥ 1428/2250 ⚡ 130-215



LEVEL 1

**ZERAN**  
⚡ 90-260 ♥ 1183/1900



1,00





# La crise du pouvoir d'achat, de l'histoire ancienne !?!









**Taux inflation**  
annuelle, mars 24

**+2,4 %**

**Evolution**  
**salaires**

**+4,5 %**

**Taux**  
**chômage**

**6.0 %**

Business have faced headwinds and tailwinds in the last few years, many of which are owed to an unusual economic cycle. In 2024, the global economy will likely continue to rebalance.

**In Europe:**

- ✓ Europeans have higher purchasing power, driven by wage growth outpacing inflation
- ✓ In many countries, consumption is likely to further benefit from normalization of savings rates
- ✓ While demand for experiences appears insatiable, greater distribution in goods may narrow the gap in spending on "experiences" vs. "things"

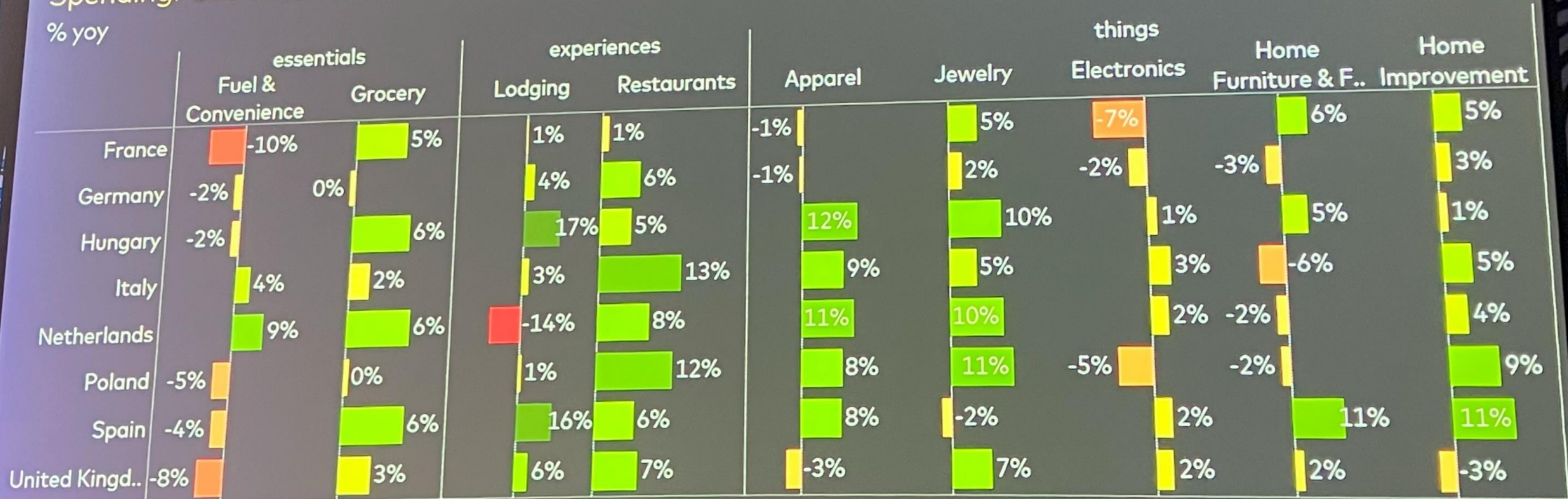


WHAT ARE WE SPENDING ON?

While spending on "experiences" remains resilient, there are green shoots of recovery in spending on "things"

SpendingPulse retail sales | In Person & Online | 2024 year to date

% yoy



SOURCES: MASTERCARD SPENDINGPULSE, MASTERCARD ECONOMICS INSTITUTE. SPENDINGPULSE™ REPORTS AND CONTENT, INCLUDING ESTIMATED FORECASTS OF SPENDING TRENDS, DO NOT IN ANY WAY CONTAIN, REFLECT OR RELATE TO ACTUAL MASTERCARD OPERATIONAL OR FINANCIAL PERFORMANCE, OR SPECIFIC PAYMENT-CARD-ISSUER DATA.





Interviewed by



**Sarah Engel**  
President

 **JANUARYDIGITAL**  
The Digital Leadership Company



**Lars-Johan Jarnheimer**  
Chairman  
**INGKA™**



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# Nibble

## AI NEGOTIATION

- chubbies
- ICONIC LONDON
- eve
- INDUSTRY
- corbeil
- RESIDENT
- Value Lights
- MARKETPLACES

# VERBOL

## MAXIMIZE CONVERSION RATES ON GOOGLE SHOPPING

TRUSTED BY GLOBAL ECOMMERCE LEADERS

- boohoo
- Walmart
- SEPHORA
- Sams@rite
- gocartoon







- Featured
- Shorts
- Swim
- Pants
- Tops
- Kids
- Extras
- Clearance



Clearance Originals Stretch Short

# The 508's

Our best-selling Originals short with an elastic waistband

~~\$59.50~~ **\$35.00**  
★★★★★ 274

Color: Red/White/Blue

- ALL
- SEERSUCKER
- TWILL



Inseam:

5.5"

Size: [Size Guide](#)

- XS
- S
- M
- L
- XL
- XXL
- 3XL

**ADD TO CART** ~~\$59.50~~ **\$35.00**

**NEGOTIATE YOUR PRICE**

**Not Eligible for Discount or Promotion**

Delivery by **Fri 14th June** if you order within **51 mins 30 secs**

Free returns & exchanges within 90 days [Learn More](#)





**IA, individualisation activée pour le Online.**





# masturbation as healthy practice.

by ruby anderson  
sex education



3  
v  
al vibrator  
  
Seenapse



shine organic  
aloe- and water-based personal lubricant

do  
mu

## debunking myths and embracing pleasure for health and well-being.

Critiques of masturbation are masturbatory--they're either tired moral doctrine, founded on subjective interpretations of religious texts, or they center on "optimizing" sex drive, encouraged by a culture that treats productivity as a form of religion.

Let's first get this out of the way: Masturbation is natural. Horses, whales, donkeys, and lizards are just a few examples of animals that prove, through their creative forms of self pleasure, that masturbation is not a behavior reserved for highly complex, "self ruinous" life forms such as ourselves.

Now, with moral scrutiny out of the way, we can focus on the question pervading more modern conversations about masturbation: does self pleasure make us less productive? Does it diminish our libido, influence our quality of sex, make us less attracted to our partners?

Today, one common belief about masturbation is that we might feel happier and hornier if we do not do it. In a 2020 paper titled Abstinence from Masturbation and Hypersexuality, researchers introduce their study by discussing how, despite lack of evidence for negative health effects of masturbation, abstinence is frequently recommended as a means of improving self-regulation.

Of course, engaging in any behavior compulsively, to the extent that it negatively impacts quality of life, is not the doctor's orders. Human beings are pleasure seekers, like many other species, with the added bonus of having the free time of an apex predator. This means we can sometimes get a bit carried away.

But recent research suggests a healthy amount of masturbation has beneficial effects.

A 2024 study on women found that masturbation was a reliable coping strategy for stress, which induced feelings of happiness and relaxation. To address the argument that masturbation itself is a culprit for the stress, further analysis showed that women who masturbate more frequently to cope do not differ in their levels of psychological stress from women who do not use it. Masturbation has also been shown to improve sleep, reduce depression, and relieve menstrual cramps.

Self-pleasure can also be a useful tool for getting acquainted with your body and more comfortable with your sexuality. This in turn can have a positive impact on partnered sex, whether through verbalization of the knowledge you've gained in self-exploration, or through the attunement

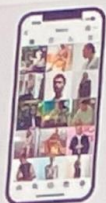


HUGO BOSS | PRODUCT DISCOVERY

# 2 BRANDS – 2 DIFFERENT PRODUCT DISCOVERIES

HUGO BOSS

## BOSS



INSTAGRAM



(POP-UP) STORES



FASHION SHOW WINDOWS



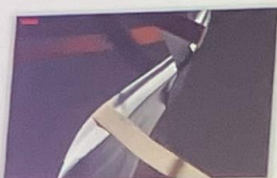
(DIGITAL) FIT-GUIDE



LIVE SHOPPING



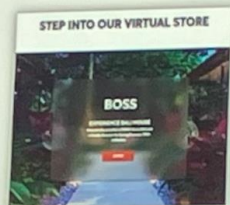
360° PRODUCT VIDEOS



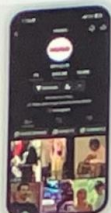
3D-CONTENT & STORYTELLING



VIRTUAL STYLING



VIRTUAL STORE EXPERIENCE



TIK TOK



SHOP-IN-SHOPS



HUGO BLUE LAUNCH EVENT



HUGO BLUE X ROBLOX



ABOUT YOU PANGEA FESTIVAL



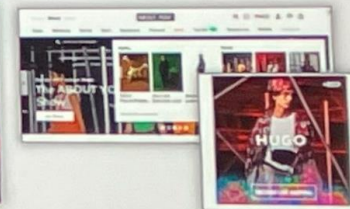
HUGO RACING BULLS REVEAL



IMAGINARY ONES DENIM JACKET



HUGO GARAGE MIAMI



ABOUT YOU FASHION SHOW



FATHER'S DAY FAVORITES

# FREE 5-APP PEEL

ON \$100+

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[Terms & Conditions](#)



Hey, Dr. Dennis Gross here.

## OUR PROMISE

Whoever you are, wherever you are on your journey, Dr Dennis Gross has the skincare expertise to deliver proven products and treatment success with the education and support you expect. You can learn more through [our story](#) or [book a complimentary consultation](#).

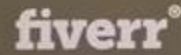
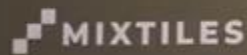




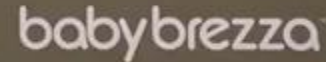


# The Platform for Video Ads Starring Your Customers

Uplifted is the leading platform for creating high-performing, on-brand UGC video ads starring your customers, offering a hands-off, end-to-end solution at scale.



the perfect jean  
nyc



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# Shopbox AI

Hyperpersonalisation at Scale

THRUDARK  
McSPORT

Shopbox AI



Go live in weeks with commercetools Foundry.



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getitAI

YOUR SUPERHUMAN  
SALES AGENT



Secret View

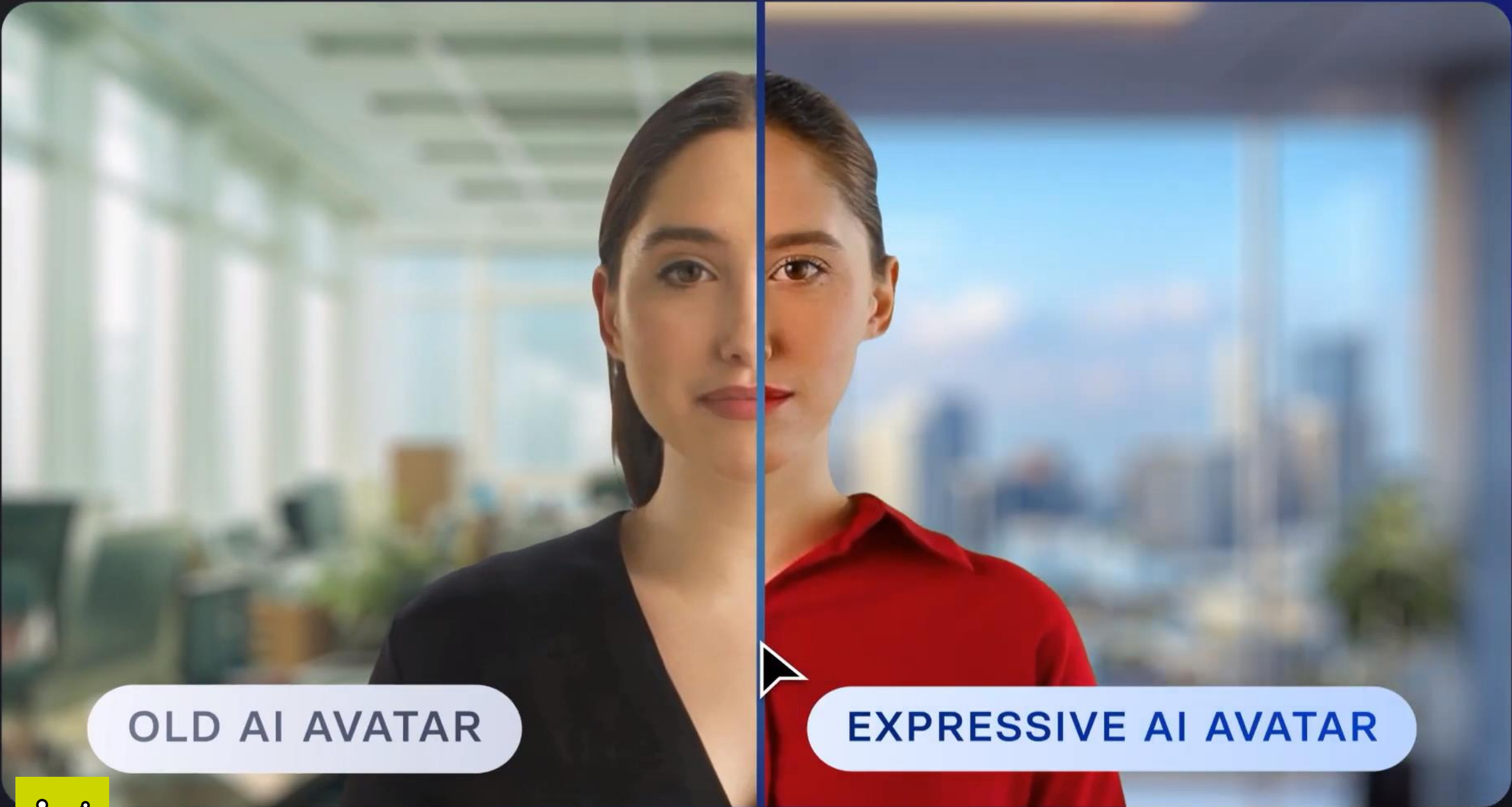


Seenapse



getitAI



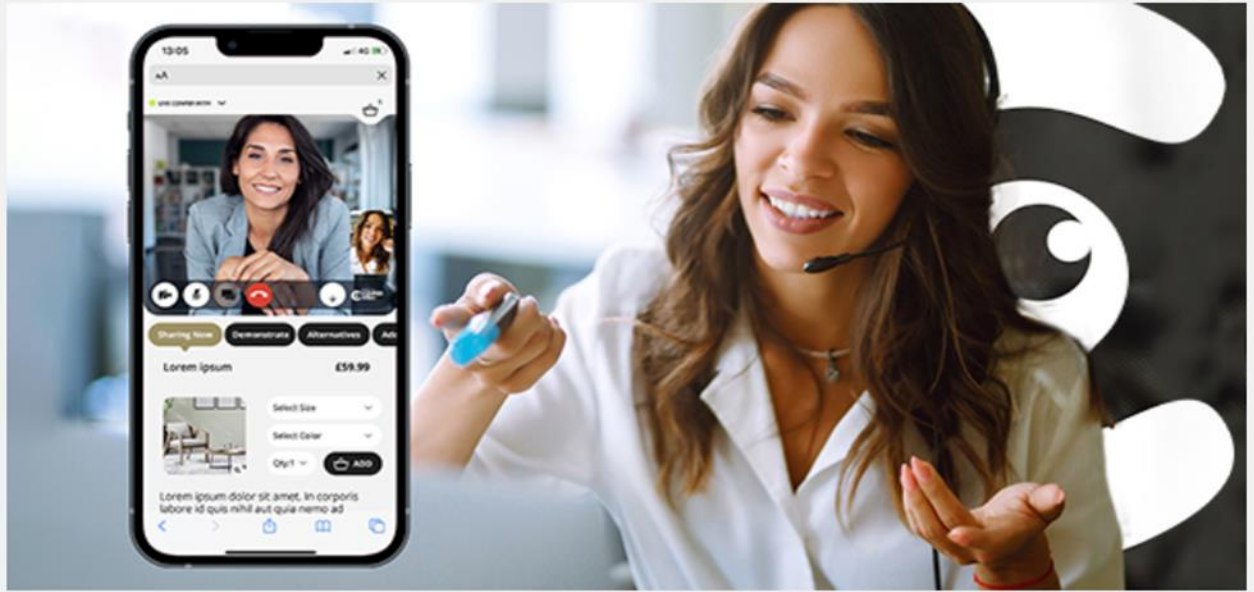
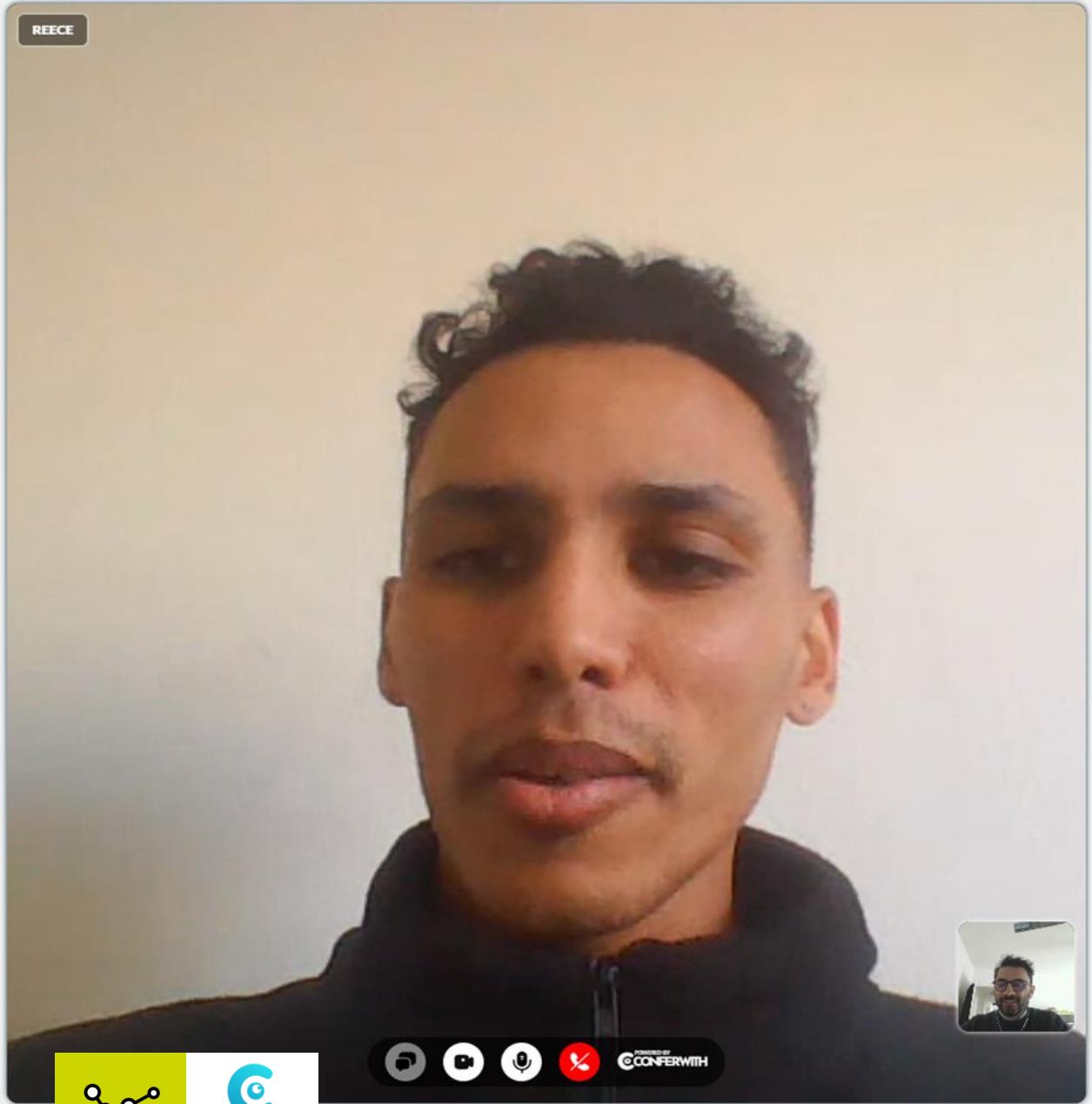


**OLD AI AVATAR**

**EXPRESSIVE AI AVATAR**



REECE





# SHOPTALK





- 
- **En Europe, l'économie circulaire reste une piste de croissance.**
  - **On remet une pièce dans le Retail Media. Objectif ? Jackpot !**
  - **En 2 ans, le point de vente a disparu des débats !**
  - **IA, individualisation activée pour le Online.**









JOIN US IN 2025

# SHOPTALK EUROPE

2-4 June 2025 • Fira Gran Via, Barcelona

TALK

TALK







**floor tour  
SHOPTALK**

-

2H00 à la rencontre  
des startups



**store tour  
BARCELONE**

-

6H00 de visites  
des magasins





The logo for Cottet, featuring the brand name in a green, cursive script font with a registered trademark symbol.The logo for ECOALF, consisting of the brand name in a bold, white, sans-serif font on a black background.The logo for LYNK&CO, featuring the brand name in a white, sans-serif font on a black background.The logo for PANGEA THE TRAVEL STORE, featuring a white globe icon with a location pin, the brand name in a bold, white, sans-serif font, and the tagline "THE TRAVEL STORE" below it, all on a dark blue background.The logo for WORK CAFÉ, featuring the brand name in a white, sans-serif font, a red diagonal line, and a white coffee cup icon, all on a black background.

- SANTANDER -

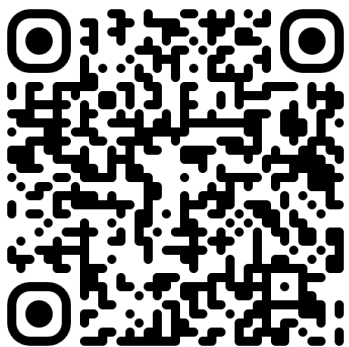


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**webinaire  
PARIS**

vendredi 28  
juin



**store tour  
LONDRES**

vendredi 13  
septembre

matthieu  
@seenapse.fr

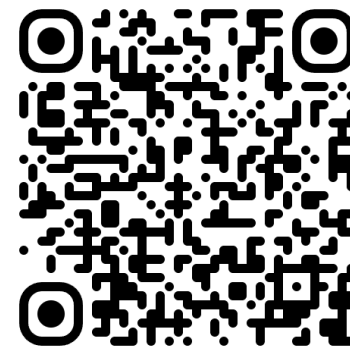
**floor tour  
PARIS RETAIL  
WEEK**

mercredi 18  
septembre

matthieu  
@seenapse.fr

**webinaire  
LONDRES**

vendredi 20  
septembre



**store tour  
AMSTERDAM**

vendredi 27  
septembre

matthieu  
@seenapse.fr







Seenapse

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- [matthieu@seenapse.fr](mailto:matthieu@seenapse.fr)

**in**

