

SHOPTALK

SHOPTALK 2024



Seenapse



**10 000  
participants**

**57  
pays**

**225  
speakers**

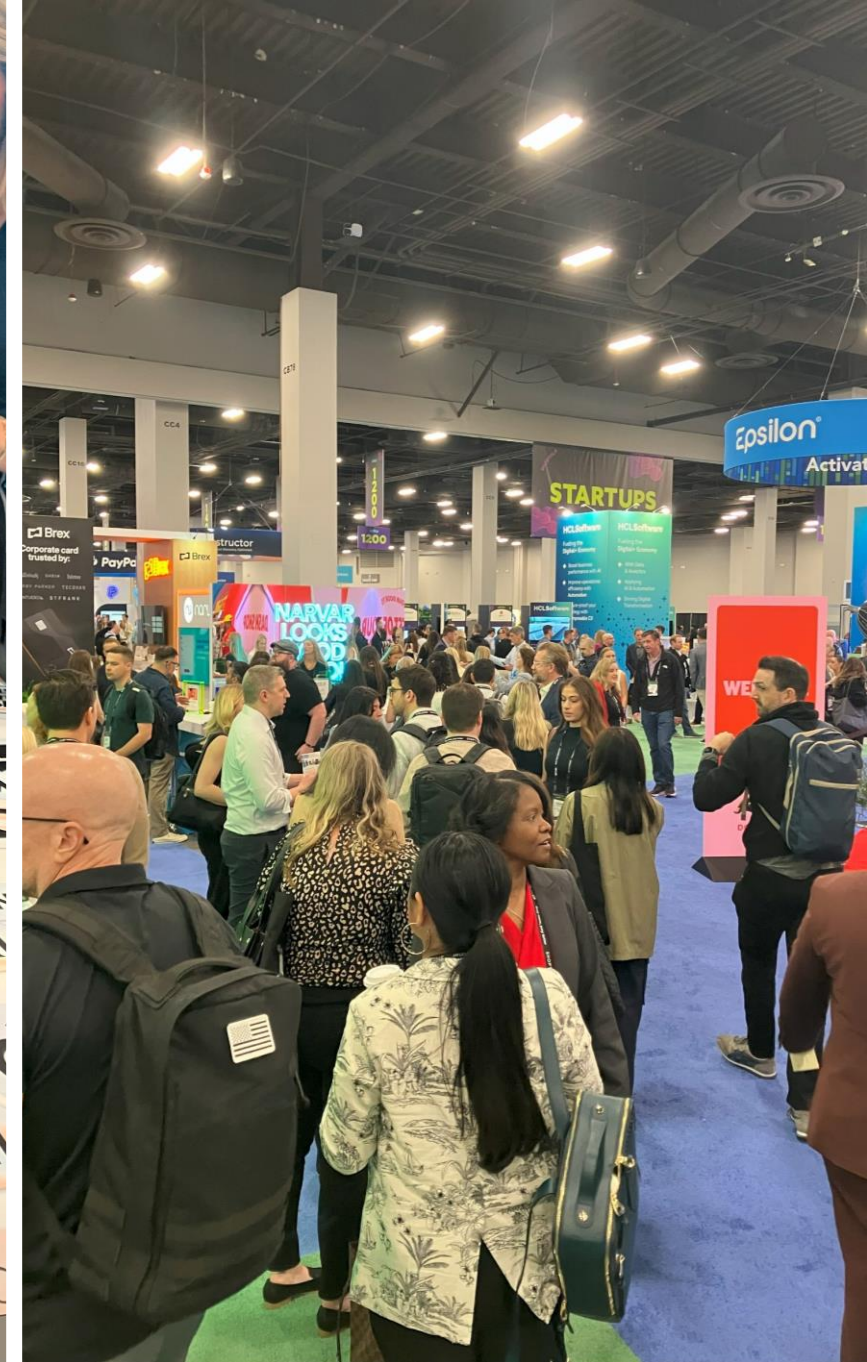
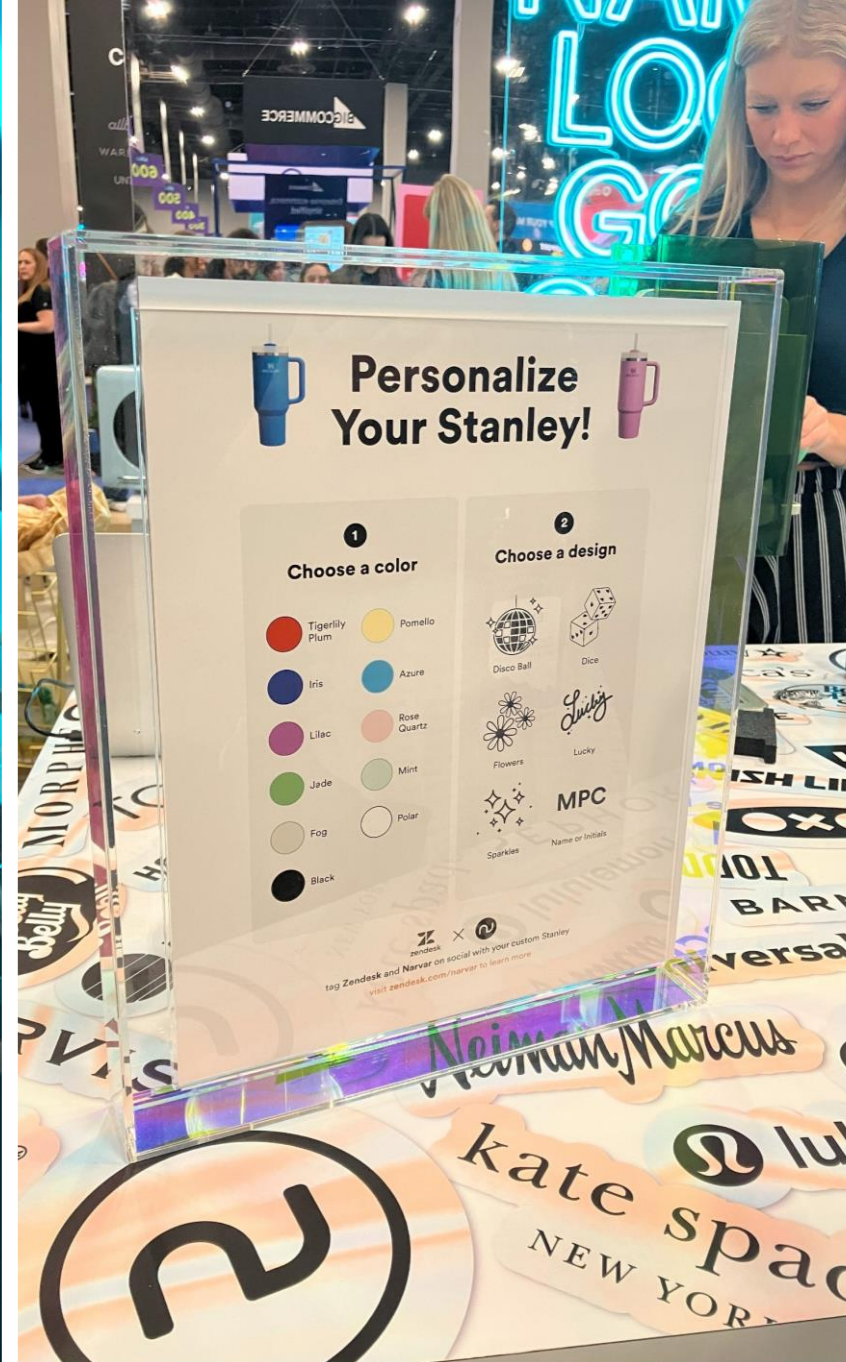
**50 000  
meetups**



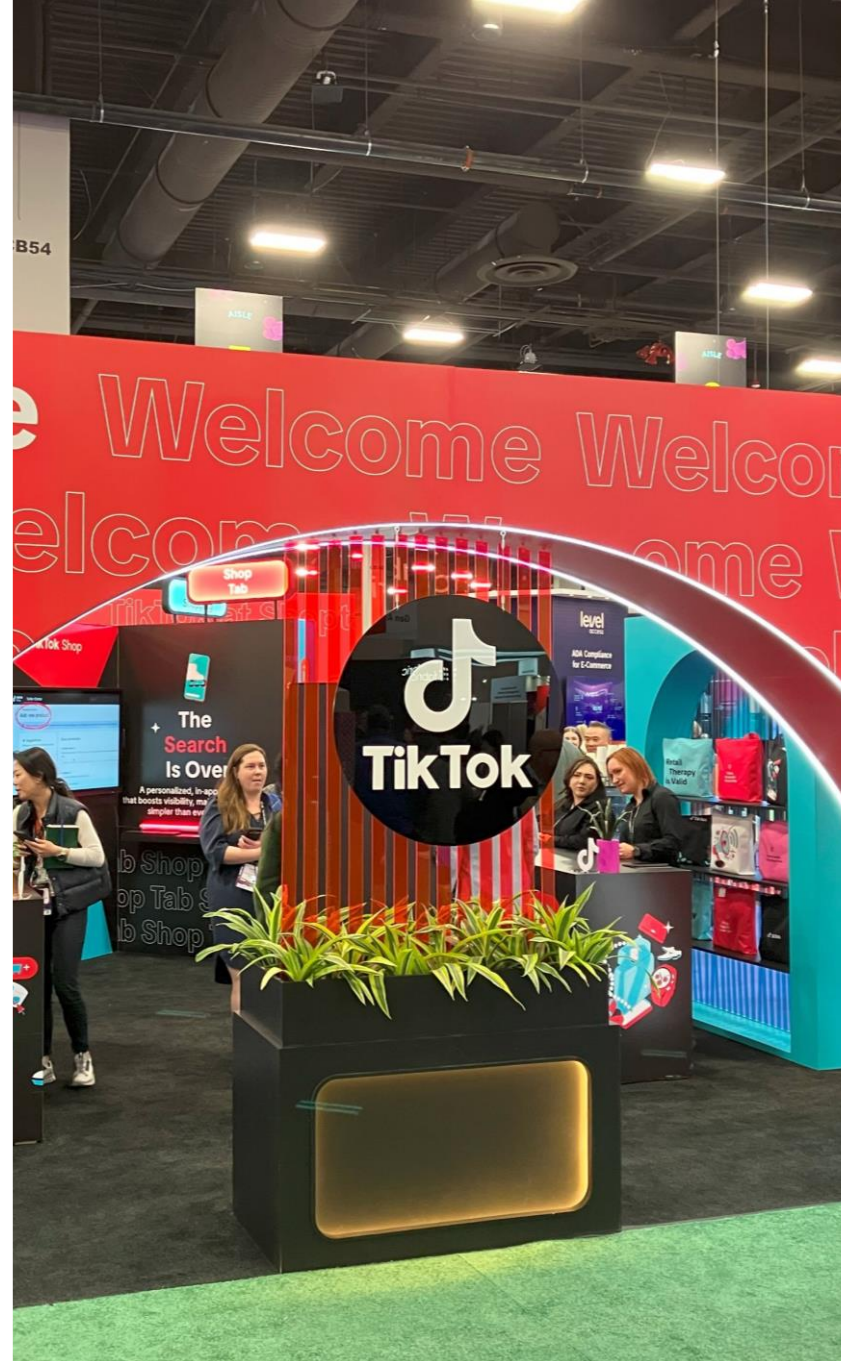








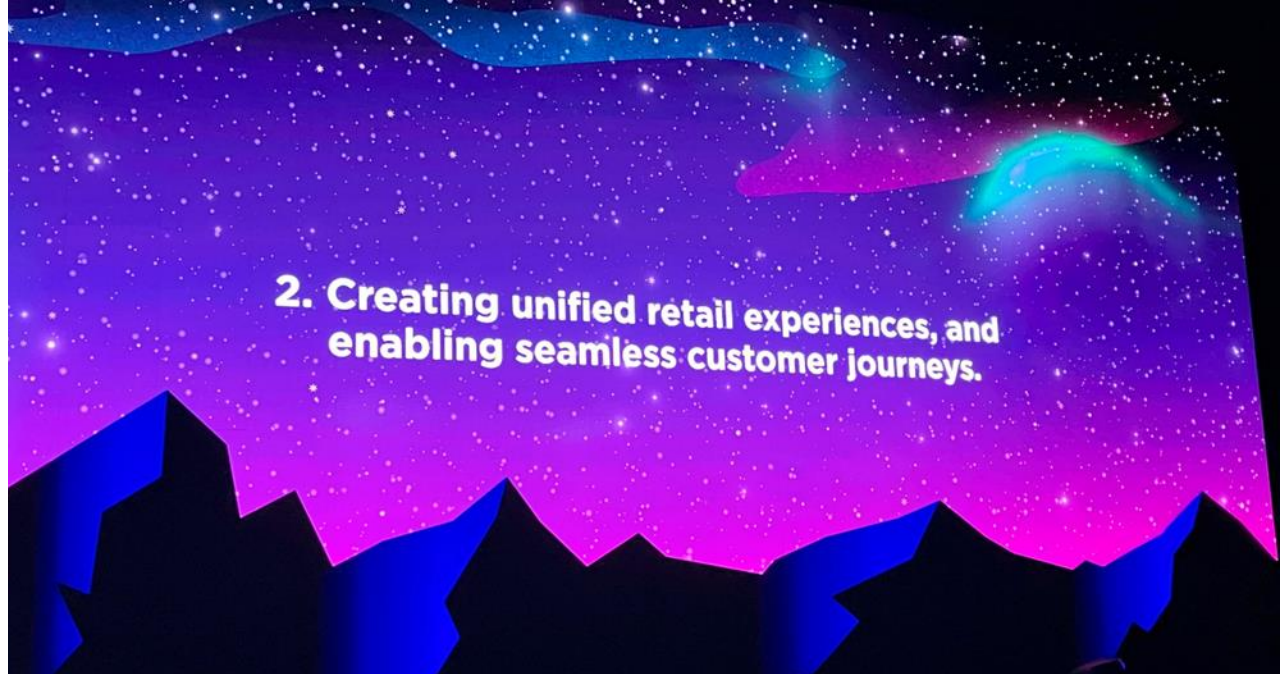








**1. Using AI to transform your business.**



**2. Creating unified retail experiences, and enabling seamless customer journeys.**



**3. The changing role of the brand, and building winning brands of the future.**



**4. Navigating changing industry relationships.**





# **L'IA a et va continuer à transformer la relation client**



SHOPTALK

Join at

**slido.com**

**#shoptalk2024**



☰ Active poll

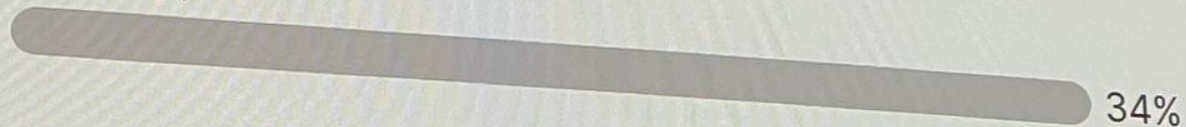
● THE BRANDLANDS

Now that Shoptalk is ending, do you think Generative AI is...

Just the right amount of hype



Overhyped



Underhyped



Seenapse



## AI is not “on the horizon” — conventional AI systems have been used in business settings for years

1950s-1980s

>

1980s-2010s

>

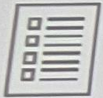
2010s-2020s

>

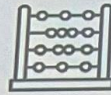
2020s-

>

Future?



**Rules-based AI**



**Statistical AI**



**Contextual AI**



**Generative AI**



**Artificial General Intelligence**

*Solution to problems in a specific domain based on a set of pre-defined rules*

*Pattern definition based on statistical models to predict an outcome*

*Systems that can reason and respond to specific contexts as humans would driven by deep learning and reinforcement learning*

*Uses context to generate content – from images, sounds, video, and text*

*Processing, contextual understanding, thinking, and a more generalized approach to solving problems*

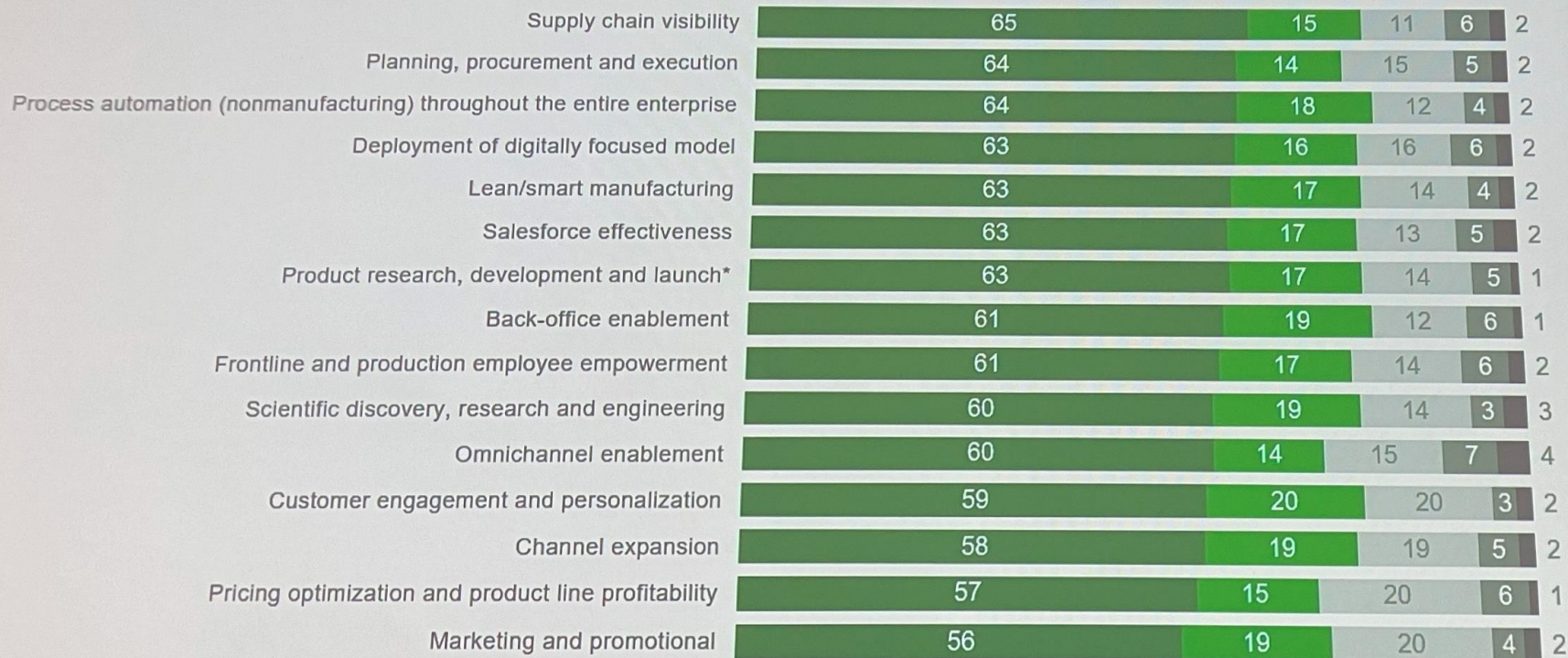


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## Marketing and personalization get the hype, but AI adoption today is significantly broader than that

### Level of current AI adoption, by strategy (2023)



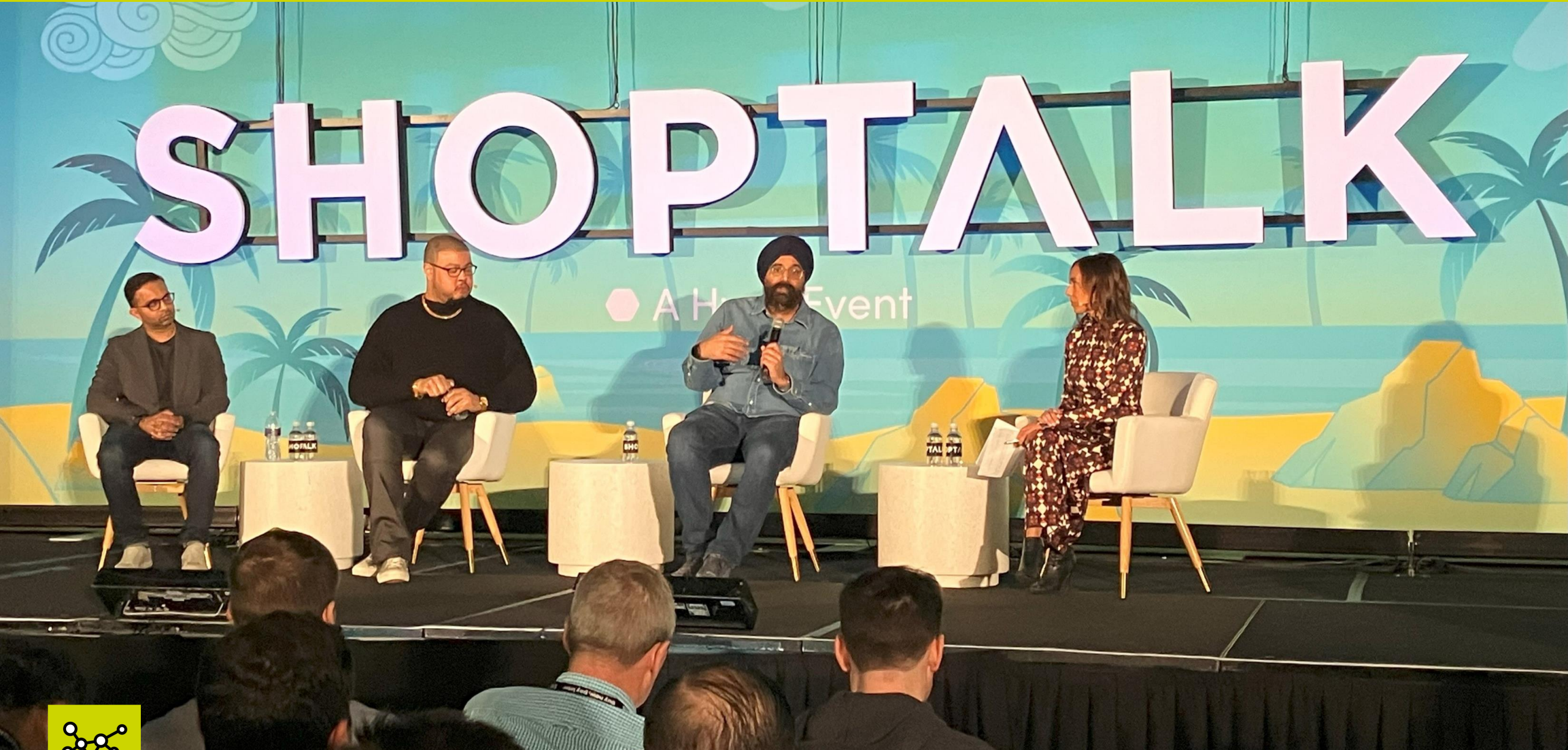
More than half of businesses are already using AI

● Using (limited, widespread or optimizing implementation)
 ● Piloting
 ● Planning/exploring
 ● Not using/planning to use
 ● Not sure

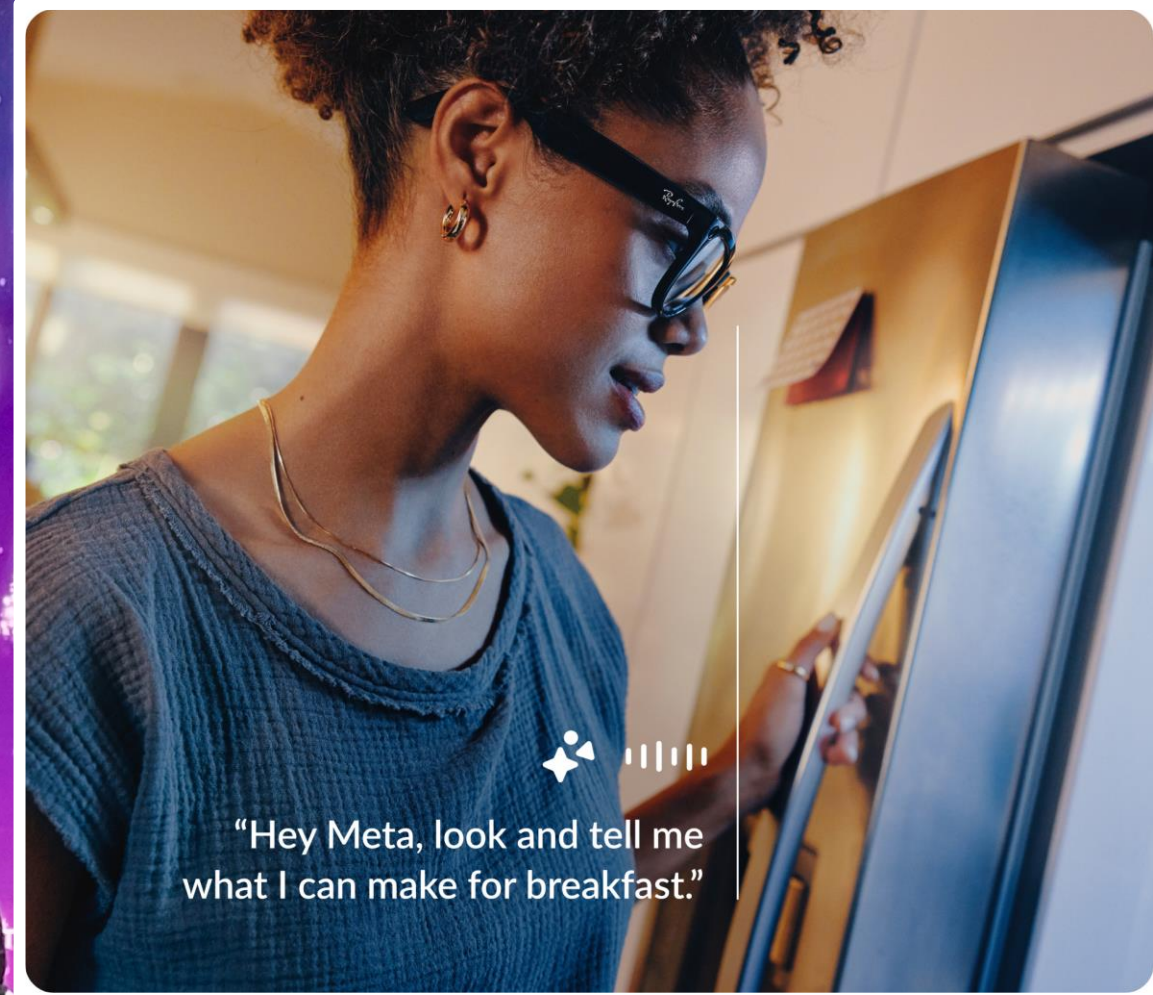
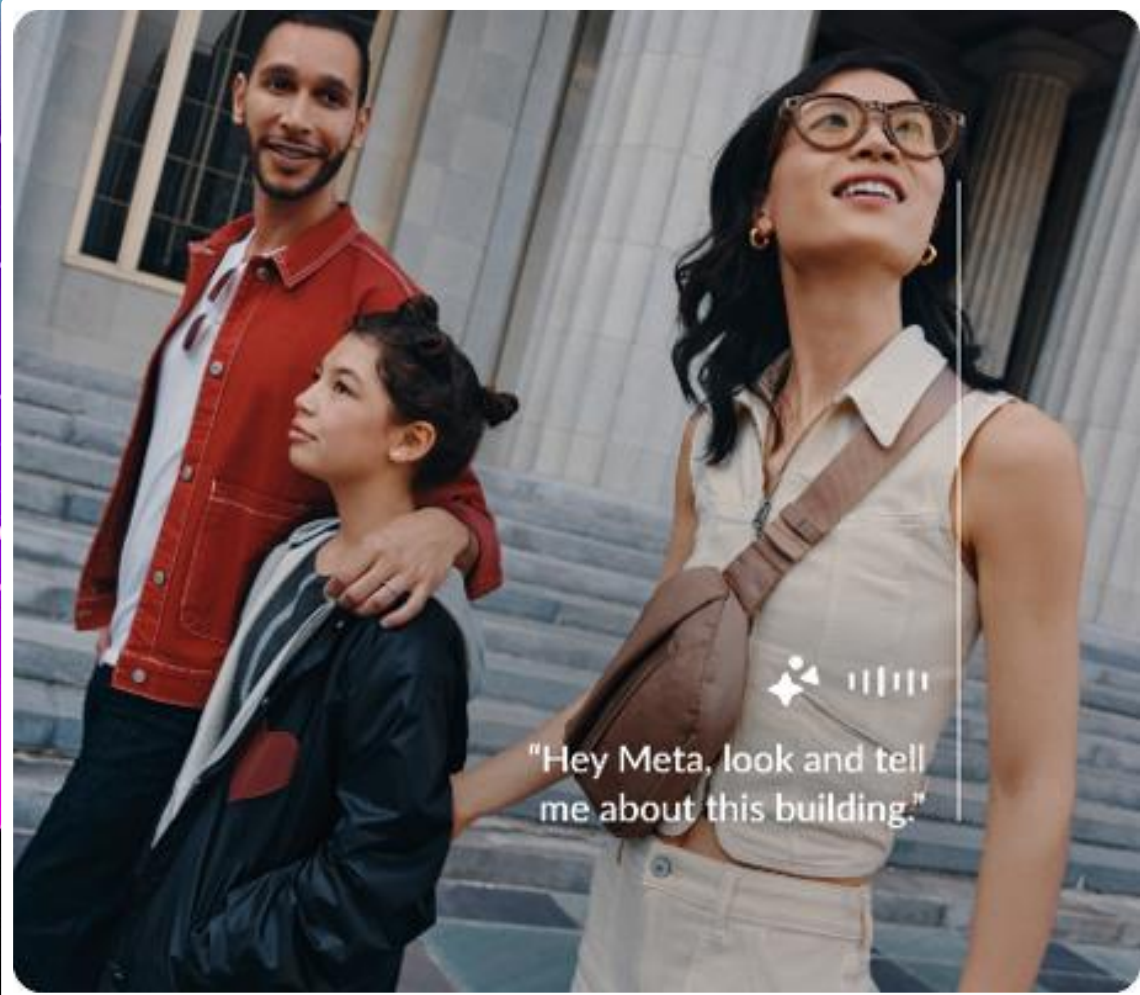
Source: I. E. K. 2023 Digital Impact Survey. Percentage of respondents (N=1,000).



*"GenAI is a game changer"* - Mandeep Bhatia | TAPESTRY







Seenapse



***"AI is enabling a different level of interaction between brands and consumers, as it is driving the next level of personalization" - Maria Reng | Google***

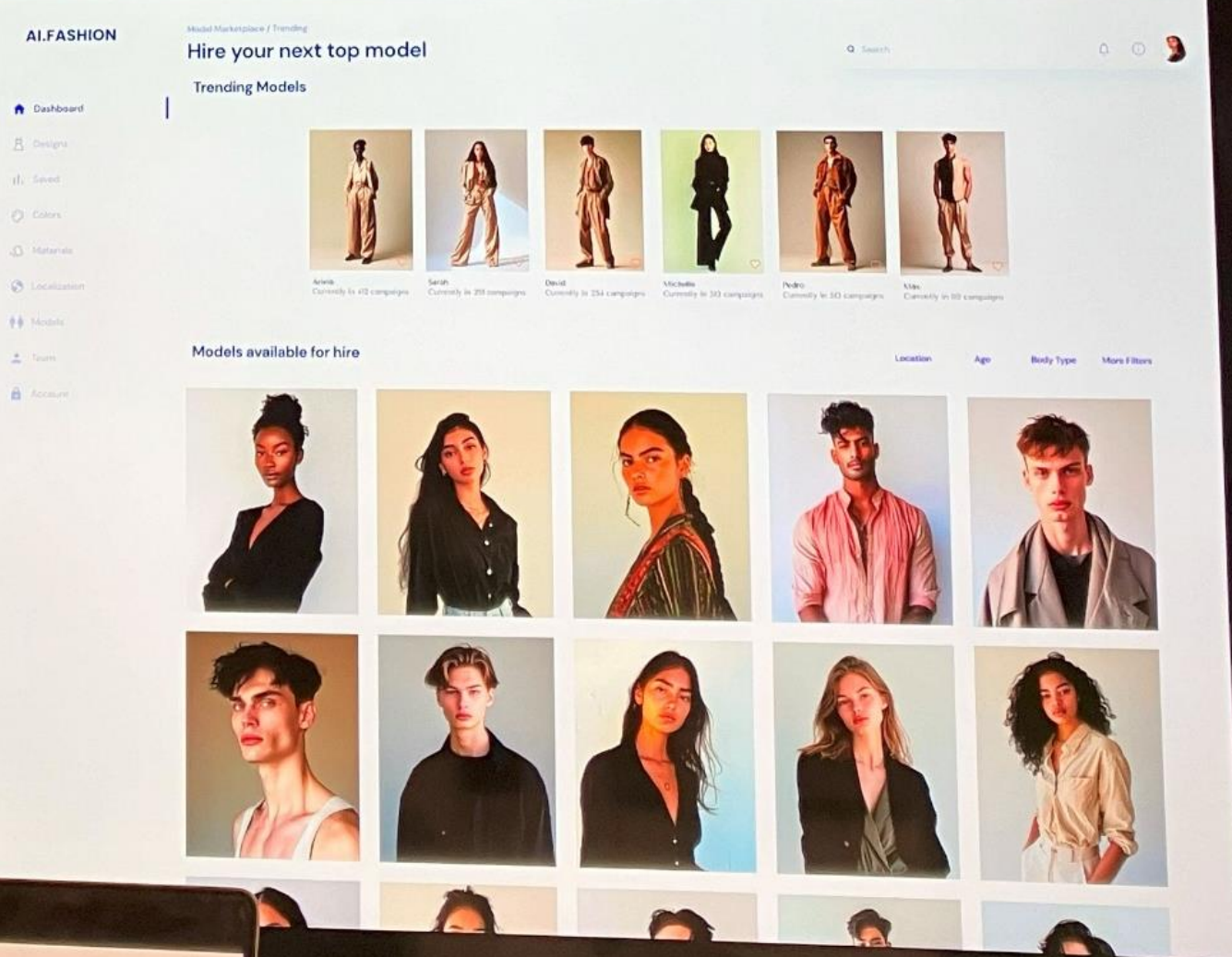




# Introducing PERSONA by AI.FASHION

AI.Fashion is proud to pioneer  
a new approach to fashion  
photography - a harmonious  
blend of technology and  
humanity.

In partnership with real-life  
models, we enable brands to  
digitally hire models for  
photoshoots.



Stunning AI editorial & lifestyle campaigns at a fraction of the cost



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&

AI.FASHION



Change your model (8)



**Anna**

Anna is 5' 1" tall and usually wears PS.

CHOOSE



**Malika**

Malika is 5' 7" tall and usually wears M.

CHOOSE



**Nicole**

Nicole is 5' 10" tall and usually wears XS.

CHOOSE



**Katrina**

Katrina is 5' 2" tall and usually wears PS.

CHOOSE



**Sophia**

Sophia is 5' 4" tall and usually wears L.

CHOOSE



Seenapse











[Change Your Model](#)



[See Tops](#)



[See Bottoms](#)



[See Dresses](#)



[See Jackets](#)



[See Shoes](#)



[See Scarves](#)

Full Window

Save Look



[See Details](#)



**Organic Linen Jersey Tank**

Easy Fit, Basic Length

\$88.00

Color: Atlantis



Choose size



ADD TO BAG



[See Details](#)



**Cotton Blend Ponte Carrot Pant**

Easy Fit, Ankle Length

\$178.00

Color: Black



Choose size



ADD TO BAG



[See Details](#)



**Mime Tumbled Nubuck Platform Sandal**

\$225.00

Color: Honey



Choose size



ADD TO BAG



Seenapse



VEESUAL





SNACK BAR








## The Hoodie Dress

\$128.00 USD

Avatar Measurements: Height - 5' 5"; Chest - 38"; Waist - 37".

 Edit My Avatar

Size

XS

S

M

L

XL

Color : Steel



Add to cart

Buy with **shop** Pay

[More payment options](#)

Pay in 4 interest-free installments of **\$32.00** with **shop Pay** [Learn more](#)  
[Shipping](#) calculated at checkout.



Seenapse



couture  
TECHNOLOGIES






## The Hoodie Dress

\$128.00 USD **Sold out**

Avatar Measurements: Height - 5' 5"; Chest - 38"; Waist - 37".

 [Edit My Avatar](#)

Size

XS

S

M

L

XL


Color : Steel



Sold out

Buy with **shop** 

[More payment options](#)

Pay in 4 interest-free installments of **\$32.00** with **shop**  [Learn more](#)  
[Shipping](#) calculated at checkout.



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couture  
TECHNOLOGIES





## The Hoodie Dress

\$128.00 USD **Sold out**

Avatar Measurements: Height - 5' 5"; Chest - 38"; Waist - 37".

Edit My Avatar

Size

XS

S

M

L

XL

Color : Steel



Sold out

Buy with **shop** Pay

[More payment options](#)

Pay in 4 interest-free installments of **\$32.00** with **shop Pay** [Learn more](#)  
[Shipping](#) calculated at checkout.



Seenapse



couture  
TECHNOLOGIES






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\$128.00 USD

Avatar Measurements: Height - 5' 5"; Chest - 38"; Waist - 37".

 [Edit My Avatar](#)

Size

XS

S

M

L

XL

Color : Steel



Add to cart

Buy with **shop** Pay

[More payment options](#)

Pay in 4 interest-free installments of **\$32.00** with **shop Pay** [Learn more](#)  
[Shipping](#) calculated at checkout.







## Design Your Own

Starting at \$180

Material: Satin

Crepe

Satin

Chiffon

Color: Sapphire



Bodice Type: Strapless (+\$40)



Skirt Type: Bell (+\$15)



Slit Type: No Slit



Dress Length For Bell

- ☐ Floor
- ☐ Midi
- ☐ Mini

☒ Maxi

☐ Above The Knee

Skirt Measurement-Maxi

☒ 38 inches





## Design Your Own

Starting at \$180

Material: Crepe

Crepe

Satin

Chiffon

Color: Crimson



Bodice Type: Bikini (+\$15)



Skirt Type: Aline



Slit Type: Left Princess



Slit Height For Aline

☐ High Thigh ☒ Mid Thigh ☐ Low Thigh

Dress Length For Aline

☒ Floor ☐ Maxi ☐ Above The Knee  
☐ Midi ☐ Mini





## Design Your Own

Starting at \$180

Material: Satin

Crepe

Satin

Chiffon

Color: Emerald



Bodice Type: Cowl



Skirt Type: Aline



Slit Type For Aline



Dress Length For Aline

☐ Floor

☐ Midi

☒ Mini

☐ Maxi

☐ Above The Knee

Skirt Measurement-Mini

☒ 17 inches



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TECHNOLOGIES



# Un parcours client toujours plus fluide



*"I love stores. I believe in stores. They just have to be the right ones." - Tony Spring | Macy's*

# A Bold New Chapter



Seenapse




# Hooray! Here are your matches.

These are your top 3 beds:

Best Seller

Special Deal



Beautyrest PressureSmart™ 2.0 Plush Pillow Top 13.75" Mattress

★★★★★ (972)

Full

**\$1,449.99** ~~\$1,699.99~~

Plush Comfort, best for

- Side Sleepers
- Pain
- Temperature

8 Sizes


Extra **\$100** off with code SCORE100 + **FREE** adjustable base with code ELEVATE

Buy Online ● Delivery by

**Shop Now**

Best Seller

Special Deal



Sleepy's By Sealy® Plush Euro Top Mattress

★★★★★ (516)

Full

**\$1,029.99** ~~\$1,629.99~~

**37% Off**

Plush Comfort, best for

- Side Sleepers
- Pain
- Temperature


7 Sizes

Extra **\$100** off with code SCORE100 + **FREE** adjustable base with code ELEVATE

Buy Online ● Delivery by

**Shop Now**

Only at Mattress Firm



Sleepy's Hybrid Plush Mattress

★★★★★ (262)

Full

**\$1,399.99** ~~\$1,799.99~~

Plush Comfort, best for

- Side Sleepers
- Pain
- Temperature

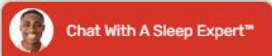
6 Sizes

**FREE ADJUSTABLE BASE<sup>5</sup>** up to \$499 value with code ELEVATE

Buy Online ● Delivery by

**Shop Now**

Shop More Mattresses

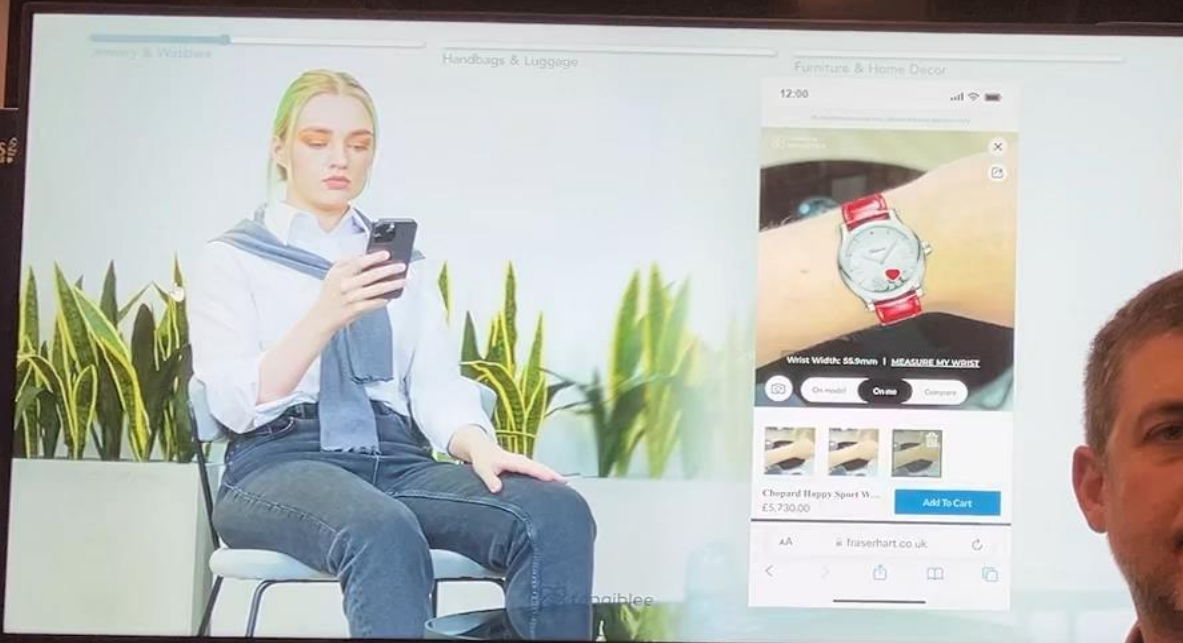




*"Consumers don't want the endless aisle. They want the best aisle." - Tony Spring | Macy's*





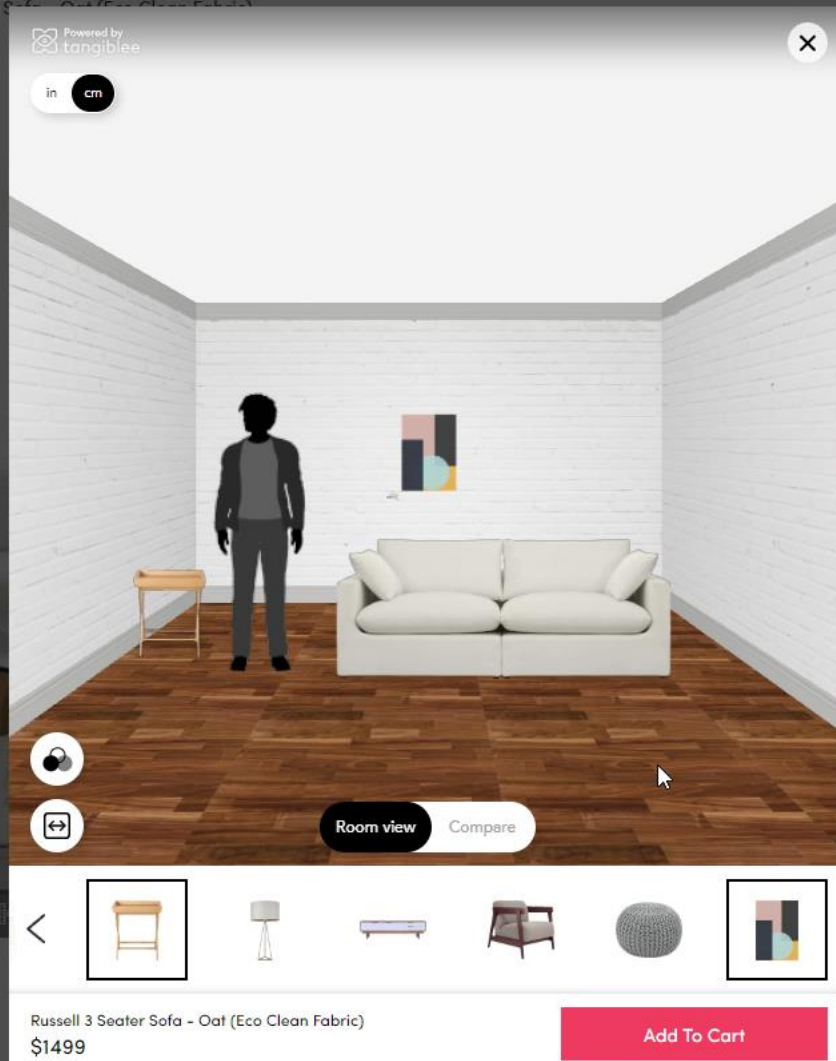


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tangible





## 3 Seater Sofa - Oat (Eco Clean Fabric)

or \$374.75/month with **Grab**

(Eco Clean Fabric)



1 +

Add to Cart

+\$25

Delivery (orders over \$300)

from 13 Jun onwards

Delivery for you:

code e.g. 339410

Get 5% off when you bundle  
1 Sofa + 1 Coffee Table

\*discount auto-applied at checkout

5 year warranty  
[Learn more](#)

Free Delivery and Assembly  
\*for orders over \$300

Disposal service available  
[Learn more](#)

Final Sale - no returns  
[Learn more](#)

GST Inclusive  
All prices displayed are  
inclusive of GST.

School's Out Sale | Up to \$250 off

Use Code: SCHOOLSOIT



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&




tangible





Images are for illustration purpose only. Actual product size may vary.

Powered by  tangible

✕







📷

Wrist Width: 55mm

+

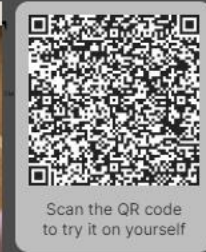
-

On model On me Compare Wishlist

TSUKI-YOMI A-T  
\$850.00 \$680.00

Add To Bag



BY1018-55X

...spectacular design meet, the Tsuki-yomi A-T  
...t moonphase watch combined with...

Add To Bag

...g  
...processing time. ⓘ

PRODUCT DETAILS

YOU MAY ALSO LIKE

REVIEWS

HOW TO

BEHIND THE DIAL







**13%**  
Discount on  
Another Product

What loyalty  
program benefits  
would most  
influence your  
purchase?

**84%**  
Gift with  
Purchase



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&





Ride into deep winter days with up to 50% off everything to carry you through the season



## MEN'S MILLER HYBRID INSULATED JACKET

\$180.00 USD ~~\$449.99 USD~~

Born cold, born modern. The minimalist, modern design of the Miller Jacket makes it the ideal choice for those skiers who were born cold to do what they do best: Shred. The Miller was designed to offer a stylish, feature-rich jacket for the true skiers that require dependable outerwear that keeps out EVERYTHING mother nature throws at it.

Style: L11007

Color:  
CLAY



Size:

S **M** L XL XXL

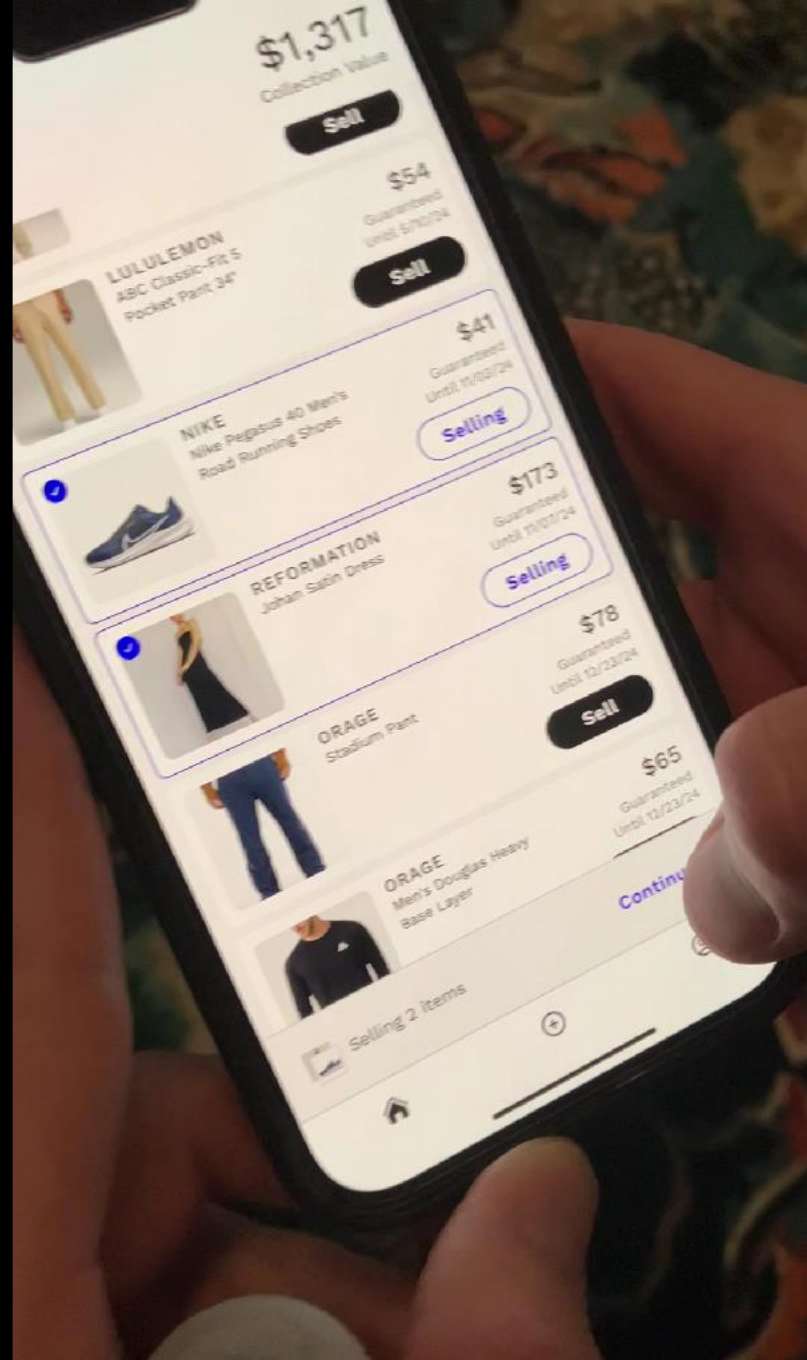
 [Size Chart](#)

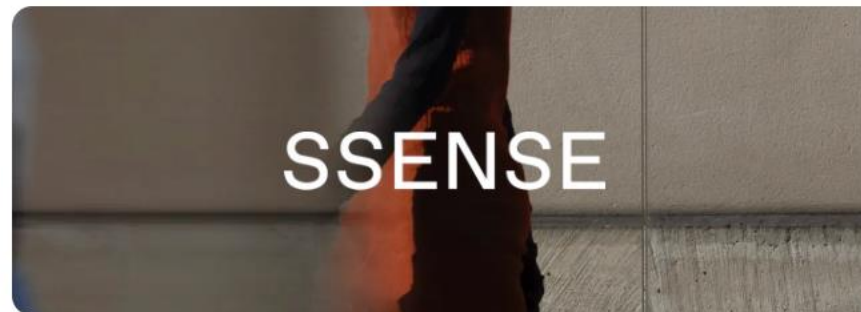
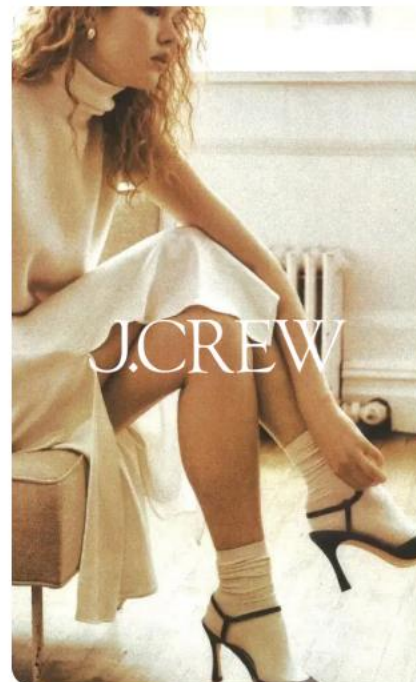
**on** \$65 Guaranteed Buyback with CROISSANT  
No Fees. No Obligations. [Learn more](#)

Only a few left in size M of this color.

ADD TO CART















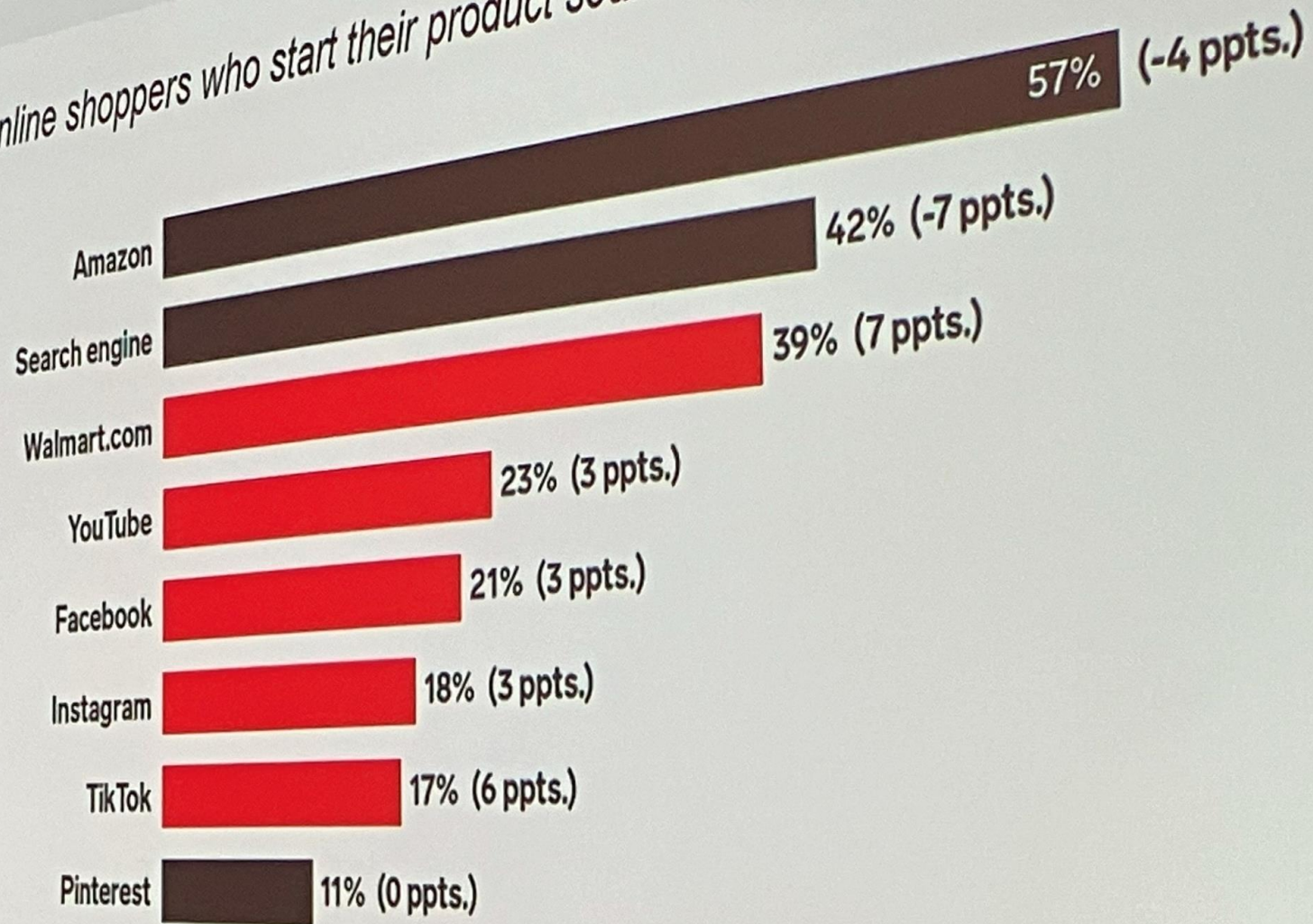


# L'audience au cœur du commerce de demain



## The way we shop is changing

% of US online shoppers who start their product search on each platform and YoY change, Sep 2023





Creators are  
ushering in a new  
era of commerce

## US Adults Who Have Purchased a Product From an Influencer-Founded Brand in the Past Year, by Generation, Nov 2023

% of respondents

Gen Z (1997-2012)

33%

Millennials (1981-1996)

29%

Gen X (1965-1980)

15%

4% Baby boomers (1946-1964)

Total

18%

Source: Morning Consult survey, Nov 2023

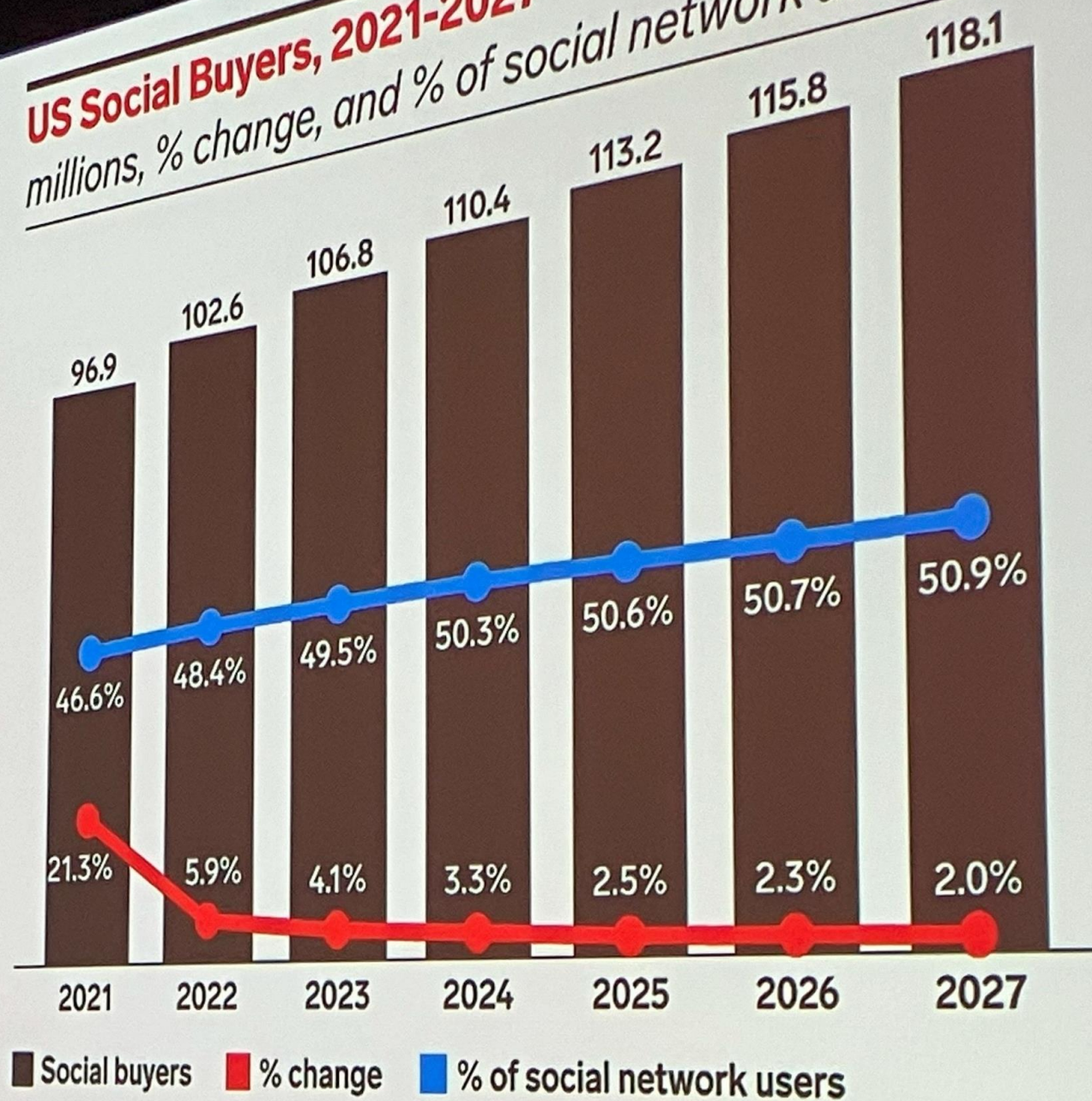


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Half of US social users will make a purchase from social media in 2024

**US Social Buyers, 2021-2027**  
millions, % change, and % of social network users

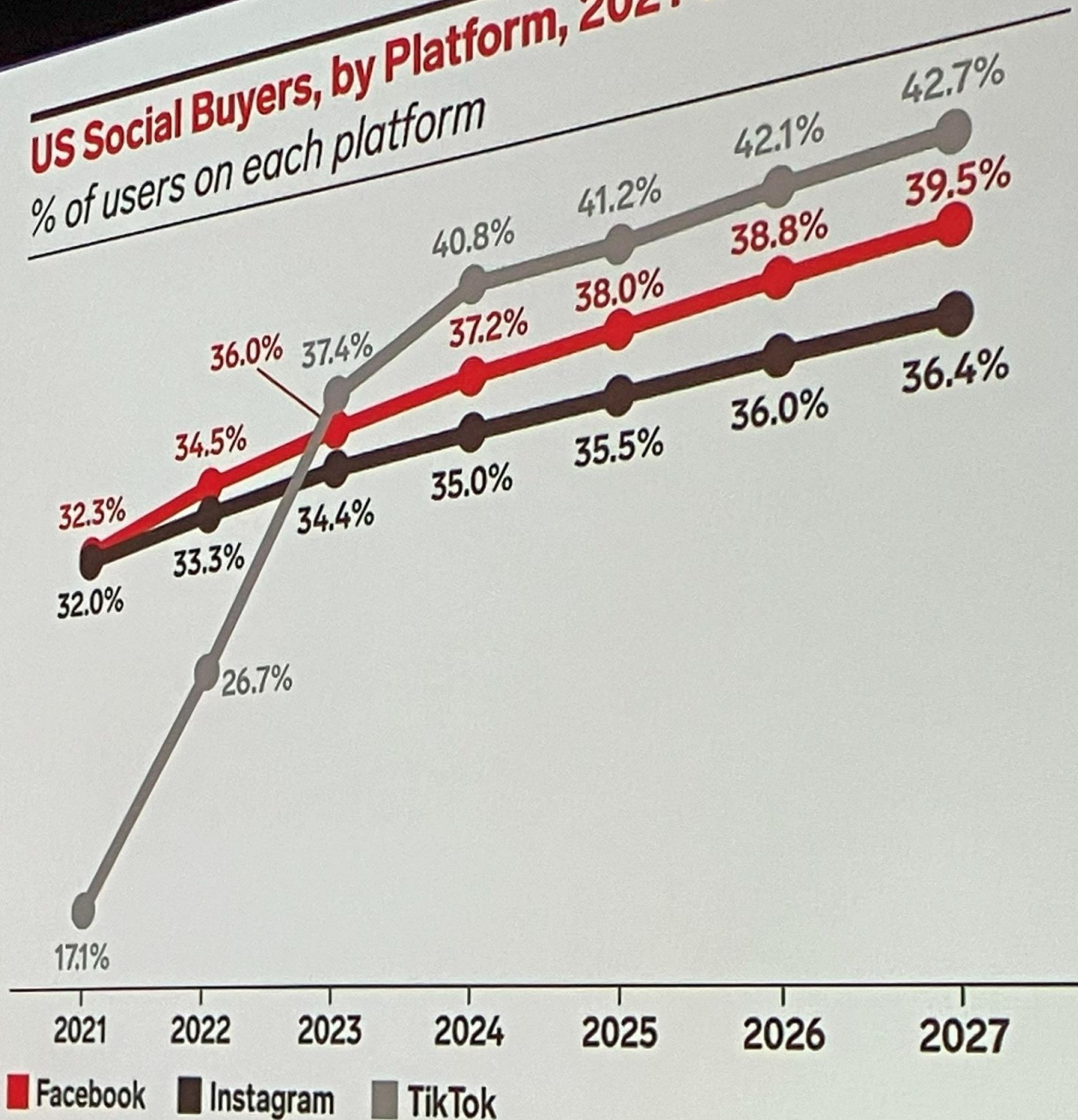




TikTok has the most users who are buyers

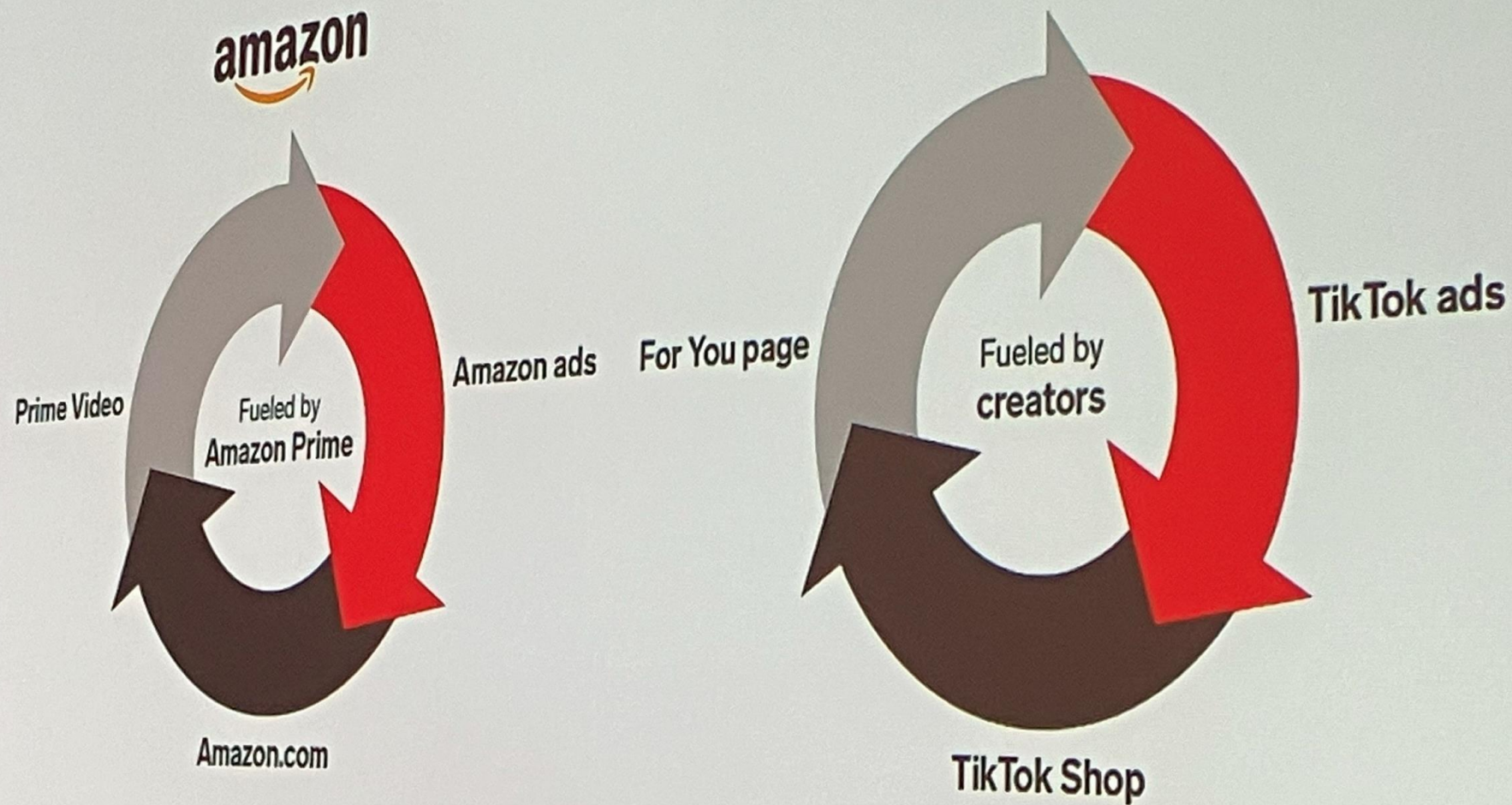
## US Social Buyers, by Platform, 2021-2027

% of users on each platform





TikTok is well positioned to capitalize on the opportunity

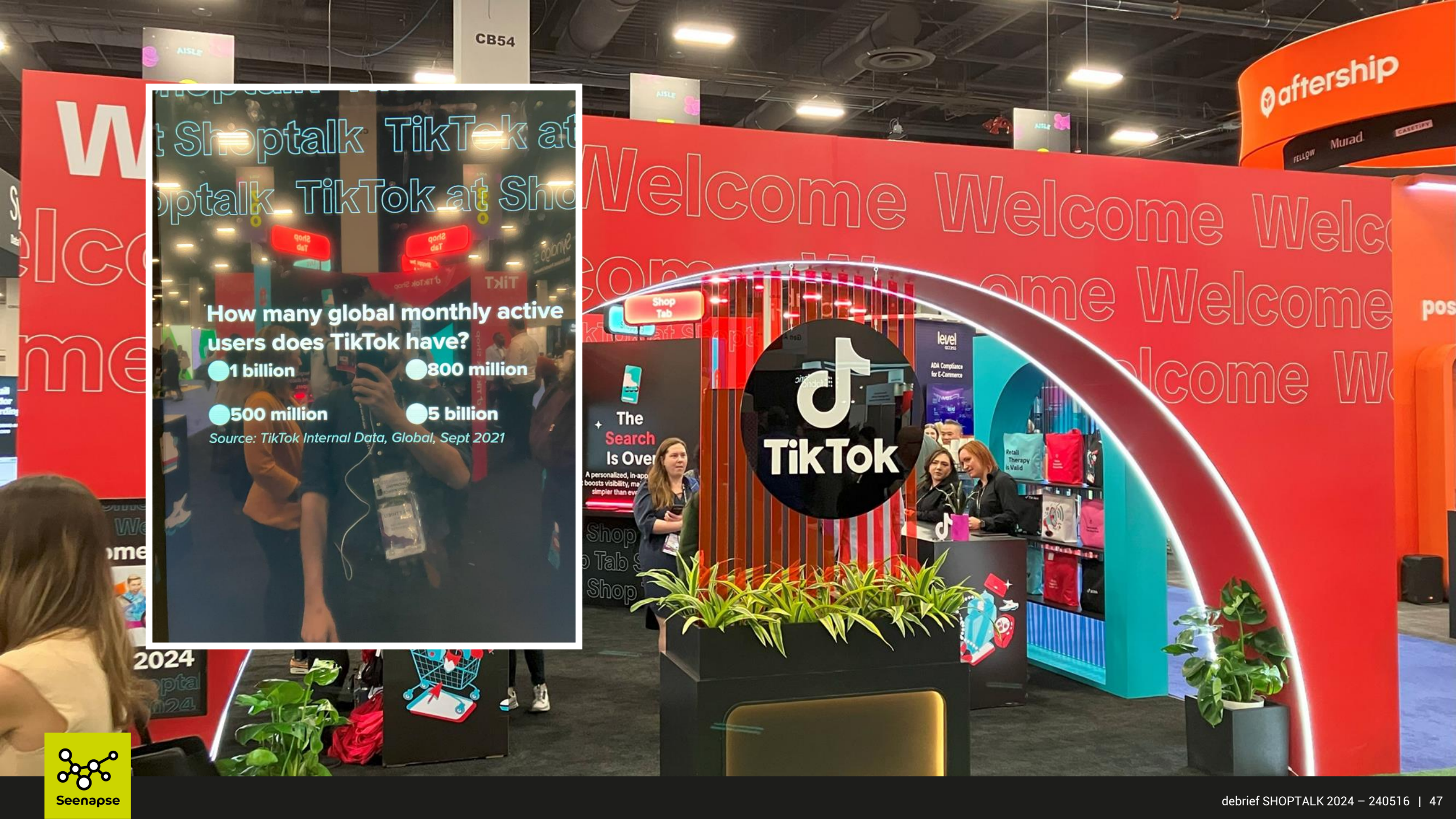






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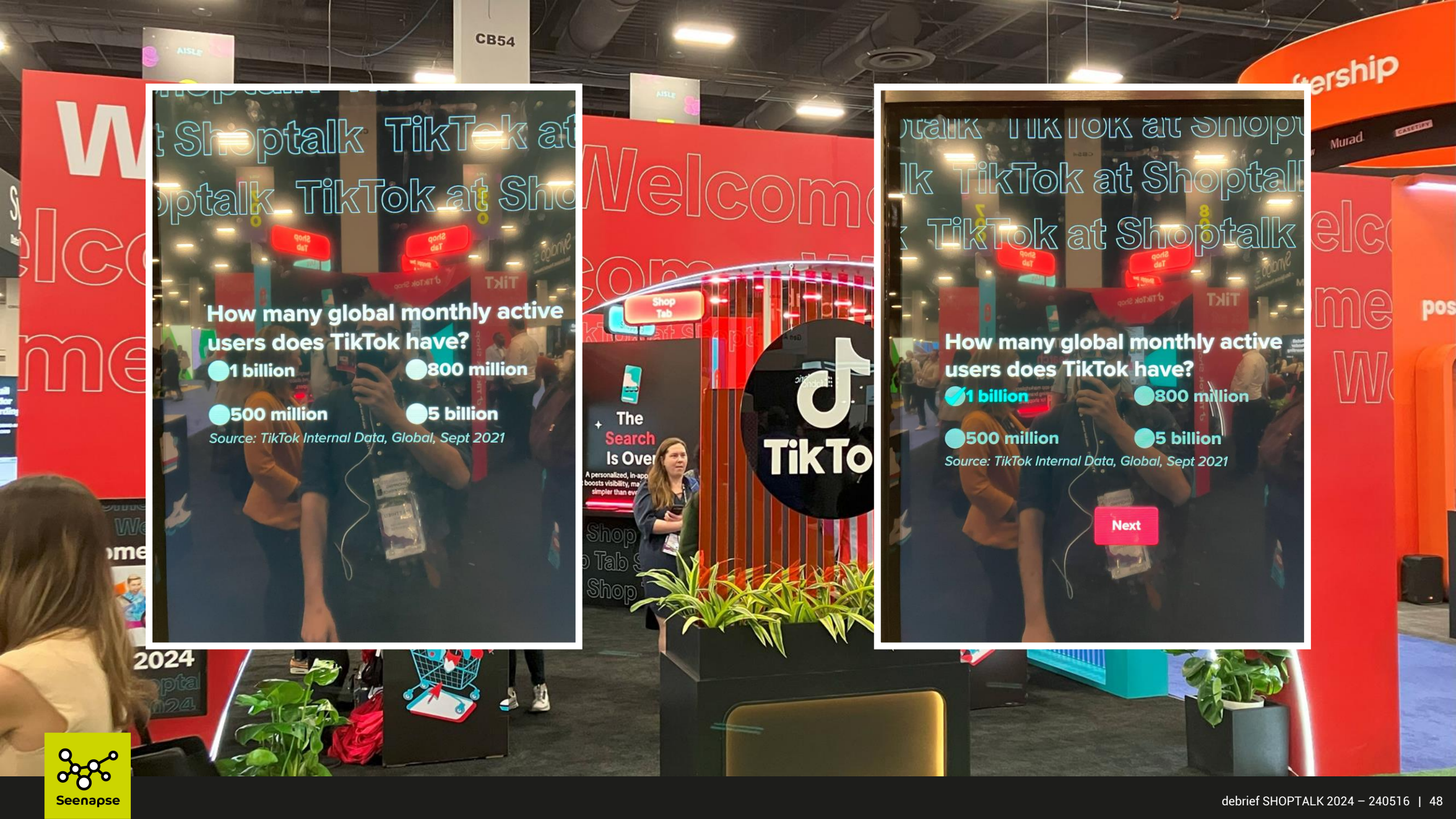
W Shoptalk TikTok at Shoptalk TikTok at Shoptalk

How many global monthly active users does TikTok have?

- 1 billion
- 800 million
- 500 million
- 5 billion

Source: TikTok Internal Data, Global, Sept 2021





How many global monthly active users does TikTok have?

☒ 1 billion    ☐ 800 million

☐ 500 million    ☐ 5 billion

Source: TikTok Internal Data, Global, Sept 2021

How many global monthly active users does TikTok have?

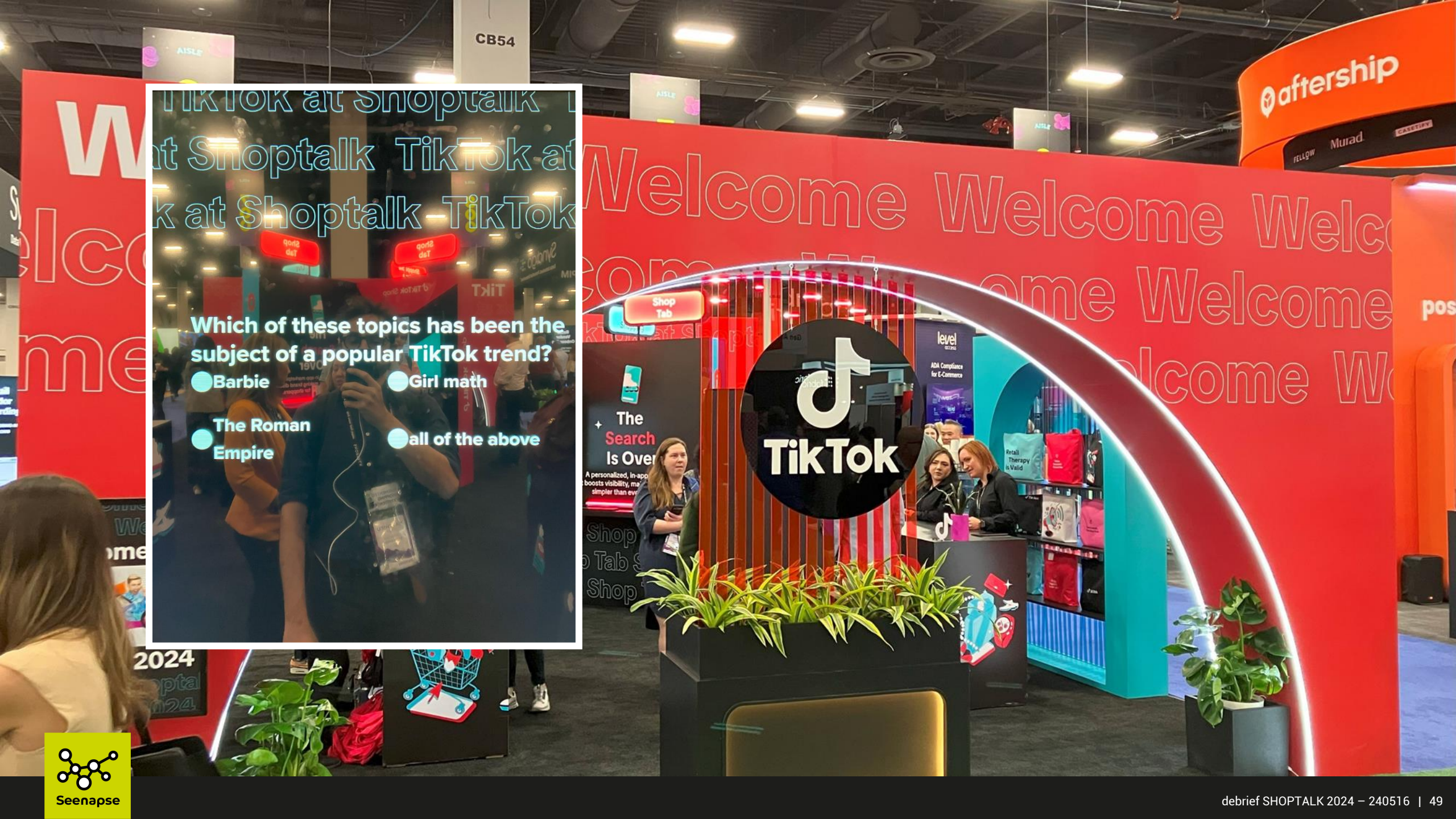
☒ 1 billion    ☐ 800 million

☐ 500 million    ☐ 5 billion

Source: TikTok Internal Data, Global, Sept 2021

Next



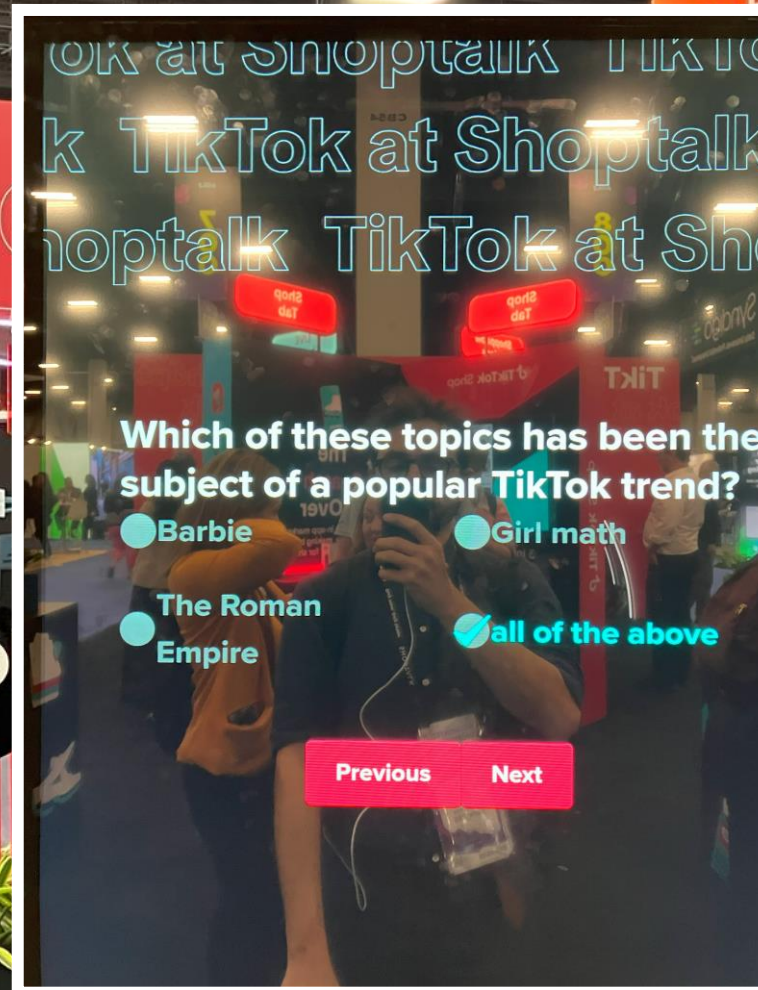
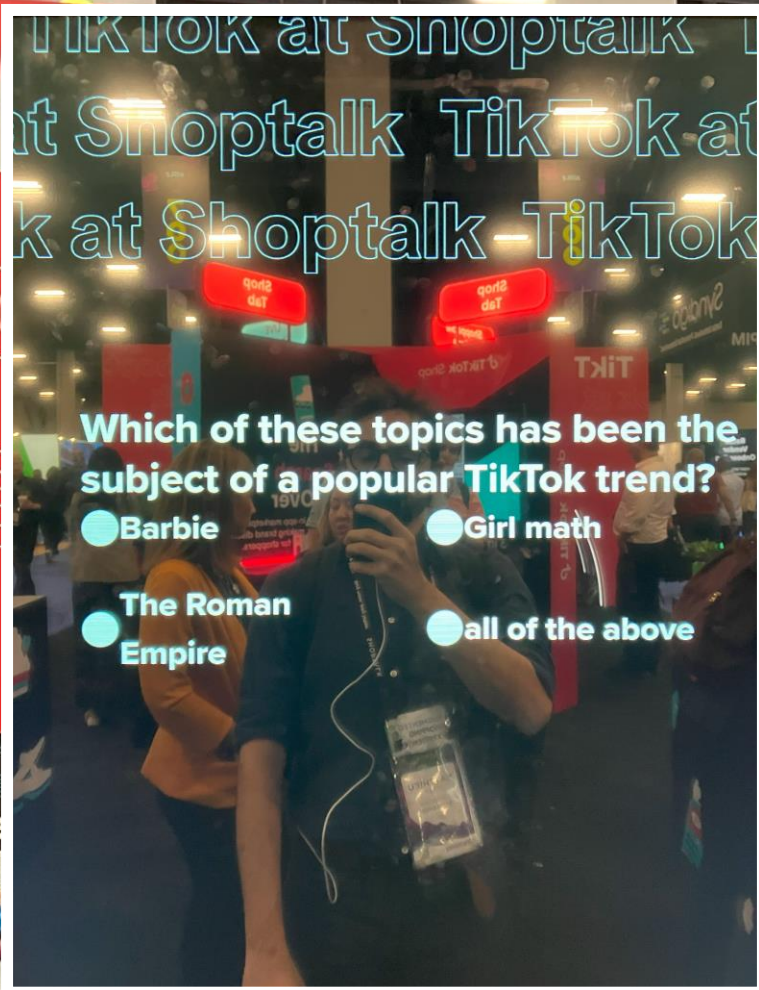
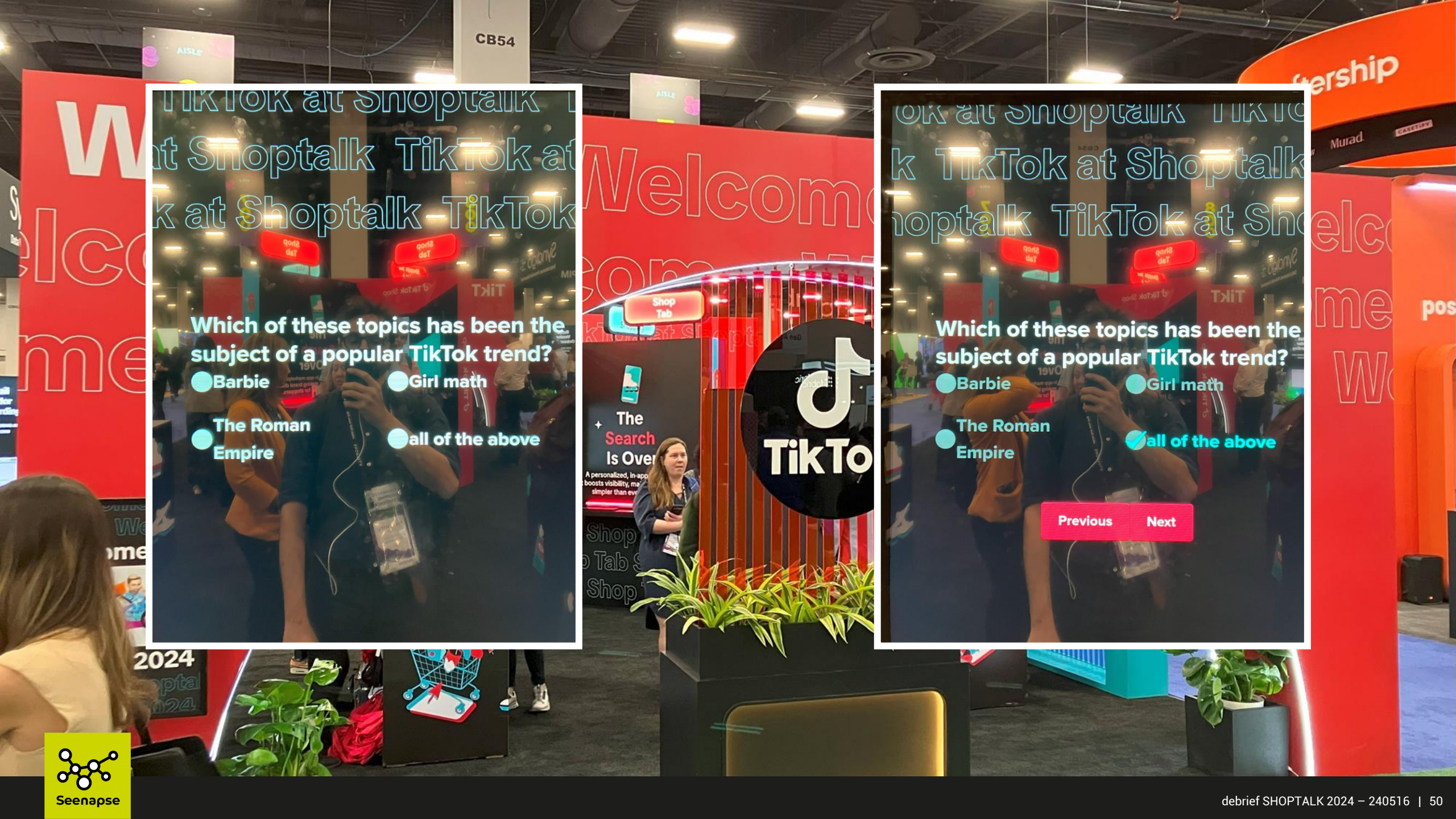


TikTok at Shoptalk

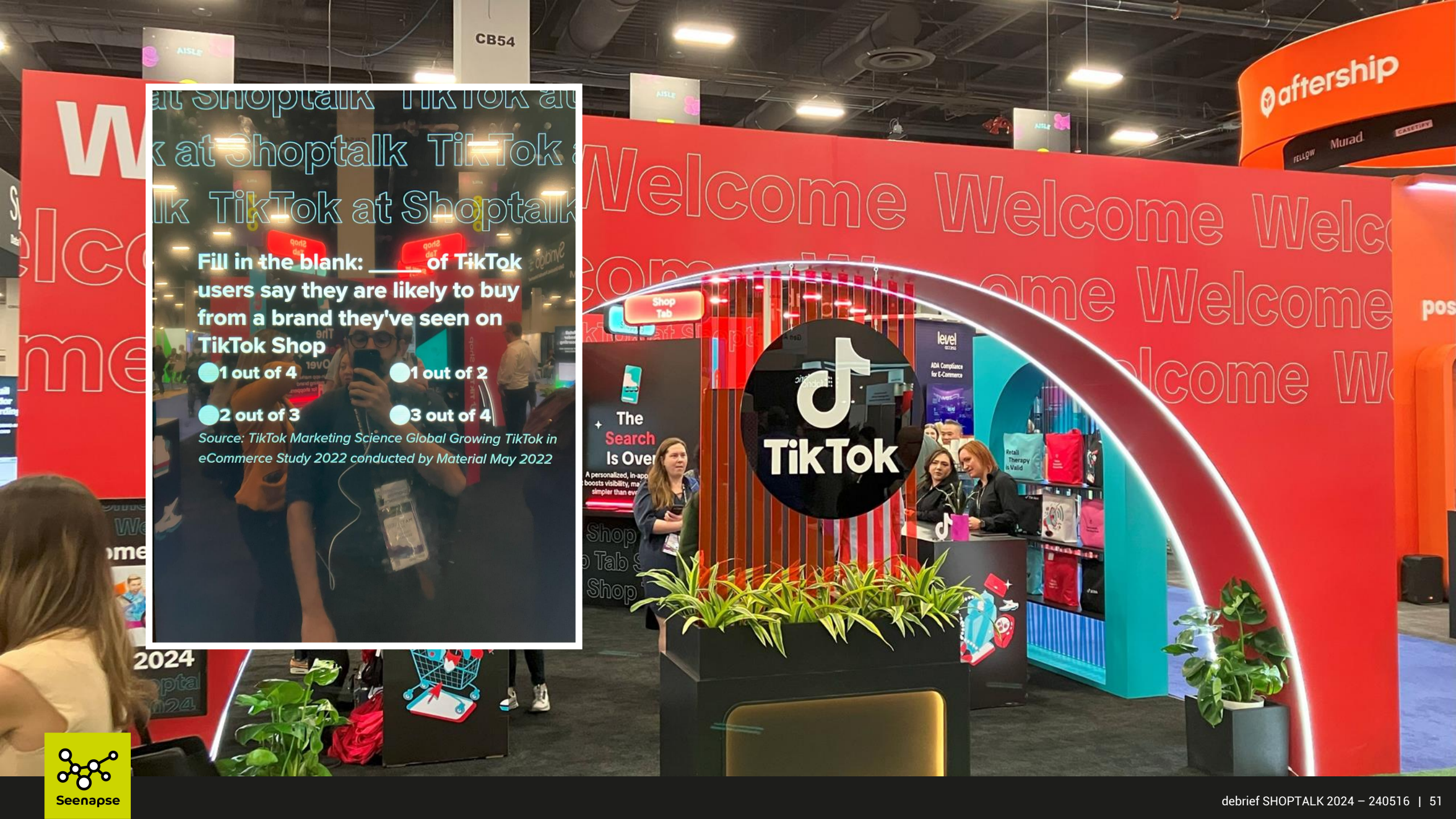
Which of these topics has been the subject of a popular TikTok trend?

- ☐ Barbie
- ☐ Girl math
- ☐ The Roman Empire
- ☐ all of the above









at Shoptalk TikTok at Shoptalk

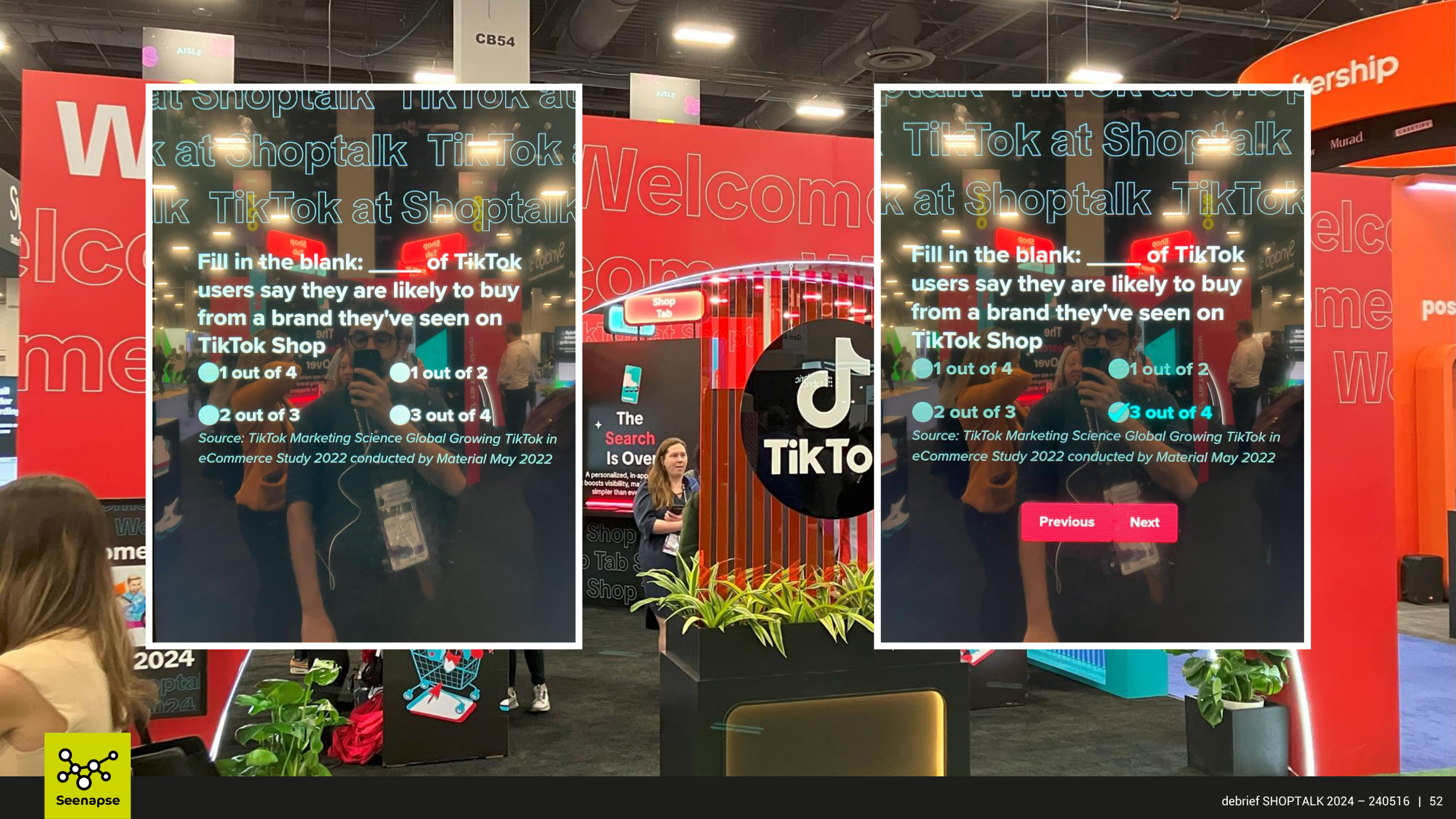
Fill in the blank: \_\_\_\_\_ of TikTok users say they are likely to buy from a brand they've seen on TikTok Shop

1 out of 4 1 out of 2

2 out of 3 3 out of 4

Source: TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022





Fill in the blank: \_\_\_\_\_ of TikTok users say they are likely to buy from a brand they've seen on TikTok Shop

☐ 1 out of 4    ☐ 1 out of 2

☐ 2 out of 3    ☐ 3 out of 4

Source: TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022

Fill in the blank: \_\_\_\_\_ of TikTok users say they are likely to buy from a brand they've seen on TikTok Shop

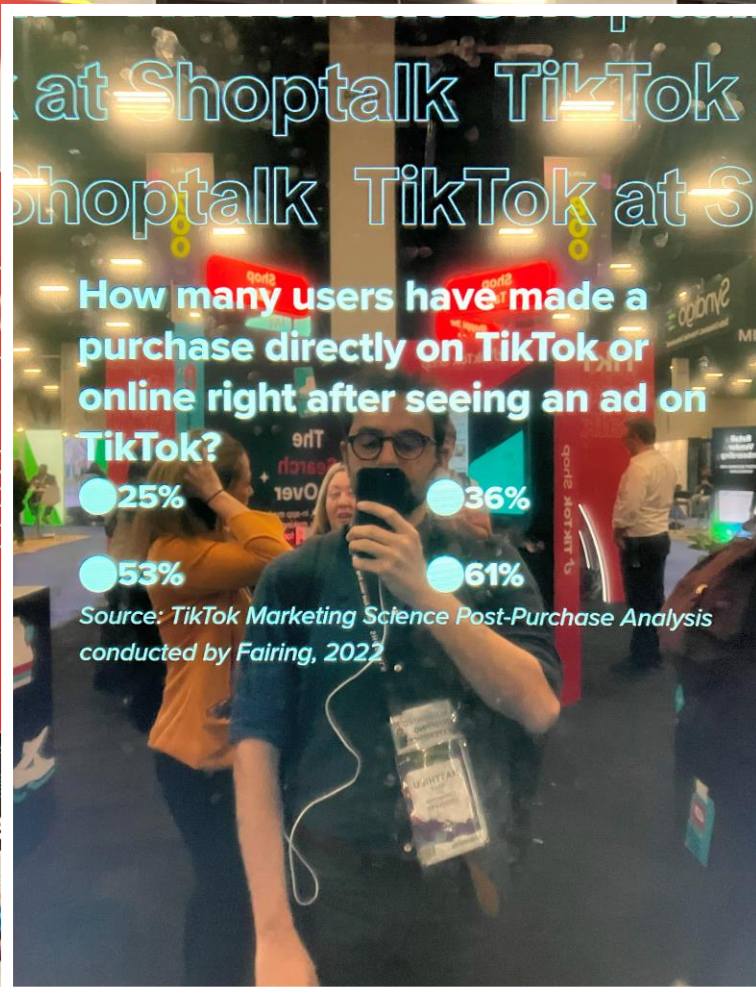
☐ 1 out of 4    ☐ 1 out of 2

☐ 2 out of 3    ☒ 3 out of 4

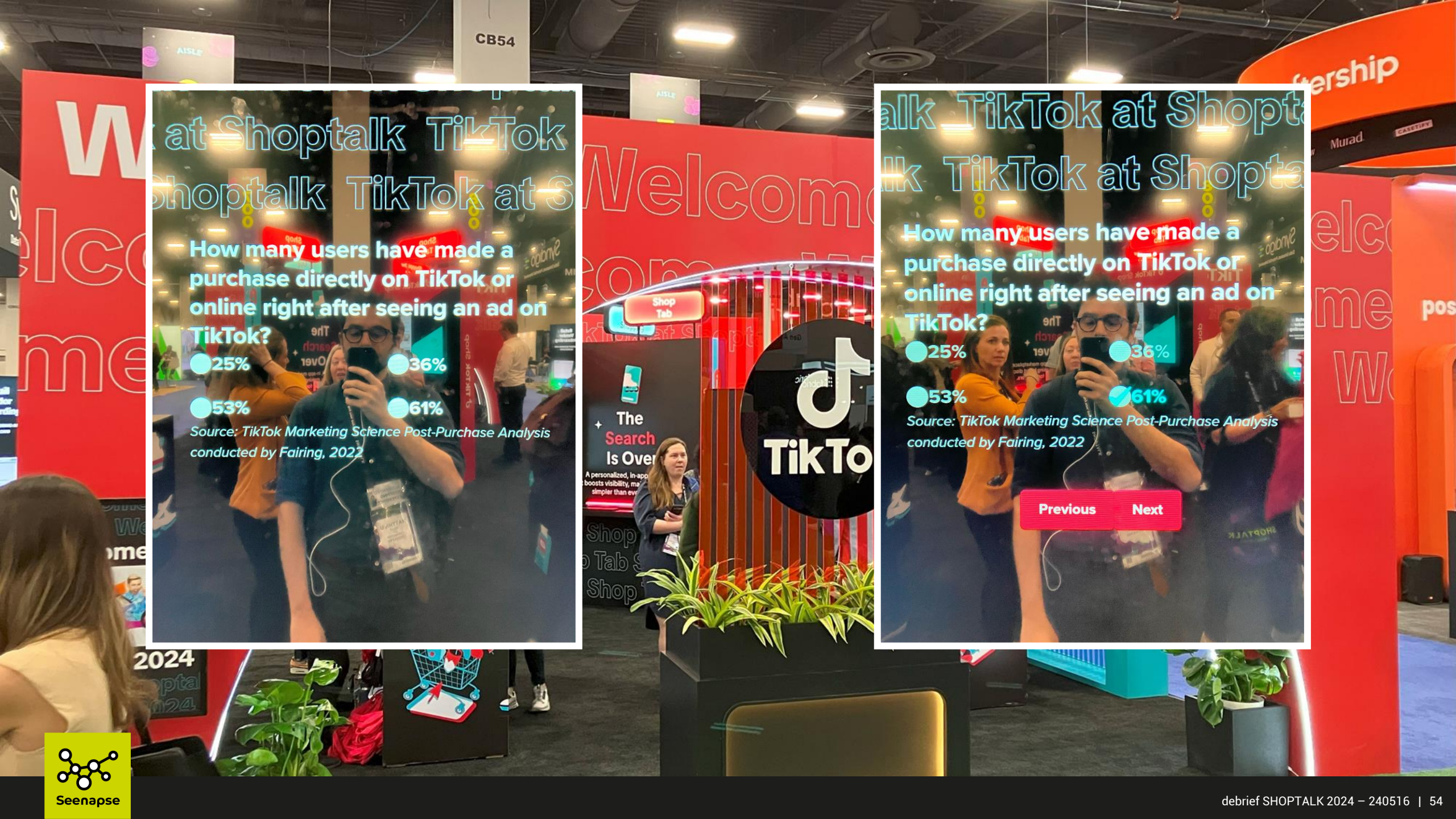
Source: TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022

Previous    Next









# Shoptalk TikTok at Shoptalk

## Shoptalk TikTok at Shoptalk

How many users have made a purchase directly on TikTok or online right after seeing an ad on TikTok?

- 25%
- 36%
- 53%
- 61%

Source: TikTok Marketing Science Post-Purchase Analysis conducted by Fairing, 2022

# Shoptalk TikTok at Shoptalk

## Shoptalk TikTok at Shoptalk

How many users have made a purchase directly on TikTok or online right after seeing an ad on TikTok?

- 25%
- 36%
- 53%
- 61%

Source: TikTok Marketing Science Post-Purchase Analysis conducted by Fairing, 2022

Previous Next







TikTok at Shoptalk

Fill in the blank: advertising on TikTok is     more efficient when compared to other online video channels

- 2x
- 2.5x
- 3x
- 3.5x

Source: Transunion MTA Study commissioned by TikTok, US Only ROAS inclusive of Big Box, Specialty Big Box, Beauty Retail, and Fashion/Luxury Retail

Welcom

Shop Tab

The Search Is Over

A personalized, in-app boosts visibility, making it simpler than ever

Shop Tab

Shop

TikTok at Shoptalk

Fill in the blank: advertising on TikTok is     more efficient when compared to other online video channels

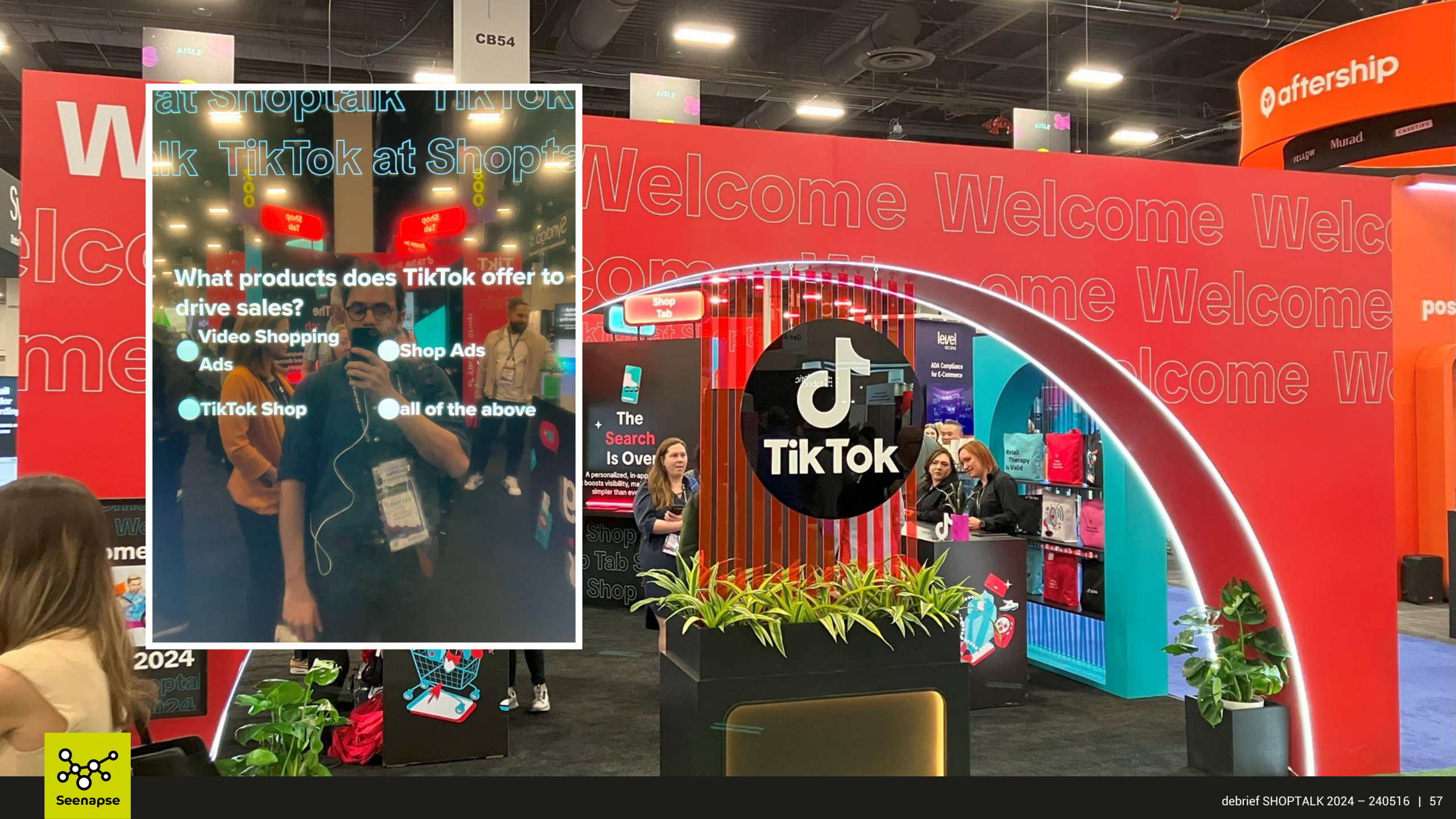
- 2x
- 2.5x
- 3x
- 3.5x

Source: Transunion MTA Study commissioned by TikTok, US Only ROAS inclusive of Big Box, Specialty Big Box, Beauty Retail, and Fashion/Luxury Retail

Previous Next







at Shoptalk TikTok

What products does TikTok offer to drive sales?

- ☒ Video Shopping
- ☒ Shop Ads
- ☒ TikTok Shop
- ☒ all of the above

Welcome Welcome Welcome

Shop Tab

The Search Is Over

A personalized, in-app boosts visibility, making it simpler than ever.

TikTok

level access

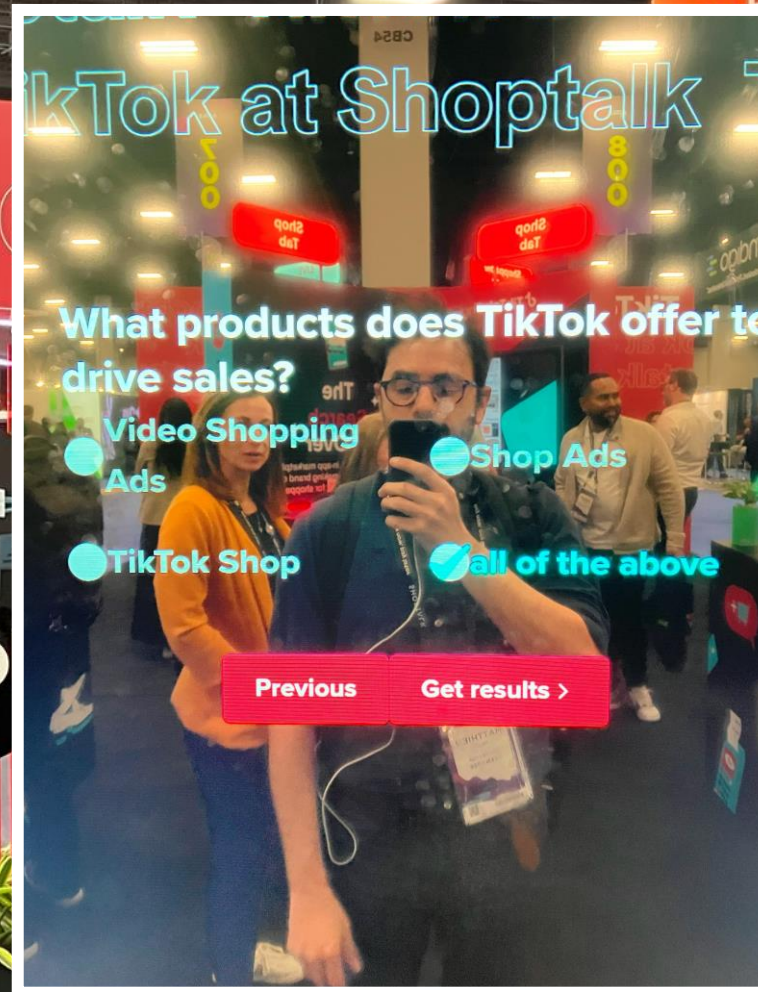
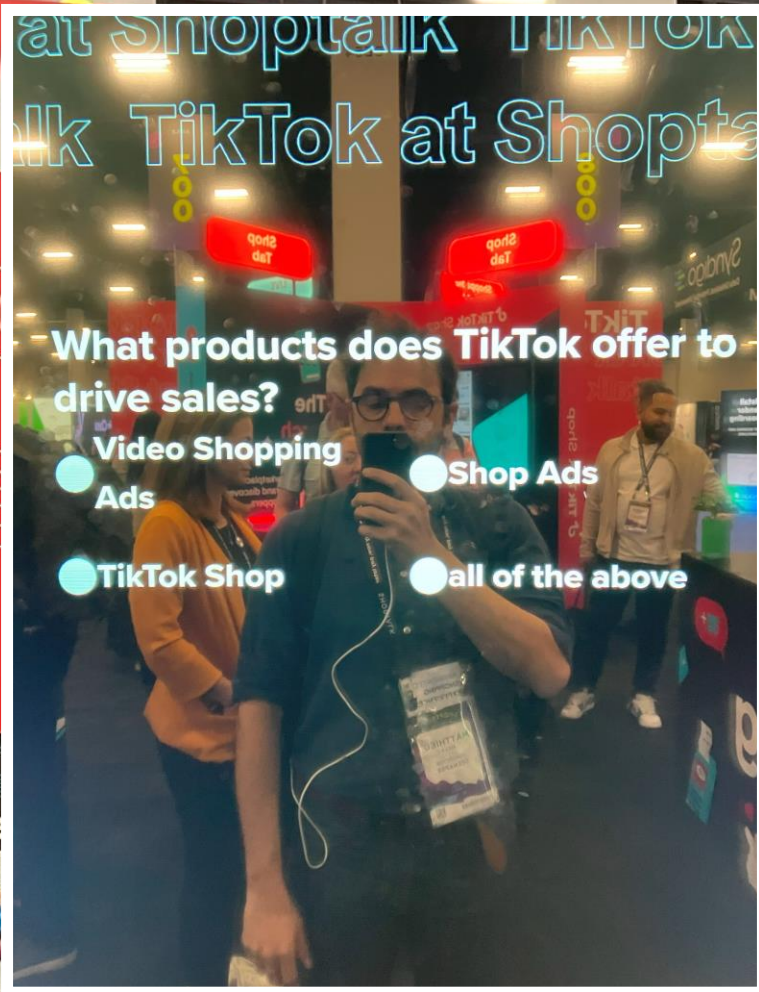
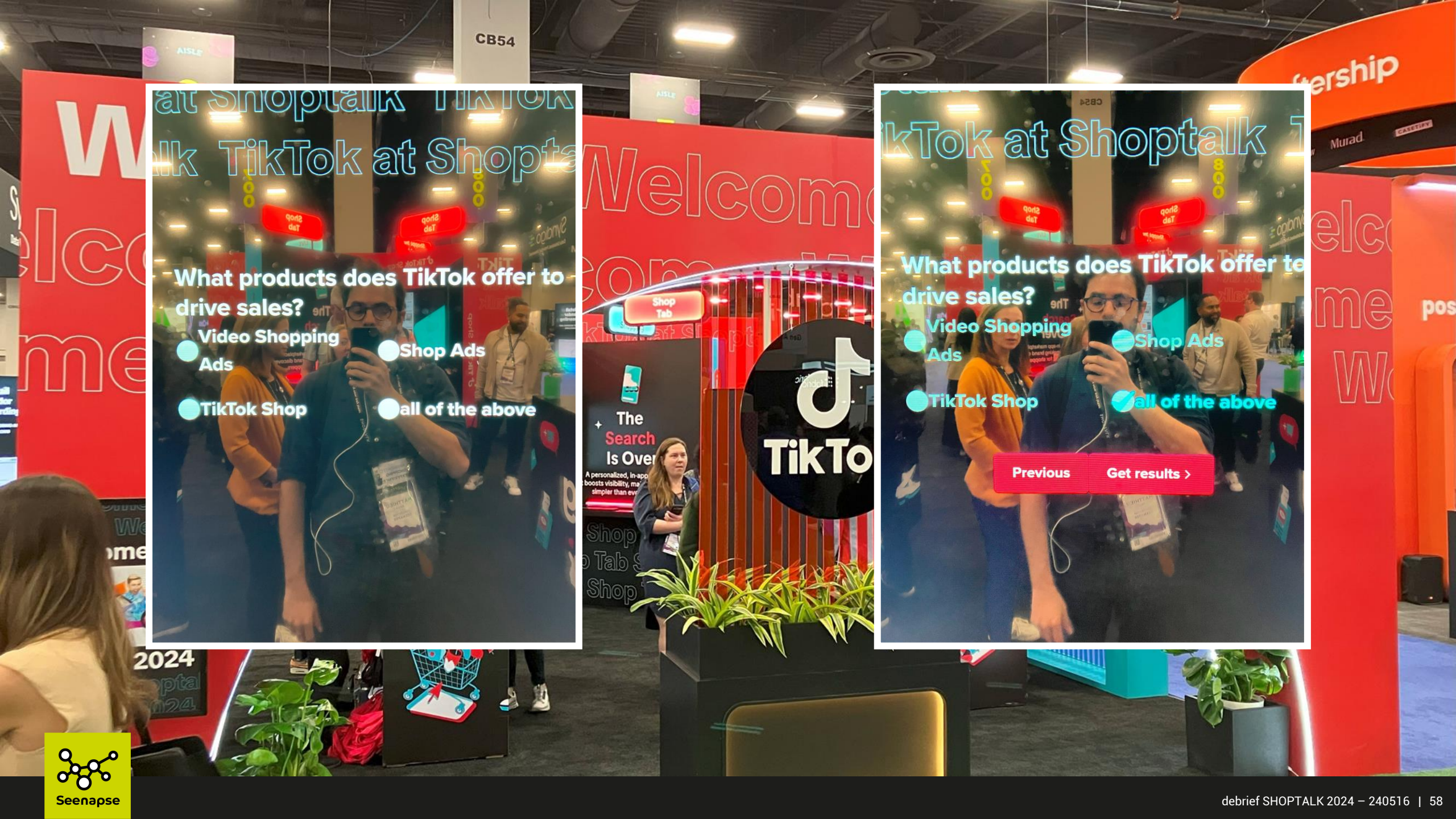
ADA Compliance for E-Commerce

Retail Therapy is Valid

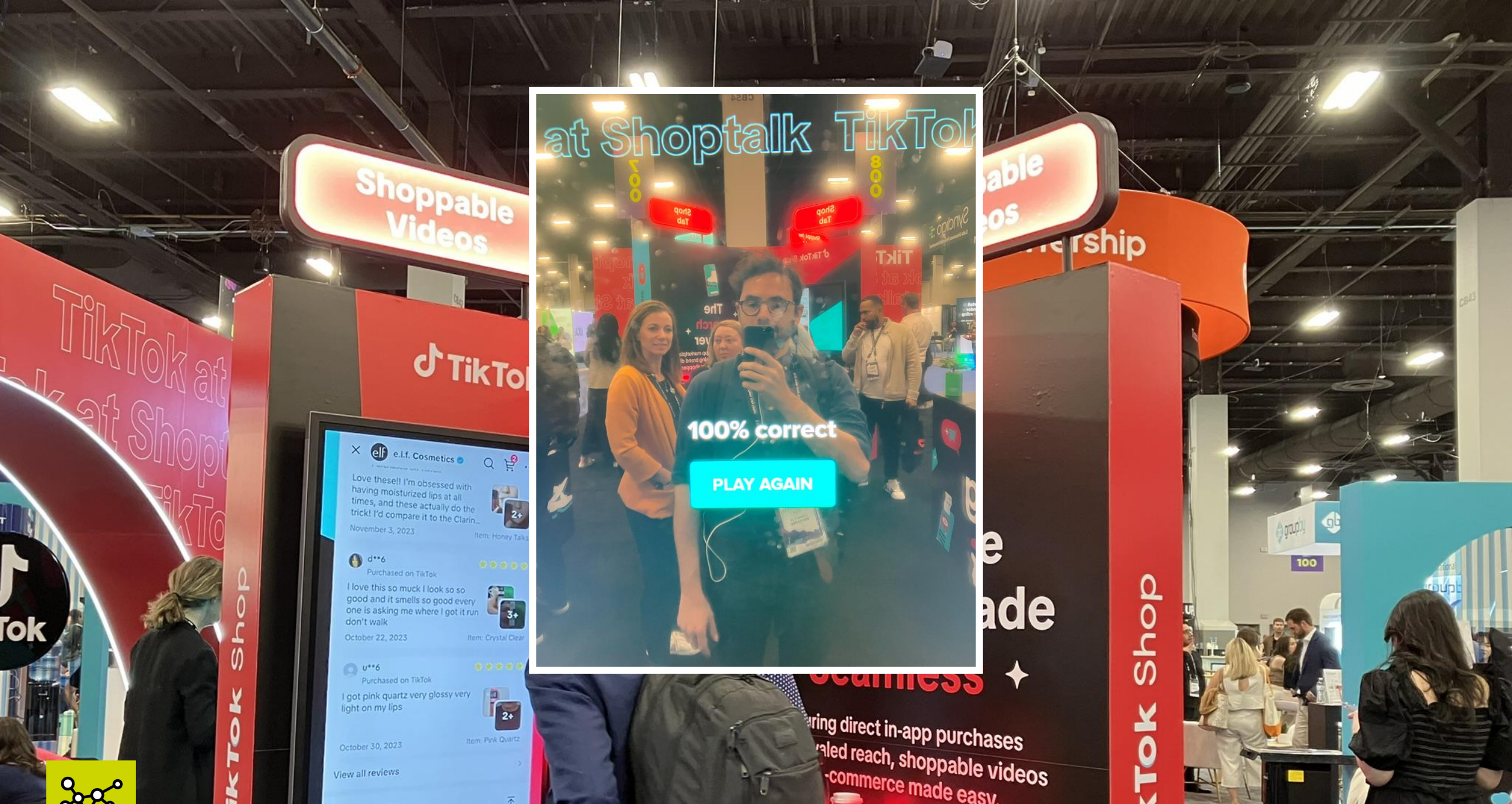
2024

2024



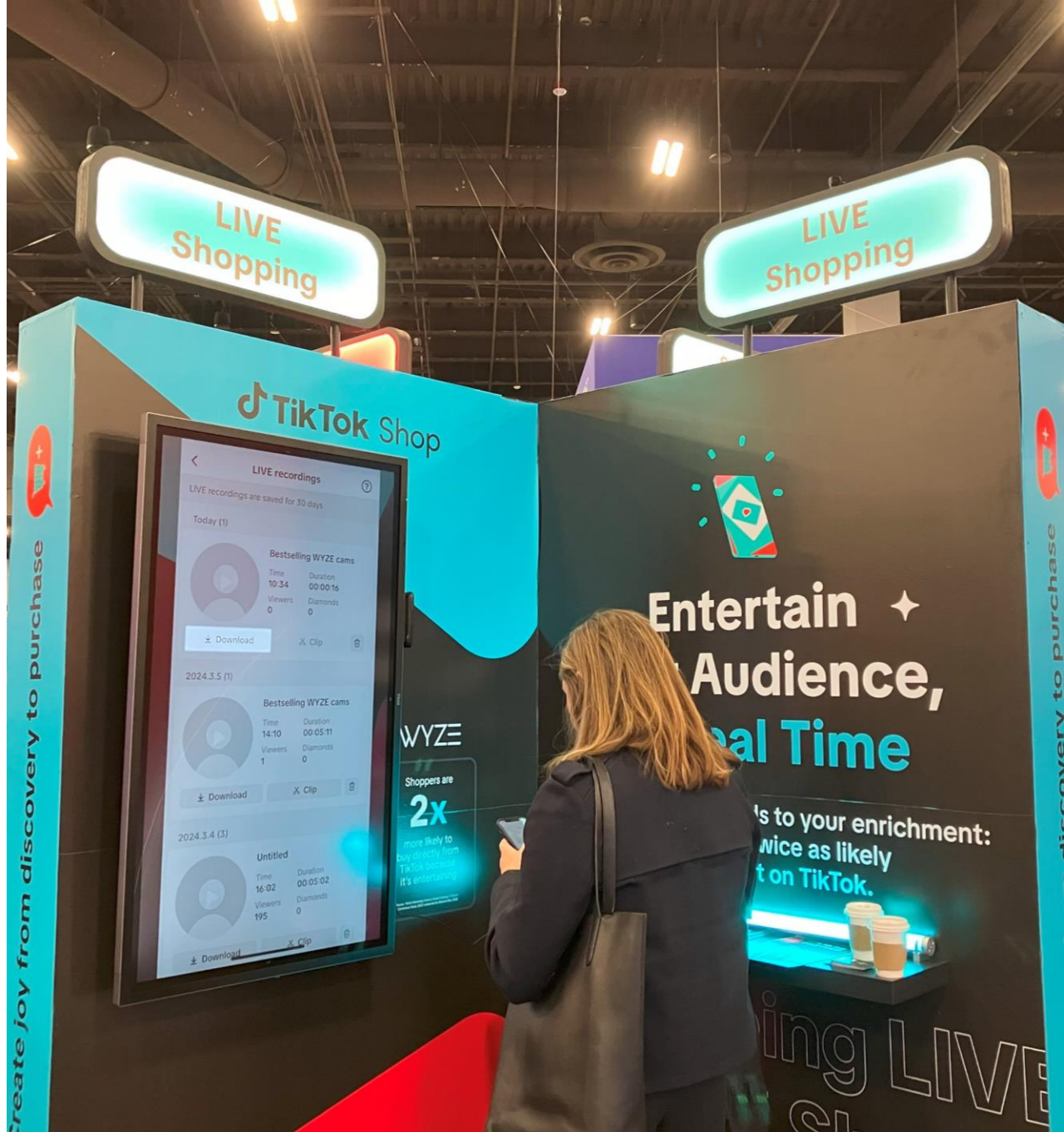
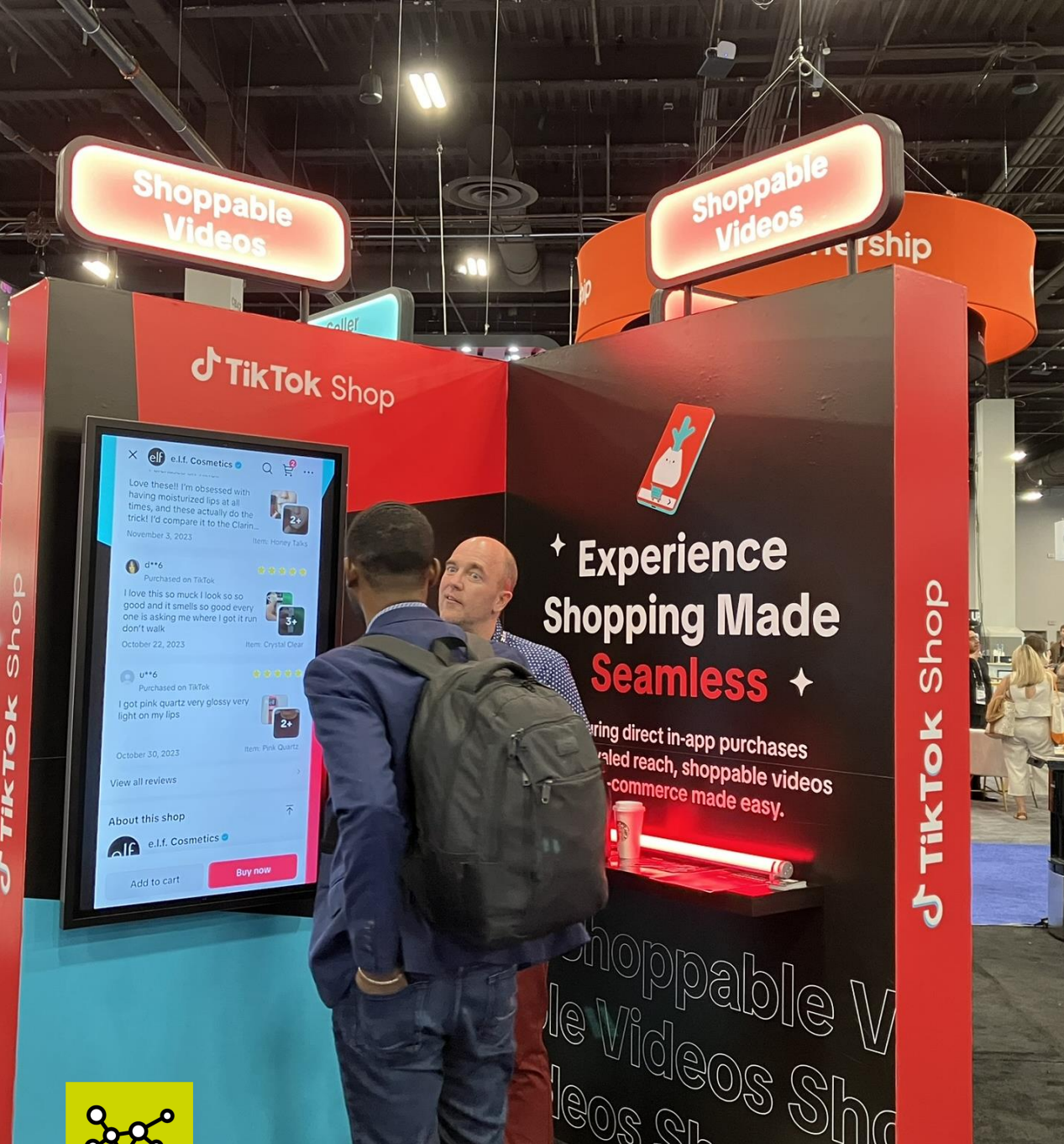






Seenapse









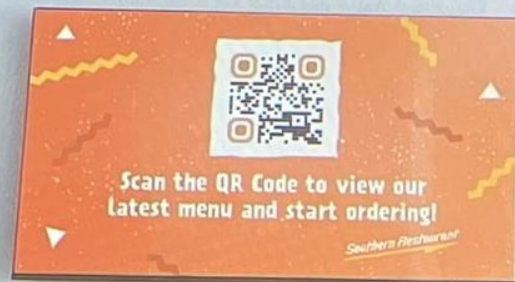


# Four ways shoppable video comes to life



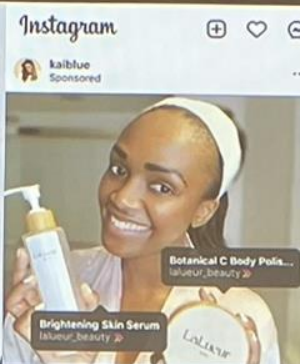
## Online Video

Brands advertising on Youtube or other offsite properties should incorporate shoppability to their OLV assets



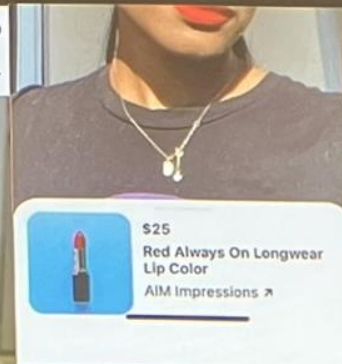
## CTV

Brands looking to build an omnichannel experience with large audiences should include shoppable CTV in their media plans



## Social Commerce

Brands who have highly engaged audiences should be using social commerce activations



## Livestream

Brands looking to heighten social engagement and create an engaging conversation with shoppers should consider livestream events, especially with Gen Z audiences.





MEG STALTER

KATELYN SPARKS

GIANCARLO VIDRIO



+ Add

# to Heart

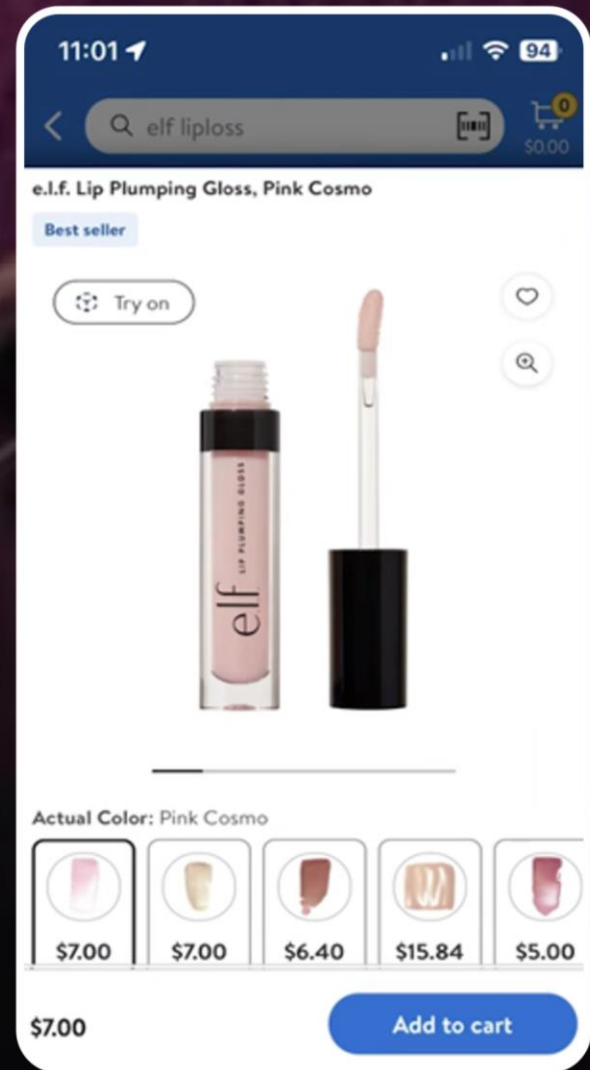
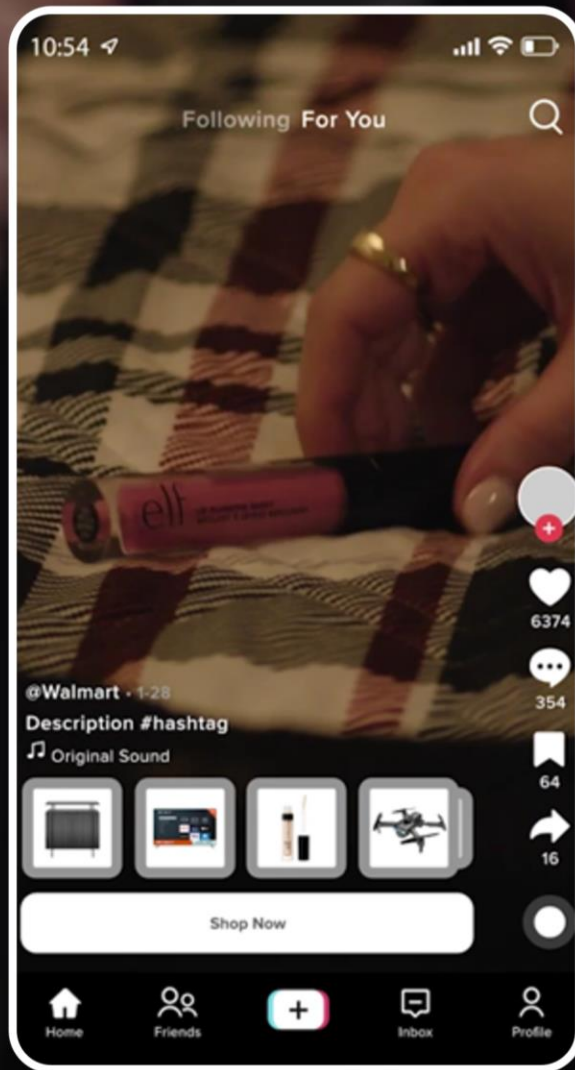
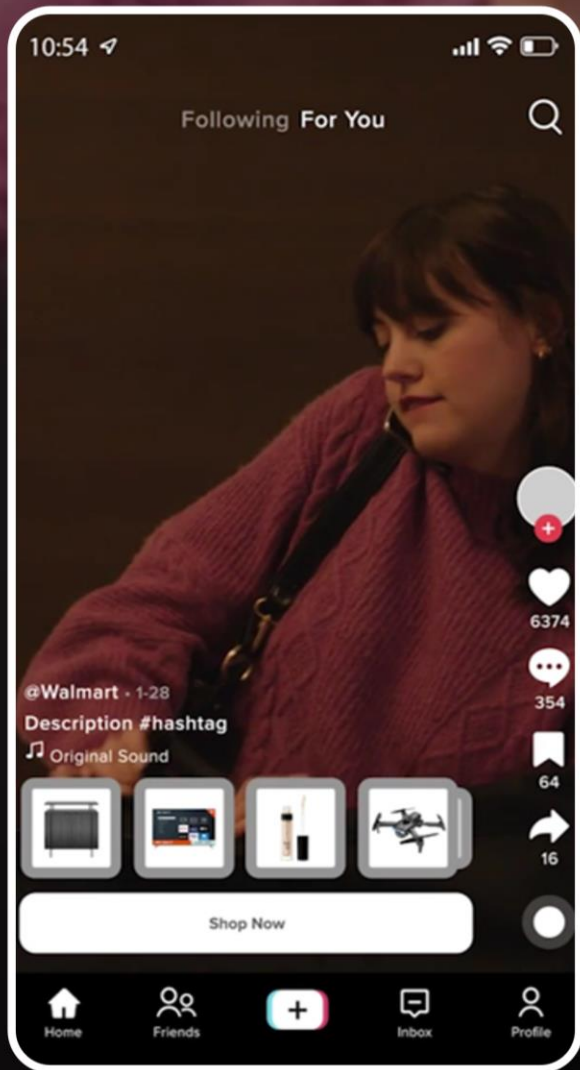
CREATED BY Walmart  & MERMAN

It's not a RomCom. It's RomCommerce.



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Walmart   
Shop Holiday  
Looks & Decor

Press OK to shop now

OK



Seenapse





Enter and confirm your phone number  
to shop holiday looks & decor

973 349 4481

1

2

3

4

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9



0



Msg & data rates apply. Privacy  
<https://docs.roku.com/published/userpriva...>

Send text

Cancel



Seenapse



TV SHOWS

News

LOCAL NEWS

**Become a household name.  
Advertise on Streaming TV.**

vibe.co

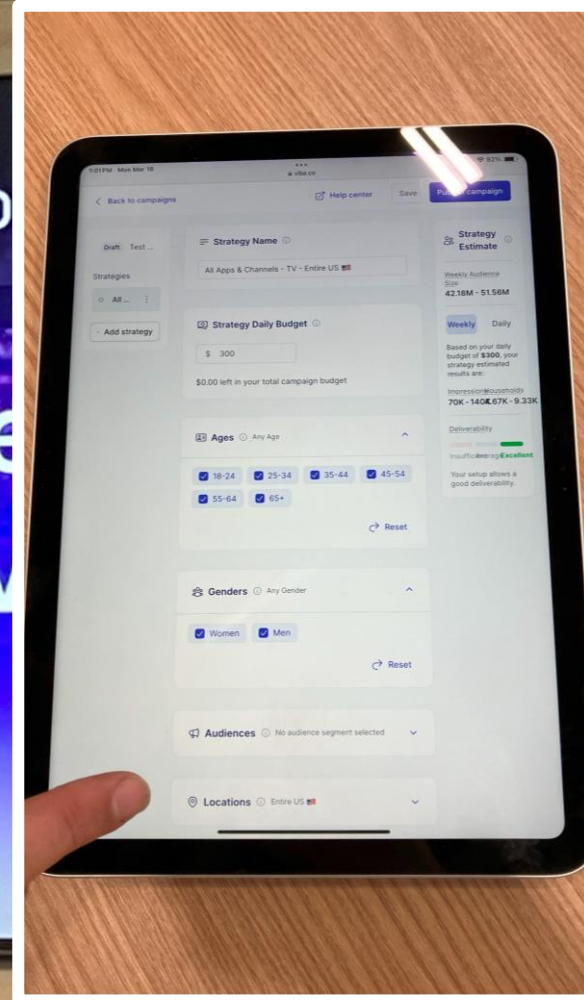
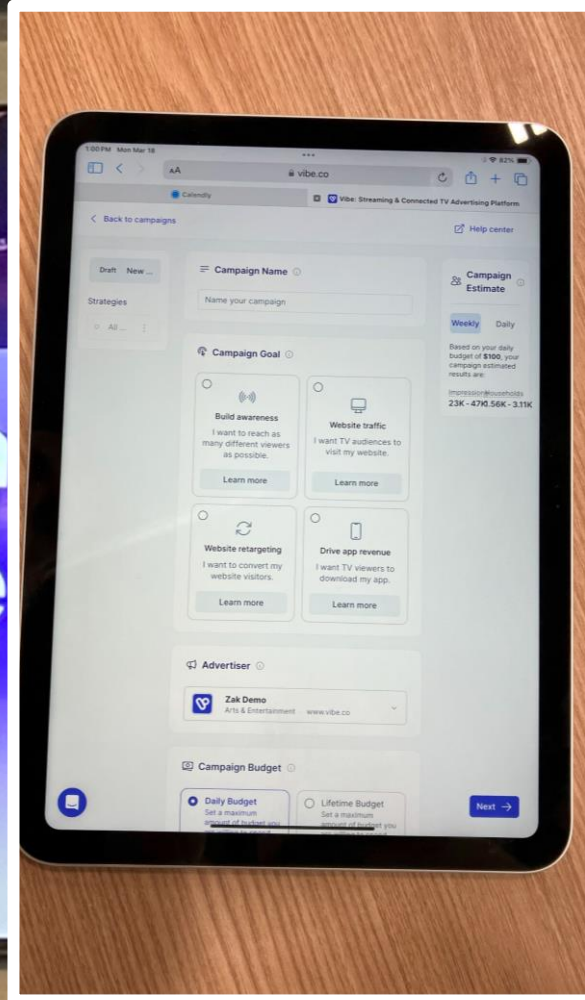
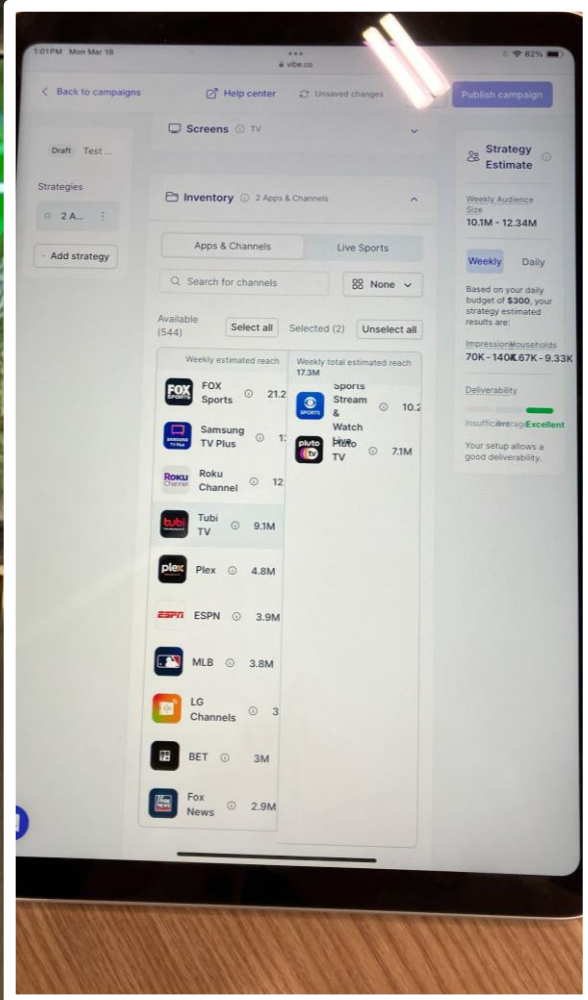


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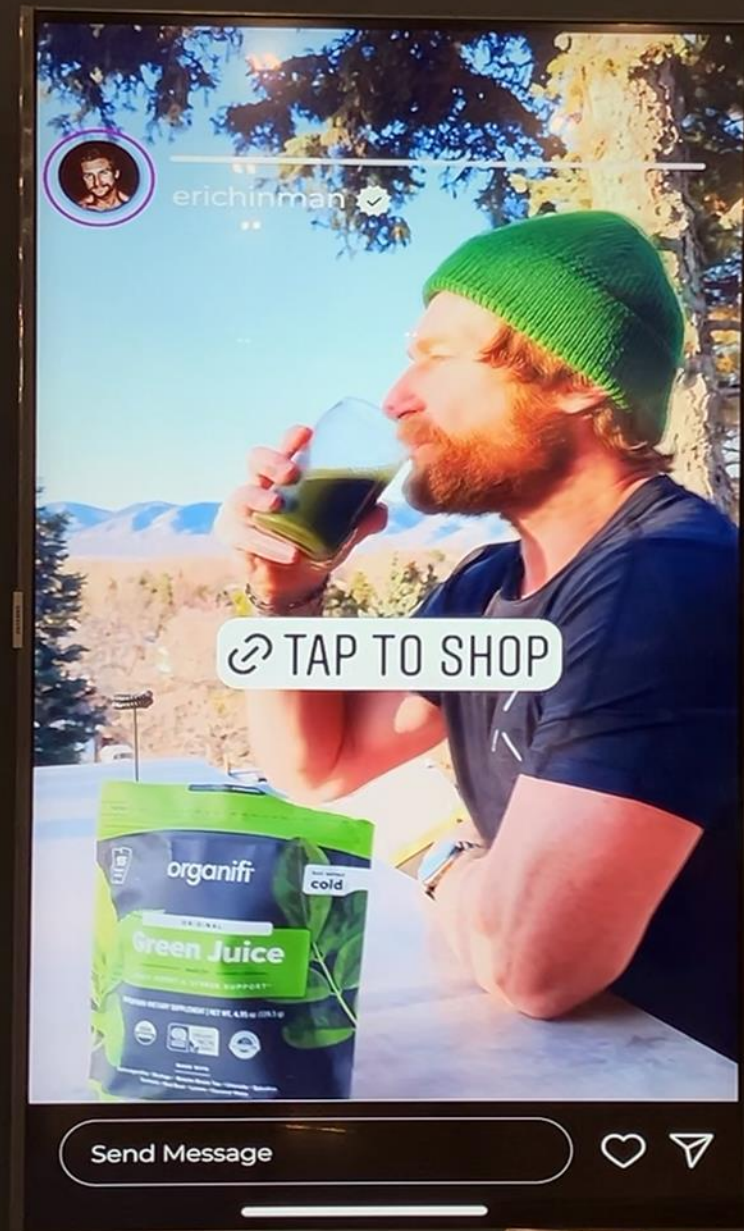
&











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&


trnd



# Une évolution des business models




ROOTED BEAUTY  
Bar Soap  
4 oz - Cedar & Sage  
★★★★☆ 1438

 \$4.76 Subscribe and save

\$5.95

Add to Cart


DIRTY LABS  
Bio Enzyme Laundry Booster  
16.8 oz - Free & Clear  
★★★★☆ 282

 \$13.59 Subscribe and save

\$16.99

Add to Cart


GROVE CO.  
Tree-Free Napkins - 100%  
Bamboo  
1 count  
★★★★☆ 395

 \$2.79 Subscribe and save

\$3.49

Add to Cart

GROVE CO.  
Tree-Free Toilet Paper - 100%  
Bamboo  
8 rolls - 8 Rolls  
★★★★☆ 4762

 \$7.99 Subscribe and save


\$9.99

Add to Cart



100%  
PLASTIC  
FREE

IF YOU CARE  
Parchment Baking Sheets  
24 count  
★★★★☆ 102

 \$4.02 Subscribe and save

\$5.03

Add to Cart



100%  
PLASTIC  
FREE

GROVE CO.  
Swedish Dishcloths - Assorted  
Prints  
2 count - Assorted  
★★★★☆ 3663

 \$7.19 Subscribe and save

\$8.99


Add to Cart



8 options

95%+  
PLASTIC  
FREE

GROVE CO.  
Hydrating Hand Soap Refill -  
13oz  
13 oz - Lemon & Eucalyptus  
★★★★☆ 1372

 \$4.39 Subscribe and save

\$5.49

Add to Cart




7 options

95%+  
PLASTIC  
FREE

GROVE CO.  
Ultimate Dish Soap Refill - 16oz  
16 oz - Apple & Pear Blossom - Grove...

★★★★☆ 1484

 \$4.39 Subscribe and save

\$5.49

Add to Cart

Clearance



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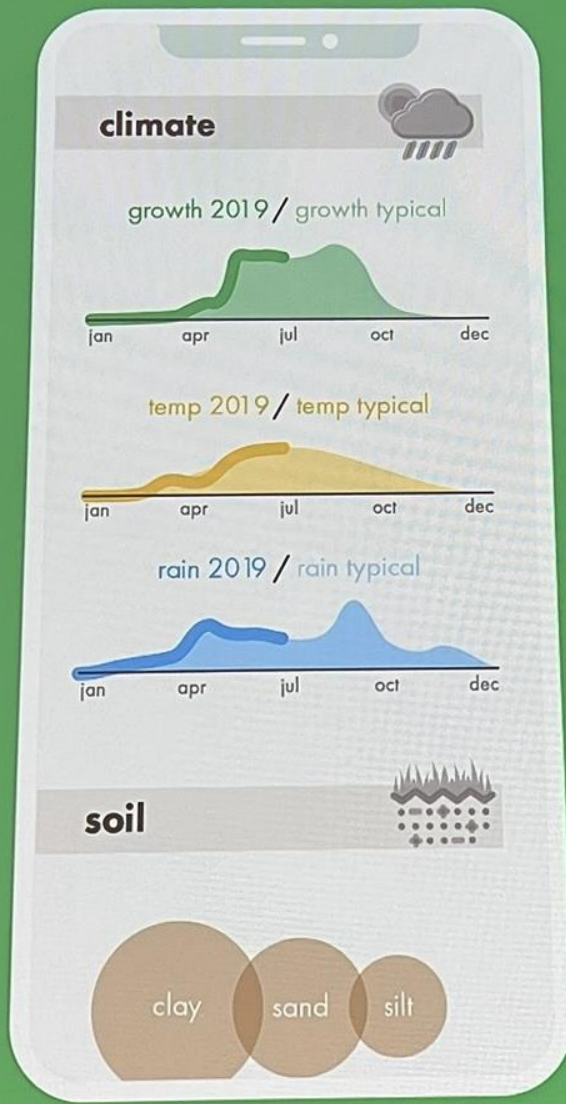
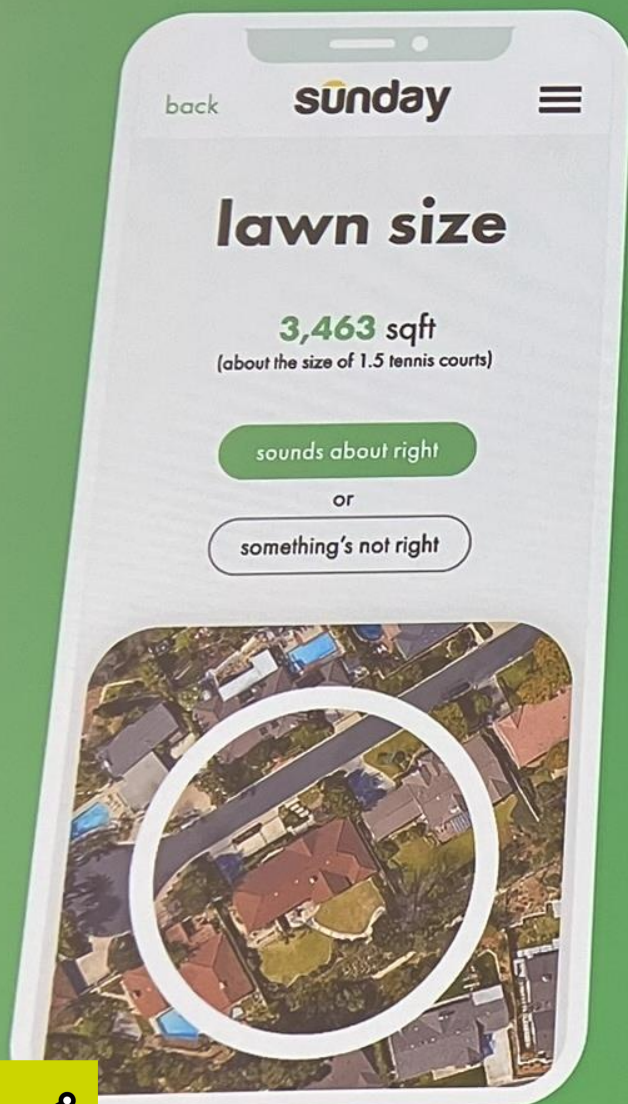


## Sunday purchase experience

- Start by asking for your home address. A big ask



sunday



# Build credibility by showing what we know

- Meaningful friction is much better than less friction.



Seenapse





## A plan, a solution, just for you

- Not a quiz. Building credibility by asking and showing.
- 15+ steps to purchase
- 12X the LTV vs. PLP
- 25% higher CVR vs. PLP



sunday

Lombard, IL



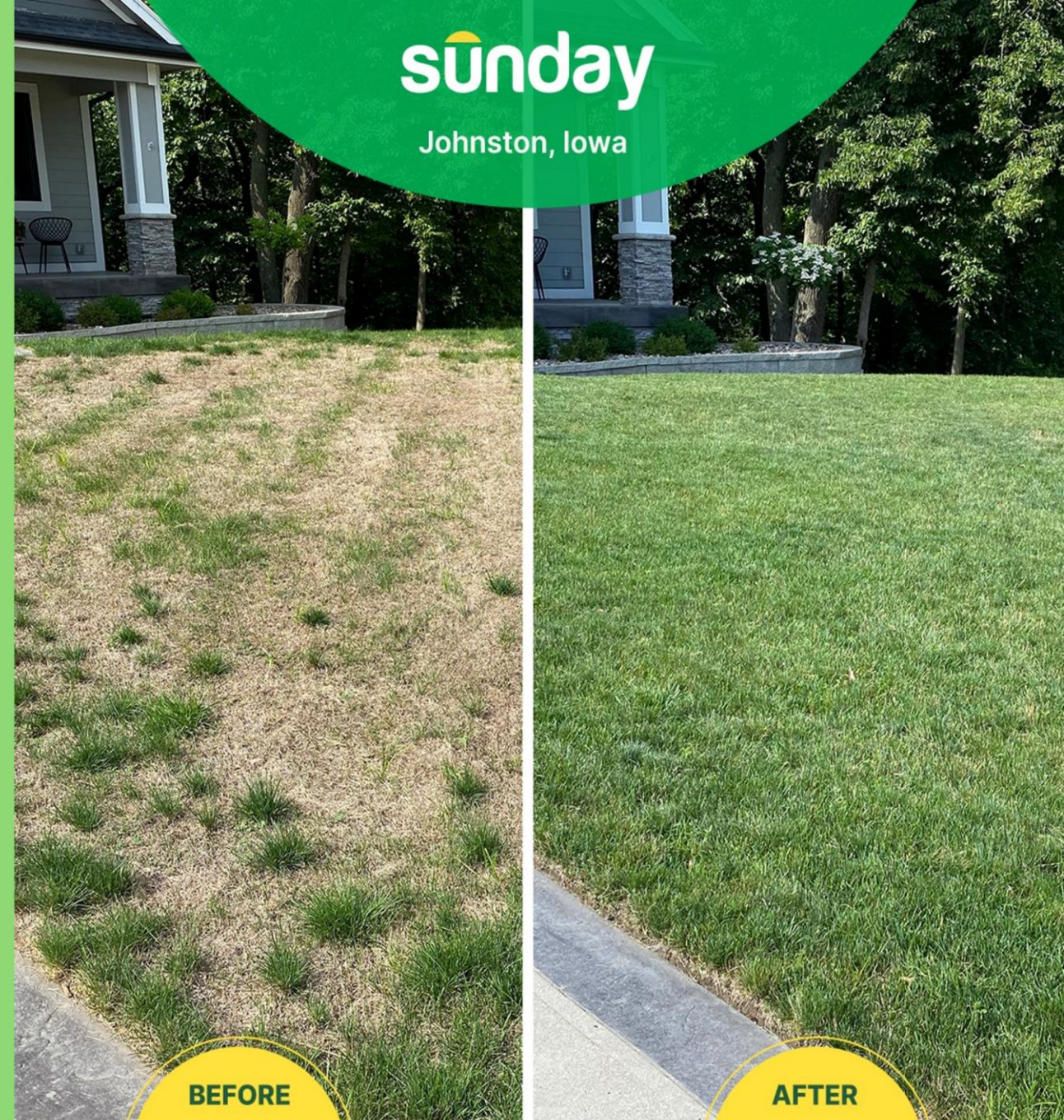
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BEFORE

AFTER

sunday

Johnston, Iowa



BEFORE

AFTER



# *Driving Customer Loyalty by selling a solution instead of a product*





profitmind  
from NETAIL

Main Menu

Executive Summary

Detailed Insights

Price Analyst

Custom Categories

Zone A

All Categories

Log Out

Opportunities Found

\$1,264,552

Incremental Sales

\$1,077,392

Incremental Profit

Actions & Insights

122

Profitmind Insights

0

Price Alerts

4,430

Matches to Review

Products

54,602

Your Products Analyzed

48,029

Your Products Matched

Competitors

23

Competitors Matched

181,320

Comp. Products Matched

Opportunity Summary

Total Opportunities

+ \$1,264,552

Sales

+ \$426,845

Working Capital

+ \$1,077,392

Profit

Price Increase

Category	Revenue	Profit	Profit Lift %
Total	+ \$77,679	+ \$568,573	+ 3.1%
T-Shirts	+ \$24,198	+ \$327,377	+ 3.3%
Dresses	+ \$90,229	+ \$144,944	+ 2.2%
Sweaters	- \$36,748	+ \$96,253	+ 5.9%

Price Decrease

Category	Revenue	Profit	Profit Lift %
Total	+ \$824,248	+ \$109,445	+ 1.9%
Outerwear	+ \$321,521	+ \$51,055	+ 2.8%
Fashion Tops	+ \$194,356	+ \$25,251	+ 1.9%
Basic Tops	+ 188,371	+ \$33,140	+ 1.7%

Increase Investment

Category	Revenue	Profit
Total	+ \$104,014	+ \$42,711
Hoodies	+ \$35,424	+ \$14,990
Denim	+ \$34,557	+ \$14,122
Skirts	+ \$34,034	+ \$13,599

Reduce Investment

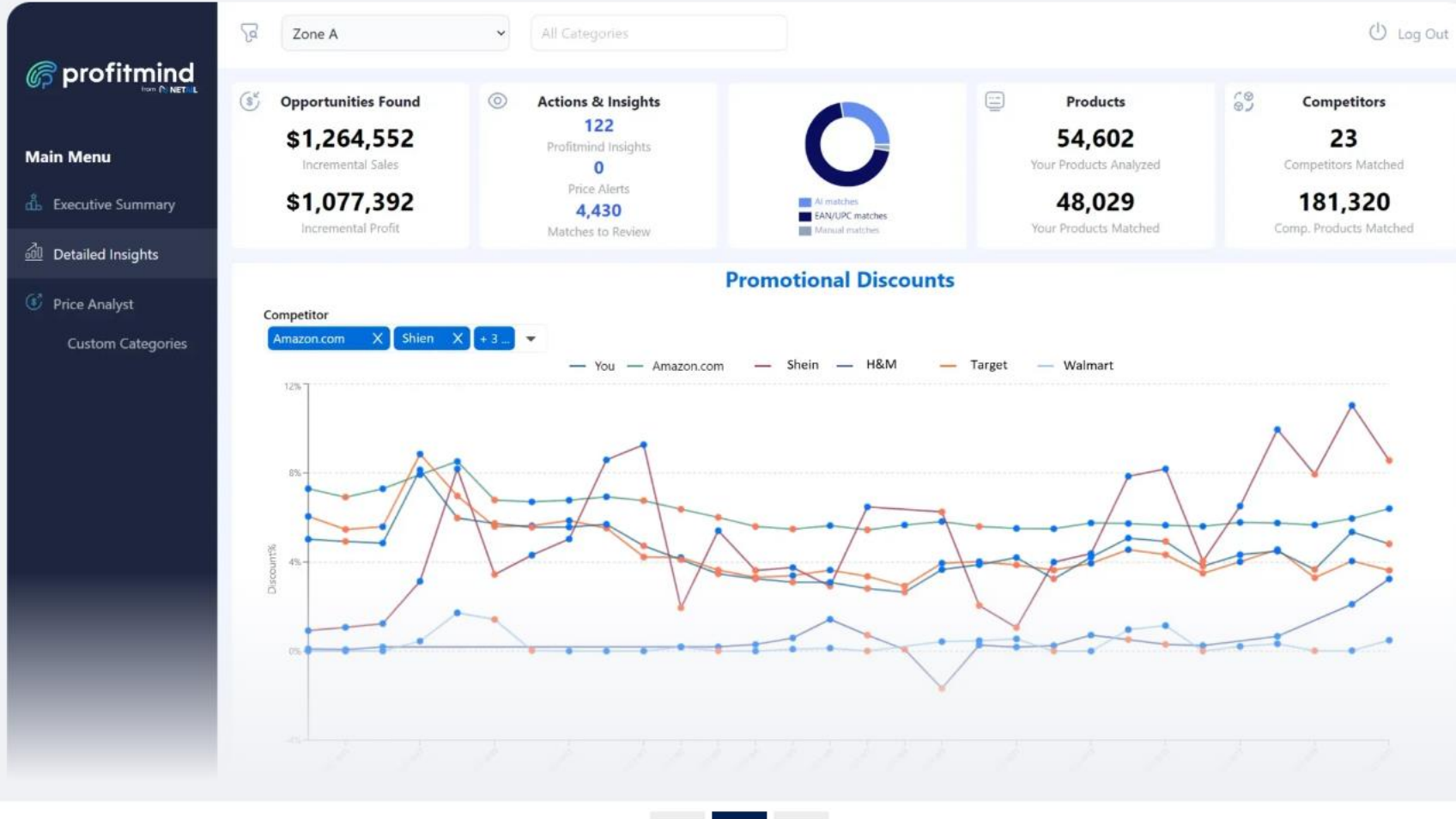
Category	Working Capital
Total	+ \$59,543
Shorts	+ \$22,904
Swimwear	+ \$32,582
Crop Tops	+ \$4,057

Trusted by

profitmind  
from NETAIL

debrief SHOPTALK 2024 – 240516 | 78





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ASCENDANT

BELCORP

Kirkland's  
Being Happier Home

Leonisa®

H-E-B

Walmart

Intergamma

American

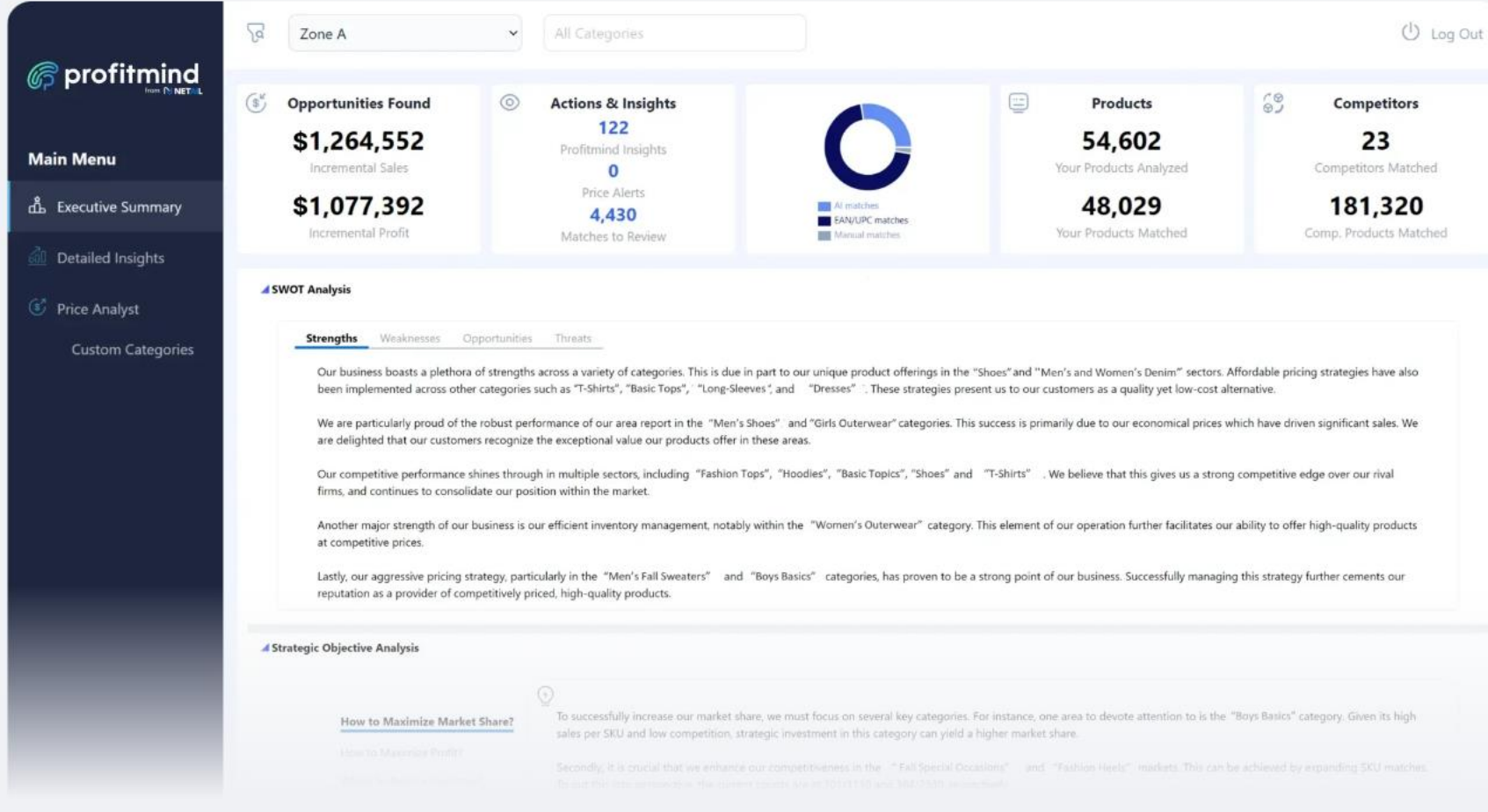


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# profitmind

Increase Profit: Faster, More Accurate  
Retail Decision-Making

GENERATIVE AI

Ask Profitmind to  
explain anything,  
change assumptions,  
recalculate and/or  
export to a file.



- **L'IA a et va continuer à transformer la relation client.**
- **Un parcours client toujours plus fluide.**
- **L'audience au cœur du commerce de demain.**
- **Une évolution des business models.**









SHOPTALK  
2025

24 au 27  
mars 2025





webinaire  
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vendredi 31  
mai

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–  
vendredi 28  
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