

SHOPTALK

Shoptalk Europe | débrief juin 2025

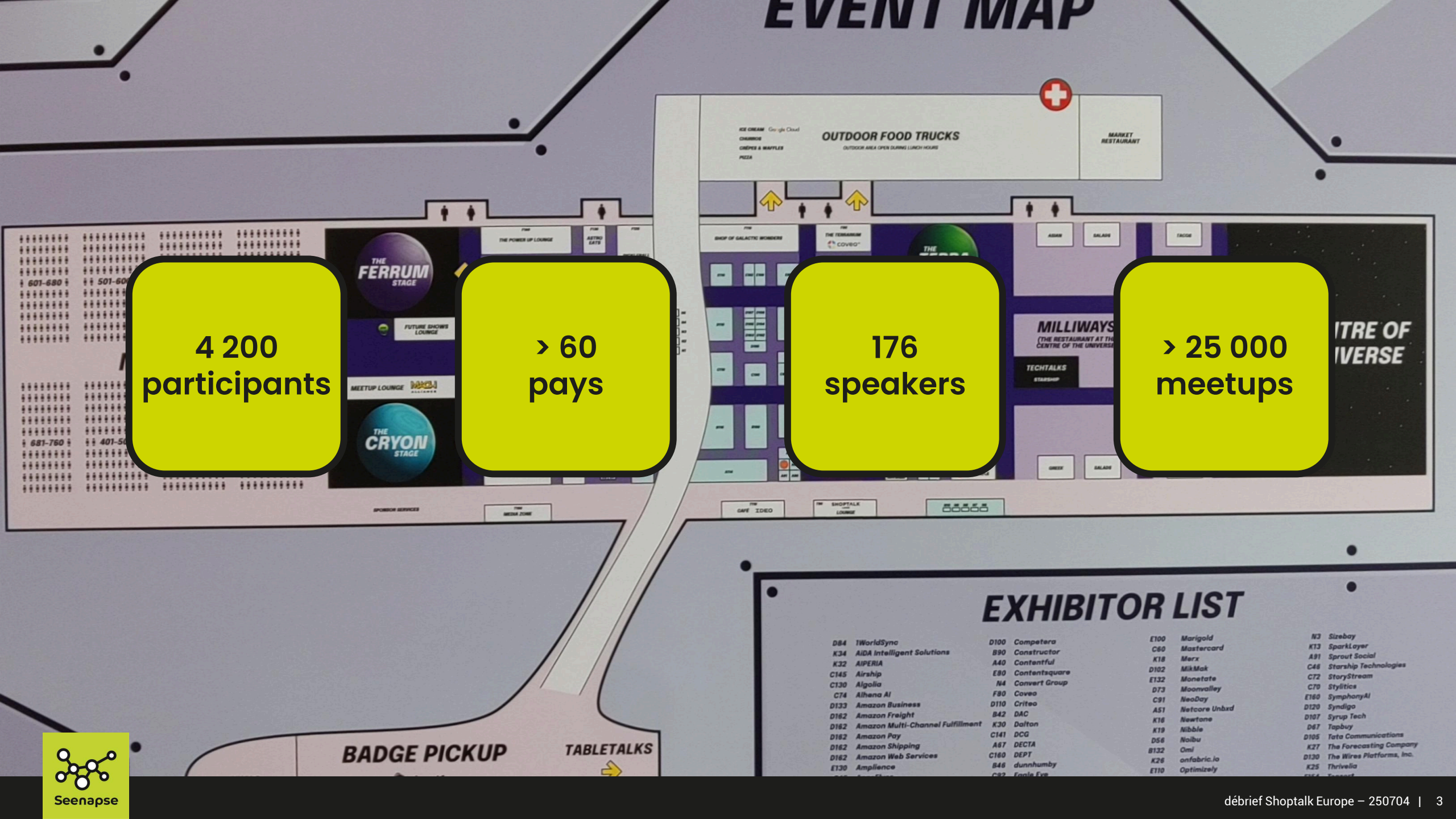


Seenapse



Seenapse

EVENT MAP



4 200
participants

> 60
pays

176
speakers

> 25 000
meetups

EXHIBITOR LIST

D84	IWorldSync	D100	Competera	E100	Marigold	N3	Sirebay
K34	AIDA Intelligent Solutions	B90	Constructor	C60	Mastercard	K13	SparkLayer
K32	AIPIRIA	A40	Contentful	K18	Merx	A91	Sprout Social
C145	Airship	E80	Contentsquare	D102	MikMak	C46	Starship Technologies
C130	Algolia	N4	Convert Group	E132	Monetate	C72	StoryStream
C74	Alhena AI	F80	Coveo	D73	Moonvalley	C70	Stylitics
D133	Amazon Business	D110	Criteo	C91	NeoDay	E160	SymphonyAI
D162	Amazon Freight	B42	DAC	A51	Netcore Unbxd	D120	Syndigo
D162	Amazon Multi-Channel Fulfillment	K30	Dalton	K16	Newtone	D107	Syrup Tech
D162	Amazon Pay	C141	DCG	K19	Nibble	D67	Tabbuy
D162	Amazon Shipping	A67	DECTA	D56	Noibu	D105	Tata Communications
D162	Amazon Web Services	C160	DEPT	B132	Omi	K27	The Forecasting Company
E130	Amplience	B46	dunhumby	K26	onfabric.io	D130	The Wires Platforms, Inc.
		C82	Eagle Eye	E110	Optimizely	K25	Thriveia
							Unstitch

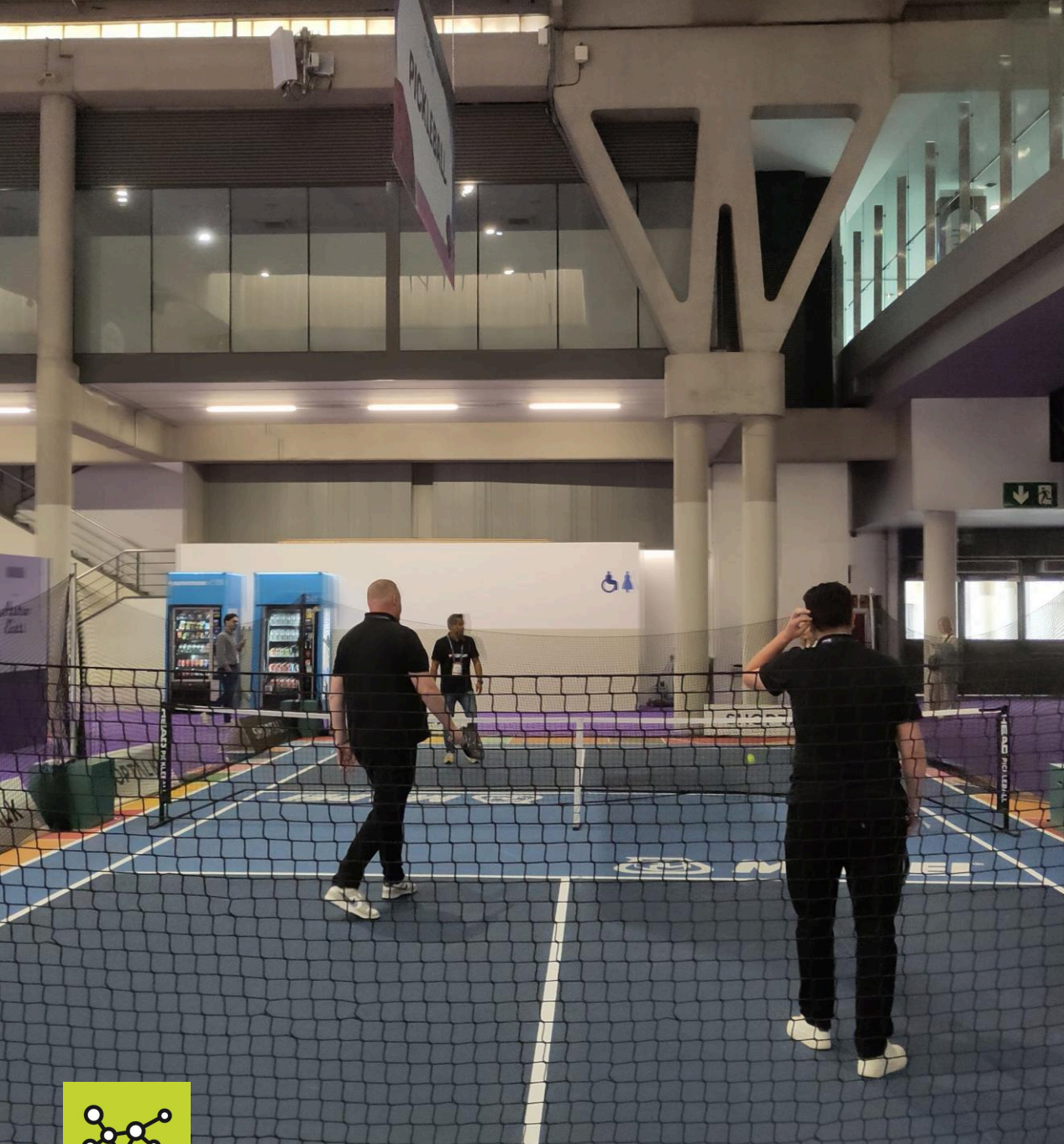


Seenapse

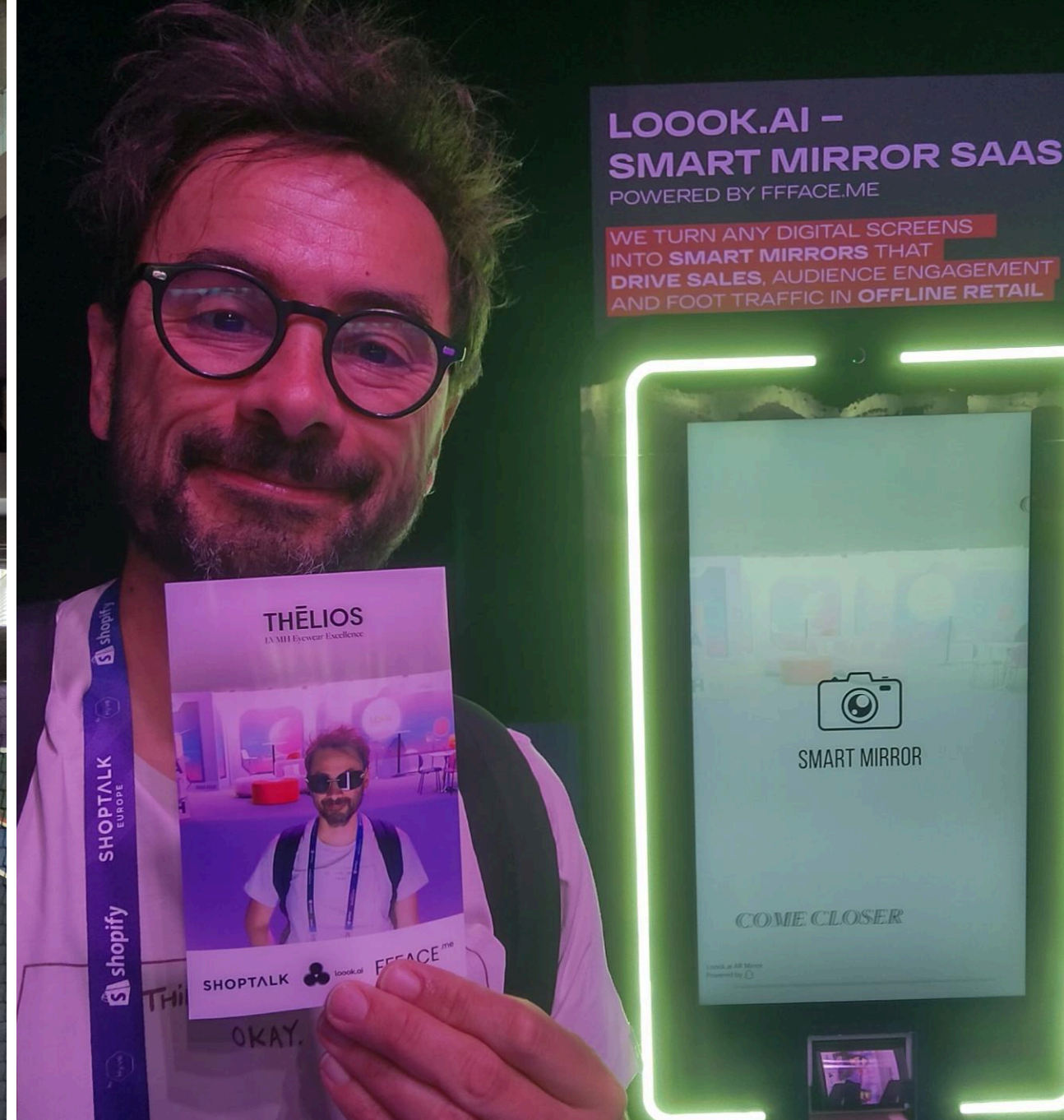




Seenapse



Seenapse







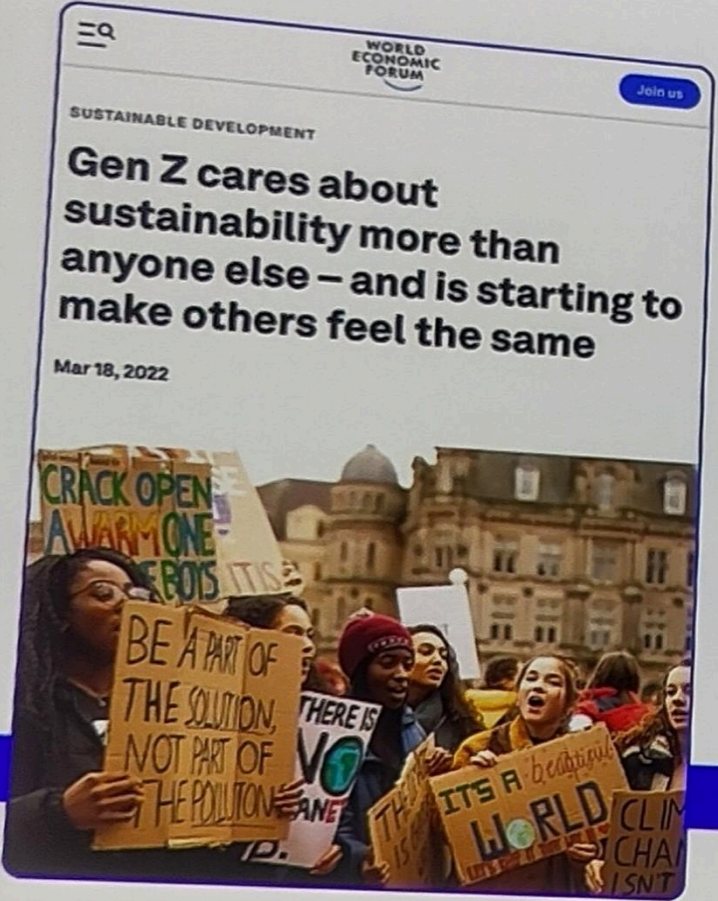




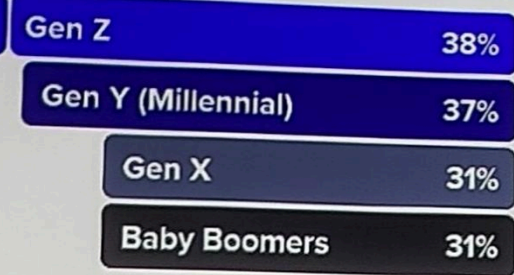
→ La RSE intéresse t-elle encore quelqu'un ?



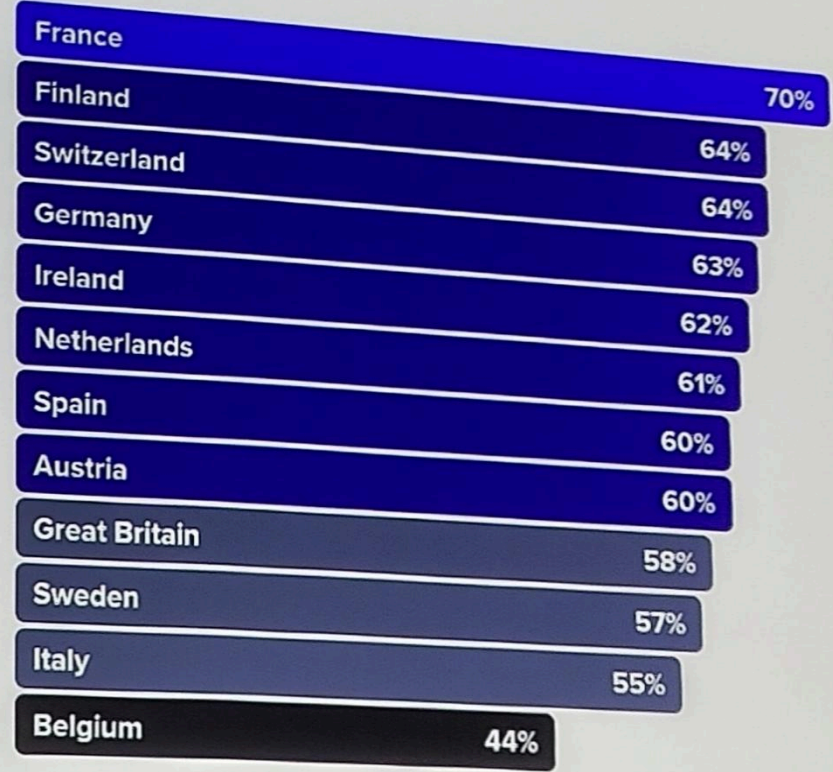




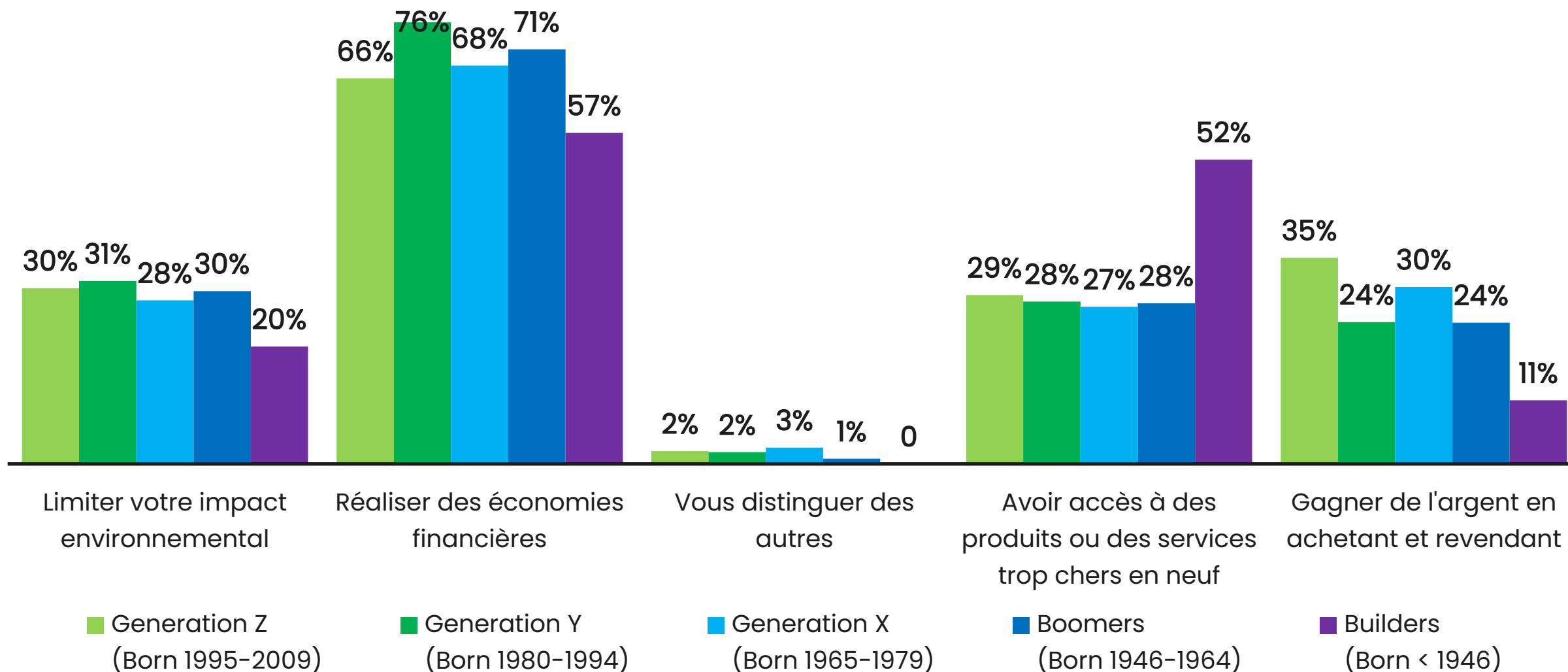
I am willing to pay more for ecofriendly products



I am a firm believer in making fewer but higher quality purchases

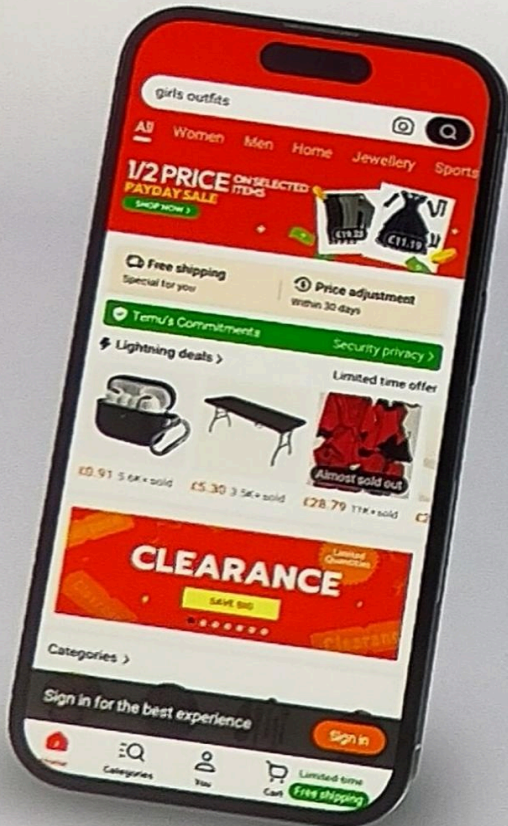


Sauver la planète passe après sauver son porte-monnaie ...

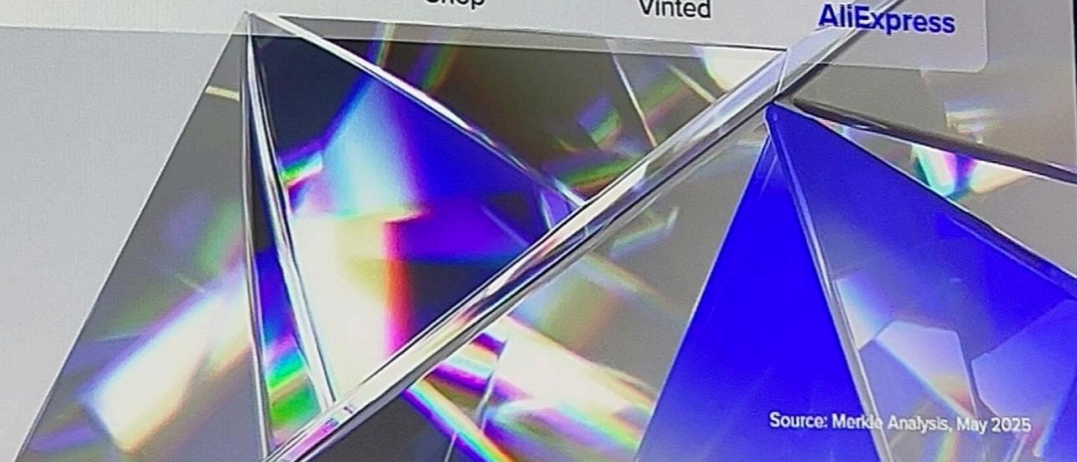


MAY 2025

Top 5 iOS shopping apps

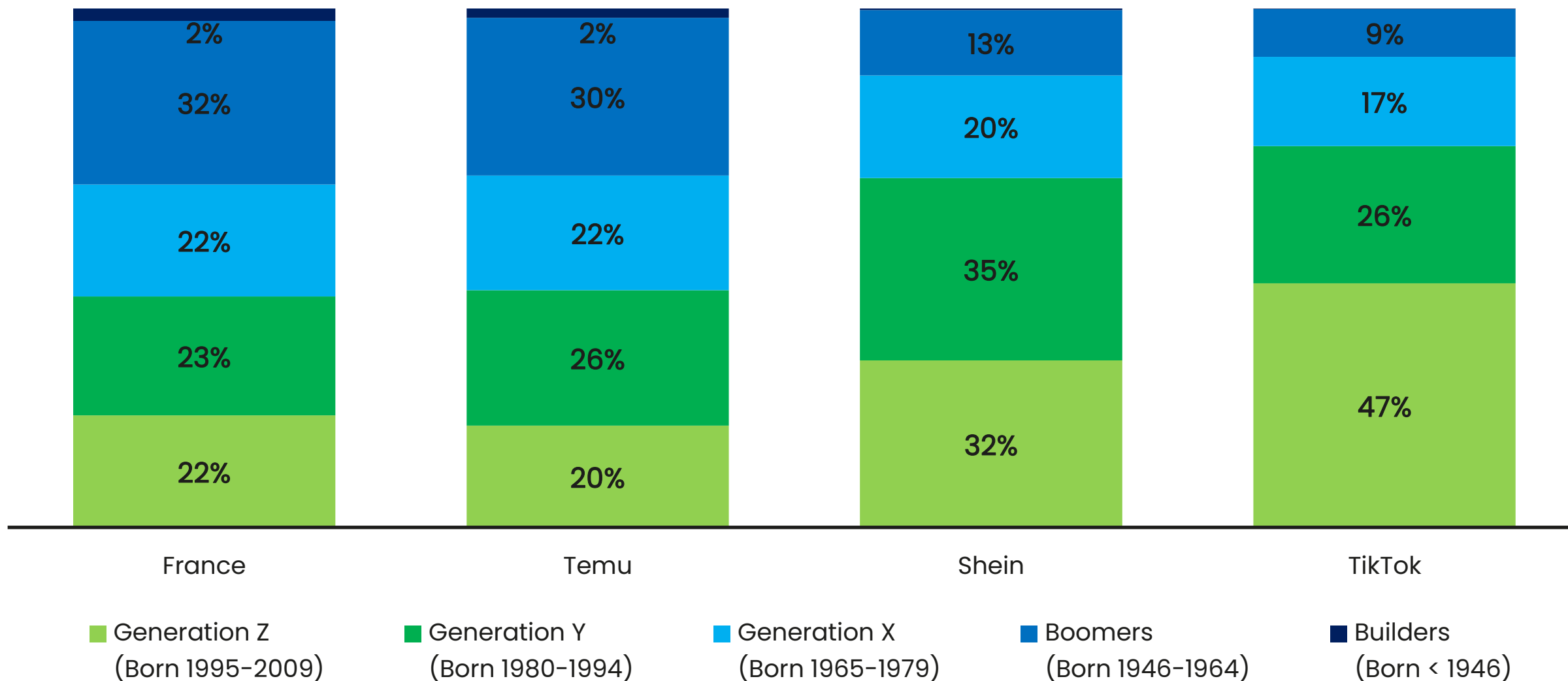


	#1	#2	#3	#4	#5
France	Klarna	Temu	Vinted	SHEIN	Lidl
Germany	Temu	PAYBACK	Lidl	Klarna	Vinted
Italy	Klarna	Hey Conad	Temu	Vinted	AliExpress
Spain	Temu	SHEIN	Klarna	Wallapop	Amazon
Sweden	Vinted	Temu	Amazon	Klarna	SHEIN
United Kingdom	SHEIN	Temu	Shop	Vinted	AliExpress



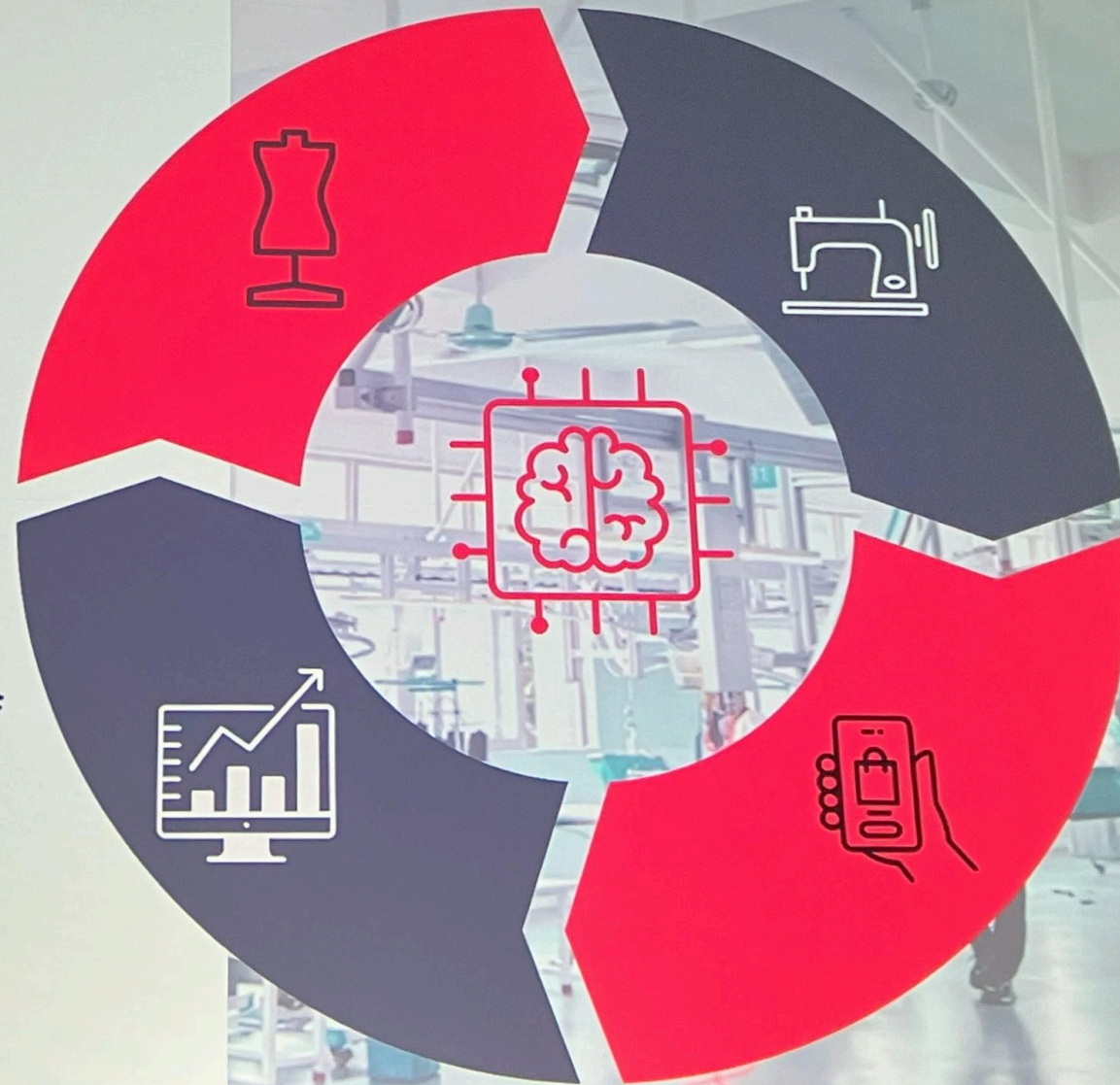
Source: Merkle Analysis, May 2025

Les générations Z et Alpha inventent la relation de demain ...



THE ON-DEMAND MODEL

- Digital-first retail
- Design augmented by technology
- Efficient allocation of resources allows for precise tailoring of design and lowers waste

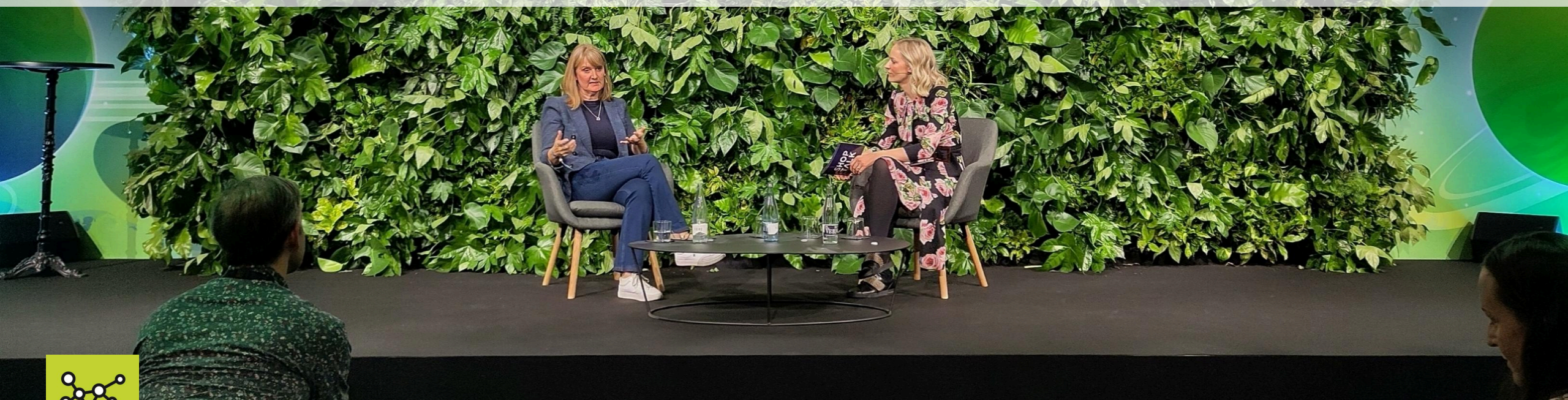


SHEIN

SHOPTALK

« The Resale Economy isn't a hobby. It's a business. »

● A Hyve Event



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CASE STUDY: AFTER

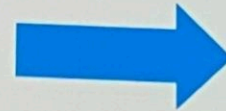
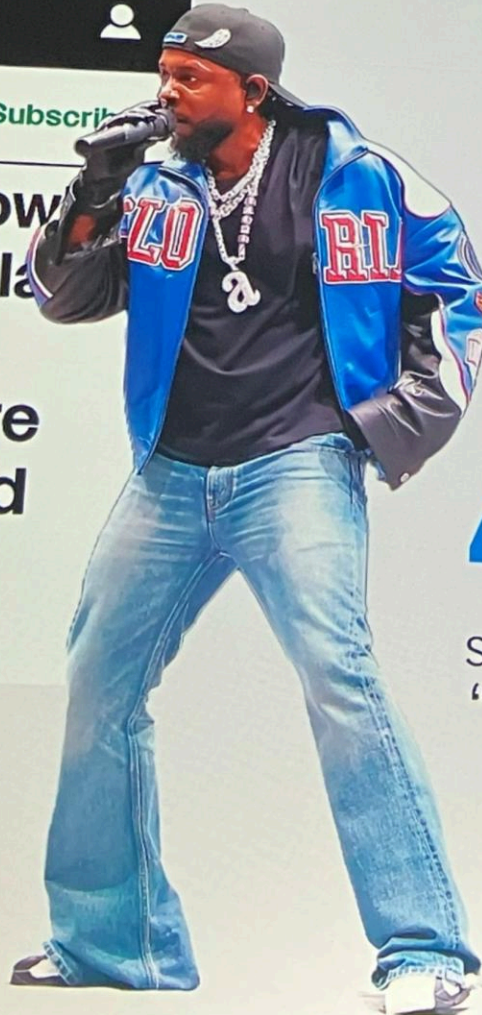


VARIETY



Subscribe

Lamar's Super Bowl
Jeans Bootcut, Flared
or Bell Bottoms?
Either Way, They're
Really Good — And
Available to Shop
Online

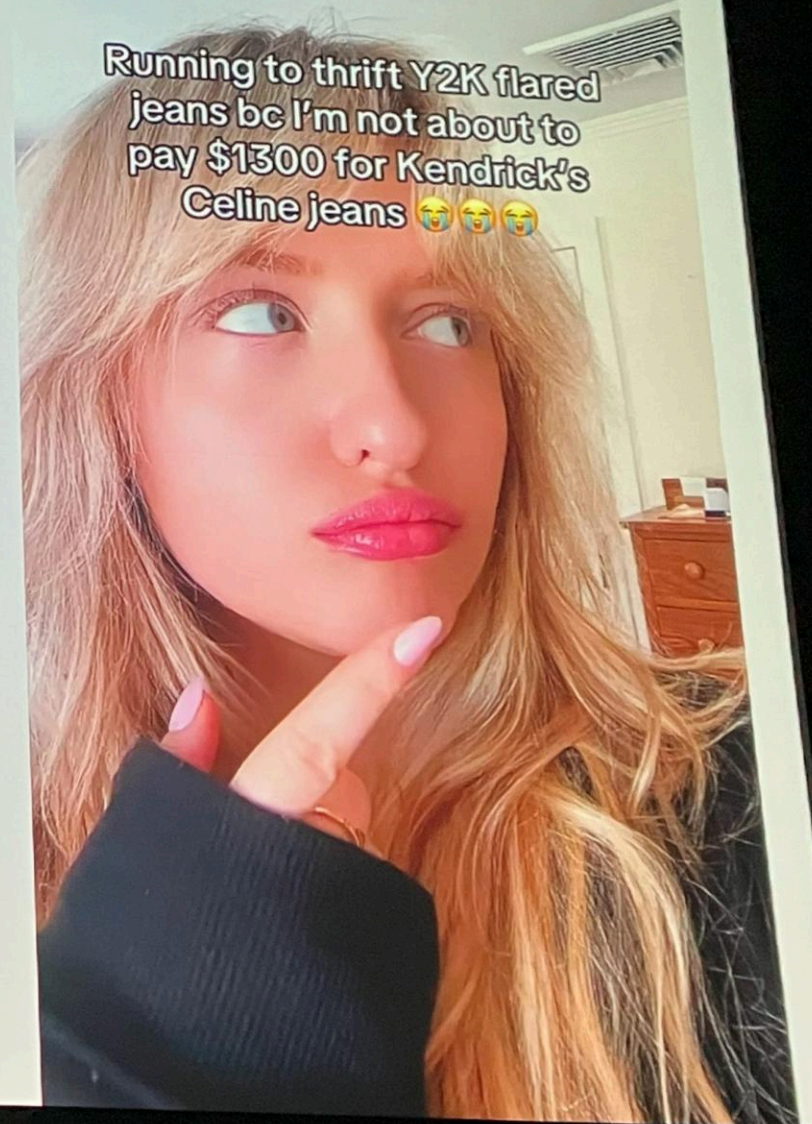


48,000+

search results for
“flared jeans” on
ThredUp

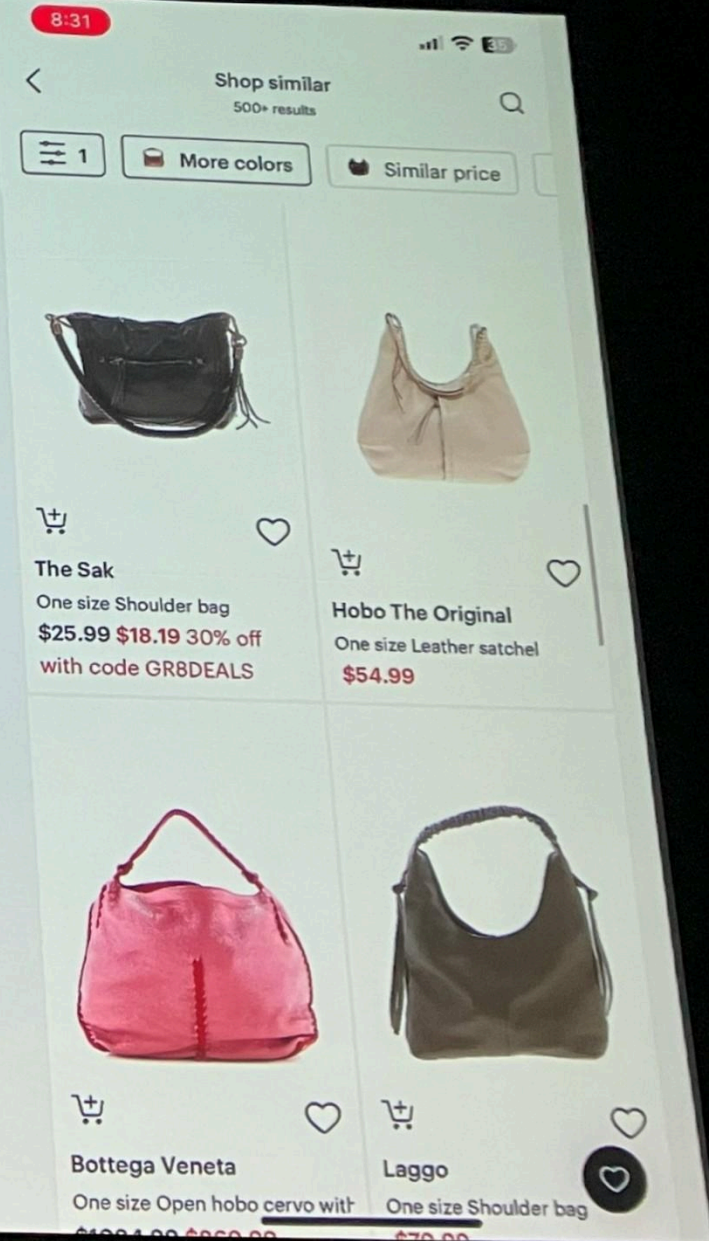
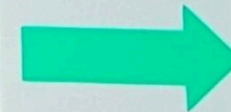
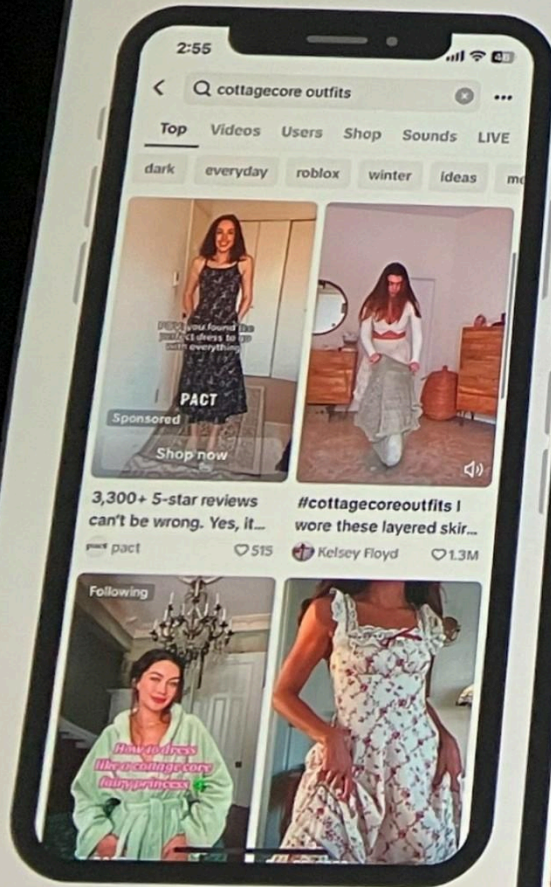
© THREDUP

Running to thrift Y2K flared
jeans bc I'm not about to
pay \$1300 for Kendrick's
Celine jeans 🤔🤔🤔



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CASE STUDY: AFTER





→ Le commerce unifié, c'est maintenant.





PTALK

A Hyve Event

A Hyve Event



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89%
Floor Compliance

Walk-in Overview

Pending pick-ups

06

Ongoing offers

01

Fitting requests

04

Health Status



Issues

08 Missing Items

MONITOR

00 Orders Delayed

05 Running Out Of Stock

LOW

Merch Recommendation

06 Tag updates required

00 Auto-accepted articles

04 Items expiring tomorrow

Session Time

56m

↓ +10.05% than last week

Shipments

Process Boxes

Put-away

Pick

In Progress

23

Expected

12

Issues

01

Top 03 Categories

Dresses

Trousers

Tops

Top 03 Products



Top 03 Colours



Top 03 Size

M

XL



Seenapse

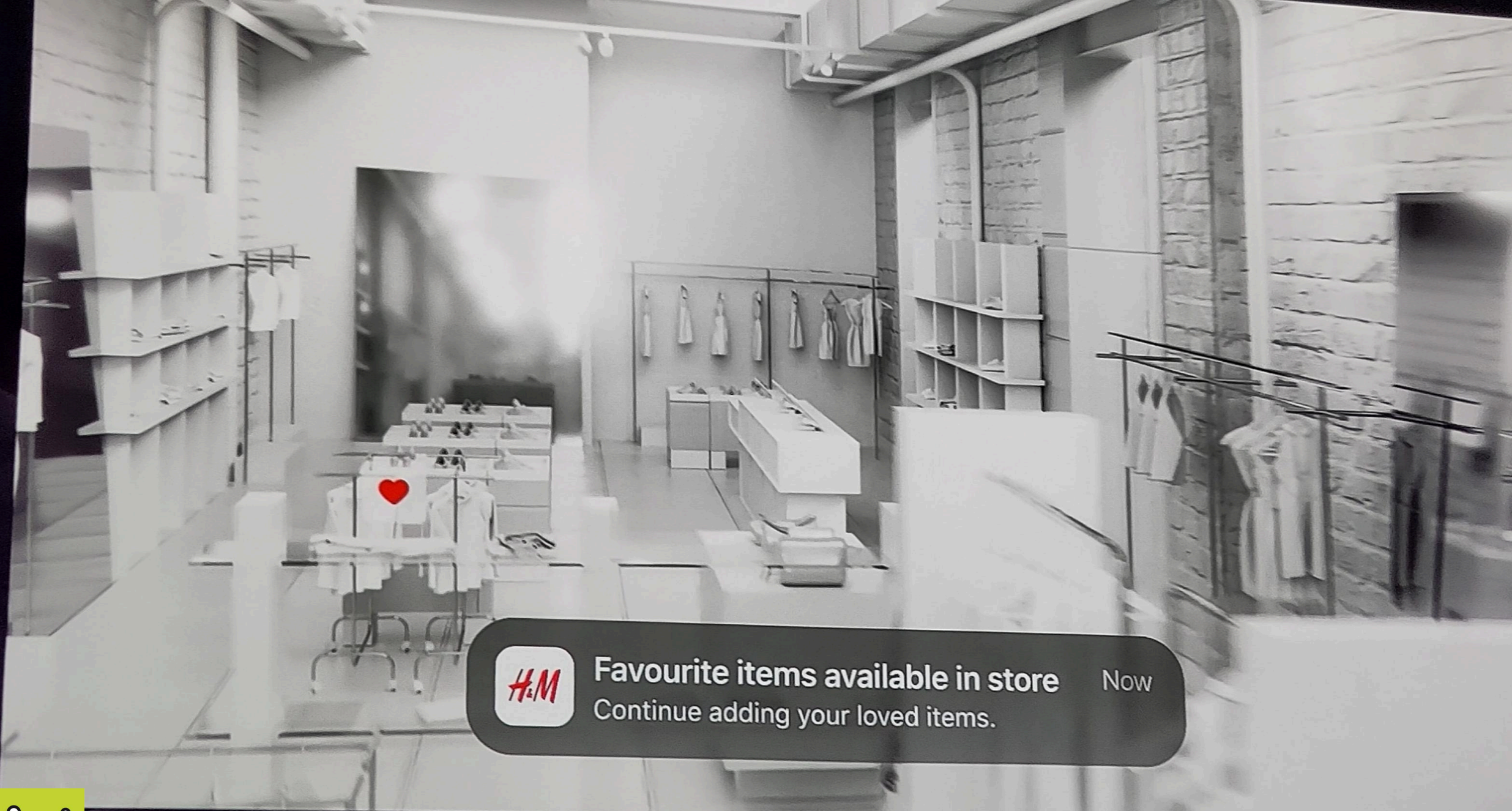


Welcome to H&M!
You can now activate In store mode.

Now



Seenapse



Favourite items available in store
Continue adding your loved items.

Now



Seenapse



Checkout in store
Items added to cart!

Now



Seenapse

Kings Plaza, Brooklyn
New York



Delivering to you in 30mins
From Kings Plaza store

Now



Seenapse

New York

Manhattan

Soho



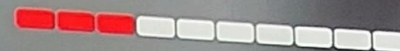
ID #1266370001

Kaftan
Dress

Soho store

Kaftan Dress

Out of stock EOD



Balance inventory



Seenapse

New York

Manhattan

ETA 07:15

ETA 07:30

Inventory deployed

150 items in transit

Replenishment 07:00 - 07:30



Seenapse

North America

Supply planning

Trucks

Ship

Warehouse

Manhattan stores

Stock re-balanced

Route optimised



Trucks

Tues 22

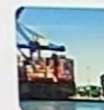
Indianapolis, 1,000 items



Warehouse

Tues 22

Maryland, 2,000 items



Ship

Weds 23

Bermuda, 4,000 items



Seenapse

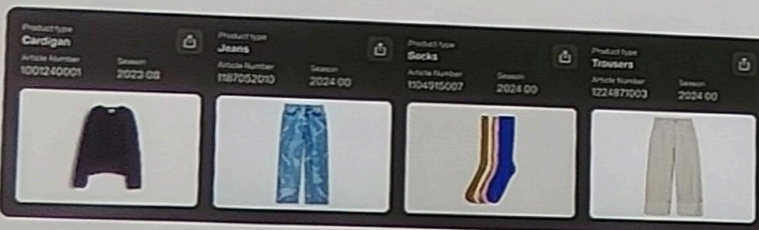
How many products were purchased yesterday based on the window mannequins in our stores?

✦ Yesterday, there were **132** products sold in store from products tagged as "On Window Display"

You

Great! Can you tell me what the top 4 highest sold products were and if there is sufficient backstock to meet this demand for the week?

✦ Sure, the **top 4** highest sold products are below. I can also see that the stores that sold these products have less than one weeks cover in the stockroom. I would recommend that the warehouse should release extra stock to cover this demand.



✦ How much has "Help a Sale" impacted Avg Receipt Value?

Receipts: Product ID involved

Last 7 Days

15% +3.4%

Avg Receipt Value

0.89

Correlation coefficient

You

How many app interactions resulted in a sale yesterday?

✦

Yesterday there were **472** customer service interactions using the App. 321 of these resulted in a sale in the following 15 minutes.

You

Thanks, can you tell me which customer service functions and which stores delivered the best sales as a result?

✦

Of course. H&M Soho New York converted **78%** of their customer service interactions, increasing the store conversion rate from **15.2%** to **19.3%** versus the previous year. This is mainly due to the fulfilment of Sales Floor requests. Here you can find a table of the top stores and functions used for yesterday, ranked by sales increase.

Location	Function	Incremental Sales
GB0535	Sales floor request	+3.2%
BE0522	Sales floor request	+1.9%
GB0530	Reserve in Store (Click & Collect)	+1.7%
US0885	Sales floor request	+0.9%
NL0512	Product Location click	+0.2%

✦

Ask anything...

You

Can you tell me how many staffing hours were used on delivery, replenishment, customer service and visual merchandising last week in store US0880?

✦

Yes I can. In Week 37, US0880 used

- 62 hours on delivery processes
- 22 hours on replenishment
- 19 hours on customer service and
- 78 hours on visual merchandising

You

Thank you. Based on the function plan and the spread of staffing hours in local stores to US0880, is there a more efficient way for US0880 to use these staffing hours?

✦

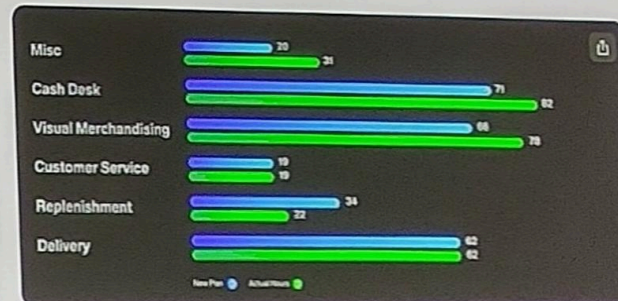
Yes. Based on the function plan of the store and the closest store, US0885, I would recommend that the US0880 relocated **15%** of its staffing hours from visual merchandising to replenishment. Would you like me to generate an updated staff plan for the store?

You

That would be great.

✦

Here you go. Based on the available data, this is an updated staffing hours plan for US0880 in a normal week. I also optimised the spread of hours to reduce the overall usage by **-7%**.



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Trending now

Soho NYC 24h

Y2K smoke

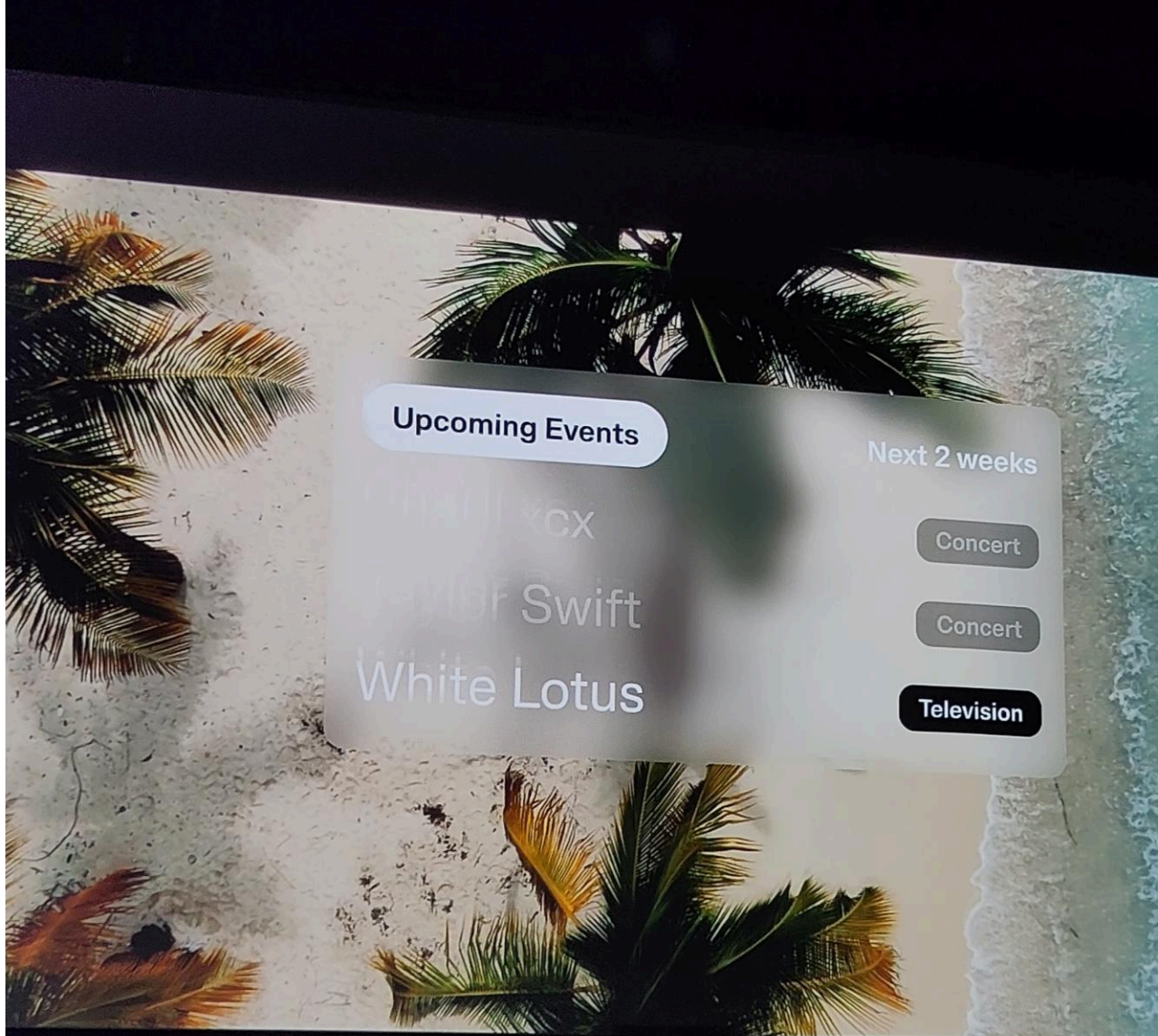
Low

Resort escapism

High

Boho chic

High



Upcoming Events

Next 2 weeks

CHANCE

Concert

JAY-Z

Concert

White Lotus

Television

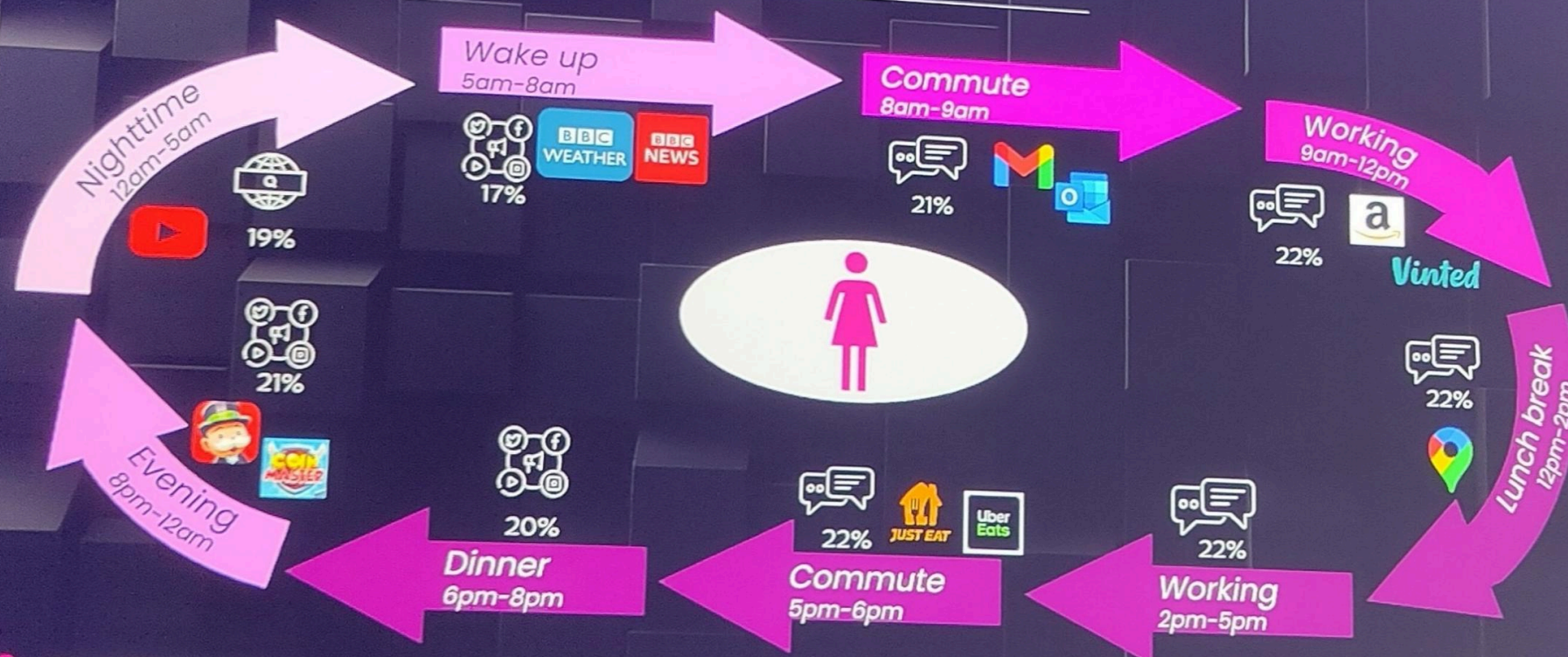


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ENGAGING CONSUMERS THROUGH THE DIGITAL JOURNEY

MEANS UNIQUE STRATEGIES ARE REQUIRED AT DIFFERENT TIMES OF DAY

TIME OF DAY MAP - FEMALES



Top Apps Average Daily Usage (mins)

	53
	41
	20
	20
	18
	14
	10

Overall app usage (light → heavy)

Source: Nepa Digital Journey Mapping, November 2024
Base: Females = 1030

L'ORÉAL
UKI GROWTH TEAM



Seenapse



→ Online vs Offline : la barrière est grande ouverte.





WELCOME TO THE ATTENTION ECONOMY

L'ORÉAL
GROUPE



Seenapse

/ ON TIKTOK: GARNIER DOES GLAZED DONUT

FROM SEARCH TO DISCOVERY - ANSWERING CONSUMERS NEEDS WITH CONTENT THAT CONVERTS

CONSUMERS SEARCH

Hailey Bieber's "Glazed Donut" Routine and Favorite Skin Tips

The pros weigh.

written by [SAMINA KHAN](#) UPDATED ON MARCH 15, 2024 02:00PM



ANSWER THE NEED



DISRUPT THE FEED

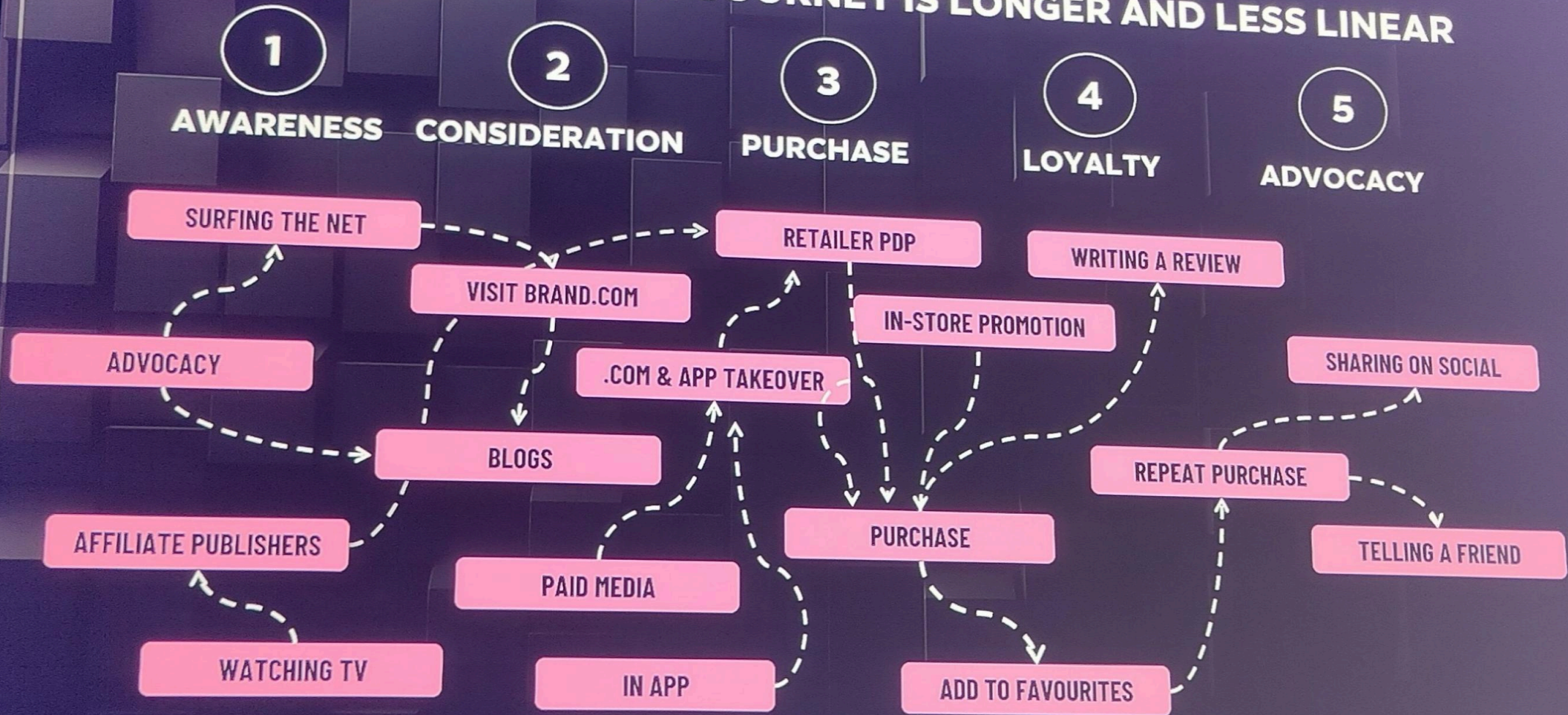


CONVERT TO BUY



Seenapse

/ OFFLINE: THE DISCOVERY JOURNEY IS LONGER AND LESS LINEAR



L'ORÉAL
UKI GROWTH TEAM

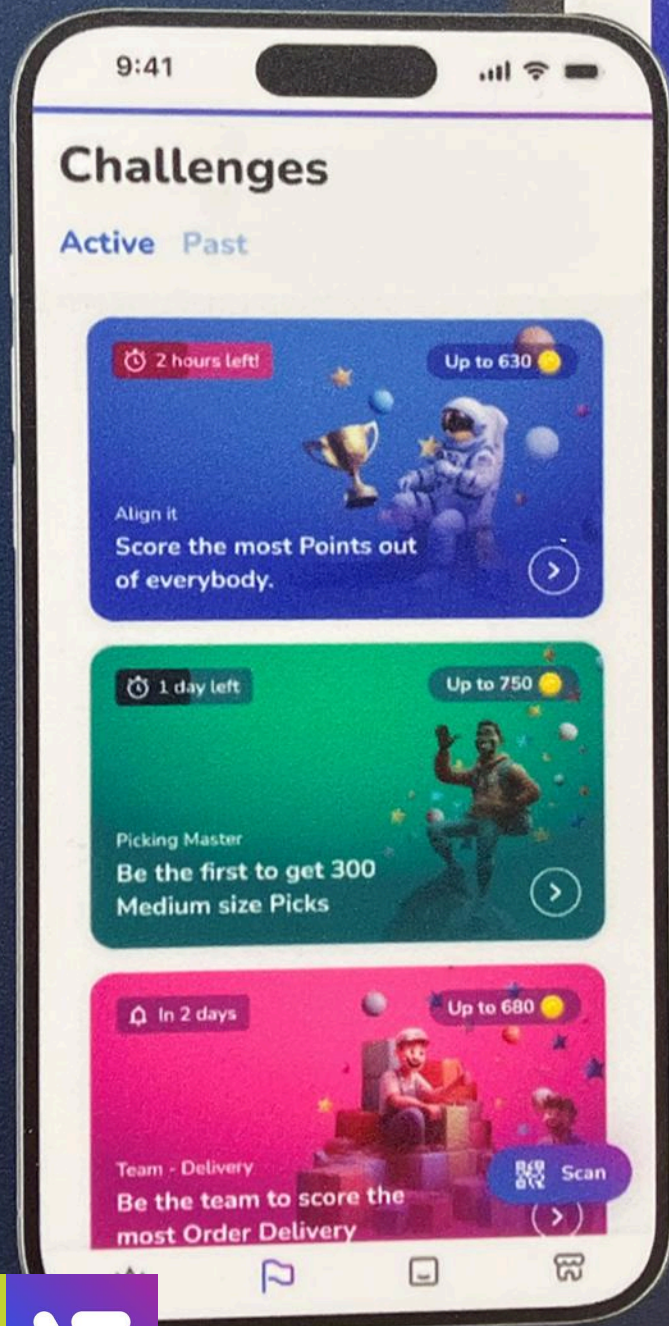


Seenapse



Seenapse





- 4 Isabella
- 5 Christo

Total purchase
15389

Last update: 09:15

Ongoing challenges

2 days left

5000

Bulls Eye

Score the most OEE out of anyone else.

- 1 Nathaniel Archibald
- 2 Penelope Beauchamp
- 3 Sebastian Theodore
- 4 Isabella Magnolia
- 5 Christopher Alexander

- 6 Genevieve Juliet
- 7 Maximilian Harrison
- 8 Aurora Madeleine
- 9 Jameson Gabriel
- 10 Clara Vivienne

Total purchases
15389

Total logins
134

Achievements
7746

Kudos ex
20

find & fix

flag

Filters & Facets – Shower Heads

Out of the **1,194 products** in this category, **48% of products** are incorrectly **hidden** when all the facet values for 'Spray Pattern' are selected

The image shows a screenshot of the Lowe's website's 'Shower Heads' category page. A red box highlights the 'Spray Pattern' filter on the left, which includes options: Adjustable, Flood, Jet, Massage, Mist, Rain, and Standard. A red arrow points from the '1194 results' count to the '617 results' count, indicating a discrepancy. The '617 results' count is shown in a red box. The 'Shower Heads' section displays three products: Delta Saylor 5-Settings Chrome 6-in Round Fixed High Pressure Shower Head (1.75 GPM, \$48.99), Delta ProClean 6-Settings Spotshield Brushed Nickel 4.5-in Round Handheld High Pressure Shower Head (1.75 GPM, \$49.99), and Delta In2ition 5-Settings Spotshield Brushed Nickel 6-in Round Dual/Combo Shower Head (1.75 GPM, \$64.99). A red arrow points from the '1194 results' count to the '617 results' count, indicating a discrepancy. The '617 results' count is shown in a red box. The 'Shower Heads' section displays three products: Delta Saylor 5-Settings Chrome 6-in Round Fixed High Pressure Shower Head (1.75 GPM, \$48.99), Delta ProClean 6-Settings Spotshield Brushed Nickel 4.5-in Round Handheld High Pressure Shower Head (1.75 GPM, \$49.99), and Delta In2ition 5-Settings Spotshield Brushed Nickel 6-in Round Dual/Combo Shower Head (1.75 GPM, \$64.99).

home / mattresses / the original hybrid mattress



★★★★★ (512)

the original hybrid

£649

the perfect fusion of spring and foam

- ✓ Springs and foam - the best of both
- ✓ Over 800 full-sized pocket spring
- ✓ Luscious layers of memory and comfort
- ✓ 25cm deep for cloud-like comfort
- ✓ Free delivery within 7 working days

 [Compare our mattresses](#)

CHOOSE YOUR MATTRESS SIZE: 90x190

Single ☒

King

TOTAL PRICE: £649

remove & recycle

mattress recycling

£45.00



selected the right size mattress you're looking for today.

This should come to £649.00. Considering you're here chatting to me, I could lower the price to 620 for you, what do you say?

let's say 580



No deal, 580 isn't enough my friend. Let's try pooling our resources, how about 600?

OK for 600



You got a **8%** discount!

...

Negotiation by Nibble



C'est une nouvelle façon de faire des promotions !

BUY NOW



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 Nibble

Ecommerce represents a modest share of retail sales in EU-5 countries; UK is a notable exception

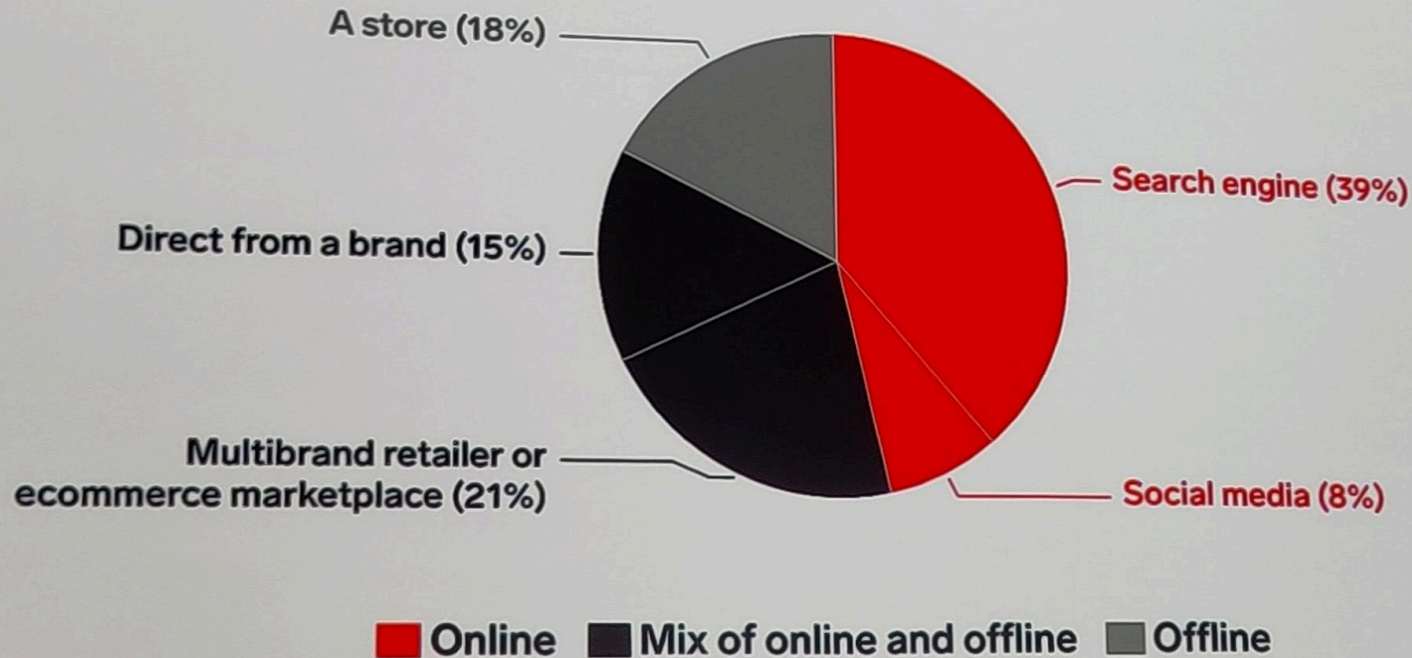
digital % of retail sales in EU-5, 2025



Search engines, social media, and retail media are critical tools for product discovery

% of digital shoppers in EU-5 countries, Nov 2024

? When starting your search for a product, where do you typically begin your search?

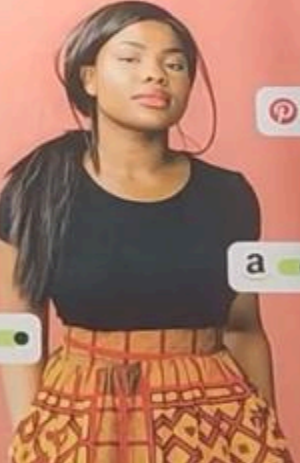





onFabric.io

Activate your customers with
Search & Social Data





ROAS Increase

Avg. Session
Duration

Conversion Rate

Kahoona's AI Predictive User Segments

Shopper segments

- Demographics (Age, Gender, Gen-Z)
- Buying Intent
- First time / Returning customer
- Is Loyal customer
- Shopper type
 - Gifter
 - New product enthusiasts
 - Impulsive shopper
 - Need-based shopper
 - Bargain hunter

Business-KPIs Segments

- Probability to purchase / Convert
- Probability to bounce
- Predicted AOV (High / Mid / Low)
- Pricing level
- Chance to return
- Probability to become a loyal customer

Preferences & Style (Product Attributes)

Allowing "Preferred" and "Top-3" / "Top-5" segments for product:

- Color
- Items
- Fit
- Materials
- On-sale
- Price Range
- Size
- Type
- Categories
- Fashion style
- Collection

* Custom segmentations are provided (and encouraged), upon request, following a short workshop with Kahoona's solution experts



Seenapse





→ AI Agents ? David Vincent n'est plus seul à les voir.





Seenapse

✦ ✦ Chat with our AI beauty advisor ✨

If you're open to other options for dry skin at night, the **Night Replenisher - Normal To Dry Skin** is truly the best fit for your needs right now.

If you'd like to boost your hydration even more, you could also add a weekly mask like the **Hyaluronic Acid Leave-On Mask**. It's perfect for all ages and skin types, and gives your skin an extra surge of moisture—especially helpful if you ever feel extra dry or want a little self-care moment.

**Hyaluronic Acid
Leave-On Mask**

\$59.00

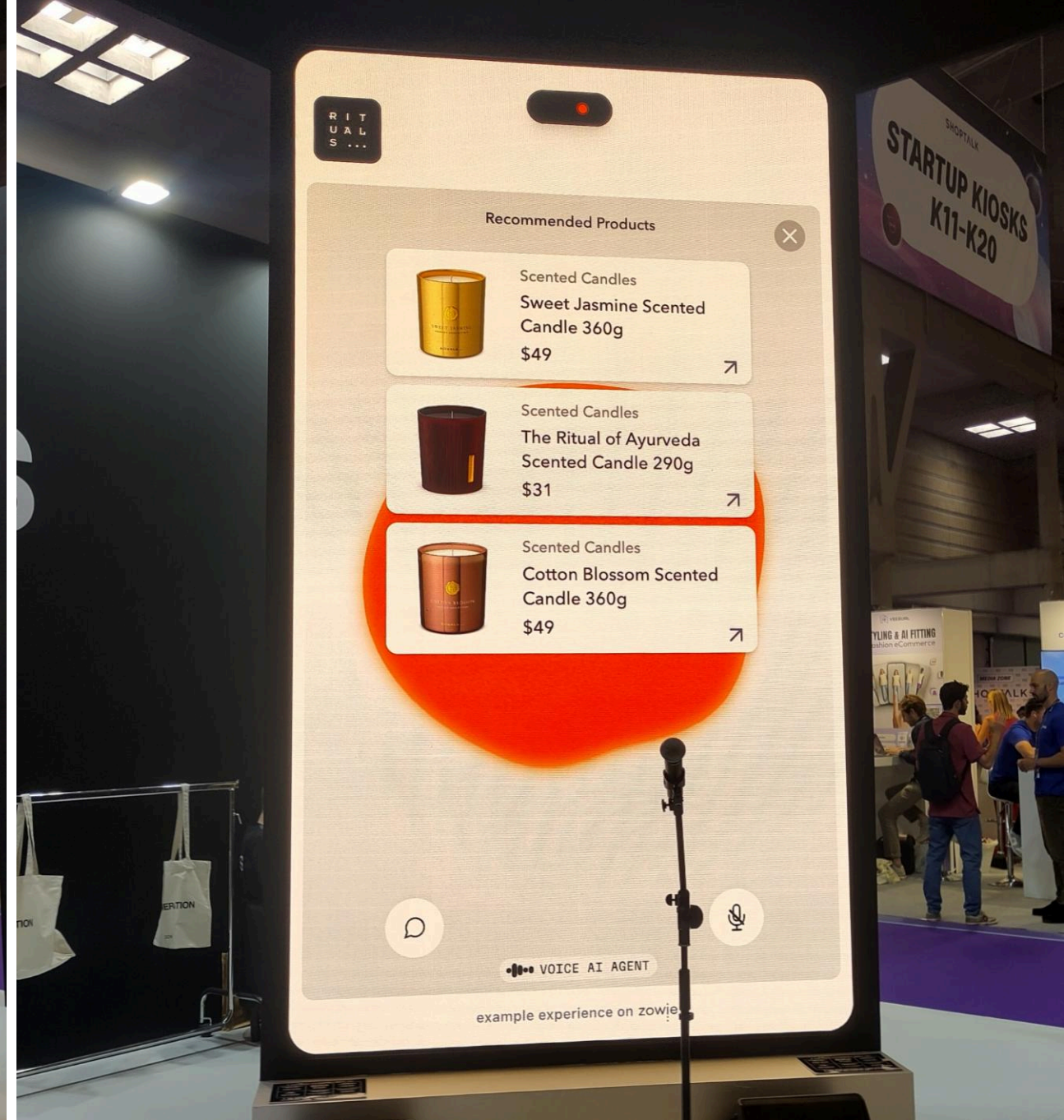


Check it out

Add to cart

Would you like to hear more about the mask, or are you interested in a day cream to complement your night routine?

Type your question



The future of AI in retail

Chatbot experiences
for service

Content generation
across channels

Developer assistance
& productivity

Data analysis and
summarisation

Early

More simple use case adoption -
test and learn mentality

AI Shopping Advisors

Agents for data,
creative, service

Multi-modal
campaign creation

Gen AI at the Edge
(in-store)

Today

More complex use cases driving real
value creation

More complex use cases:

Complex supply chain
management

Real-time price
personalization

Complete product lifecycle
management

Multi Agent Systems

Future

Solving more challenging problems
and imagining new experiences



Seenapse



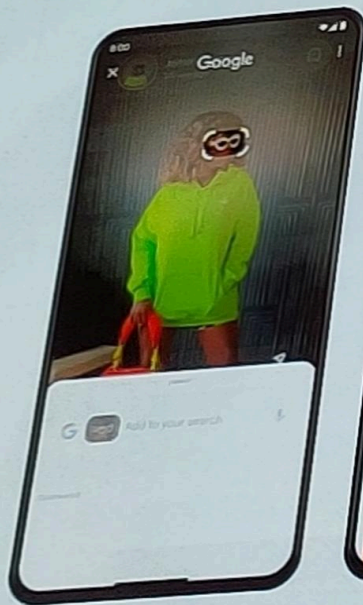


→ Le Search à papa c'est terminé. Place au Search IA.

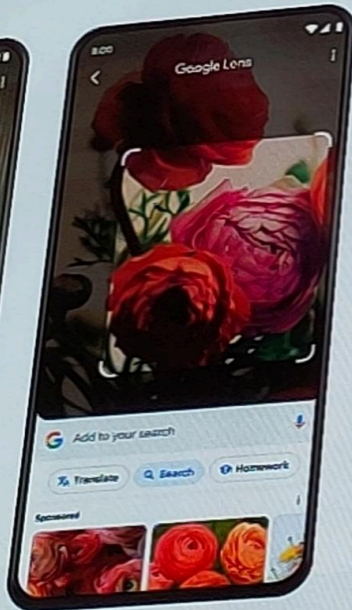




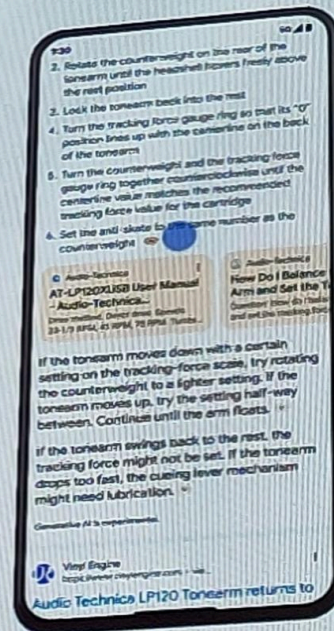
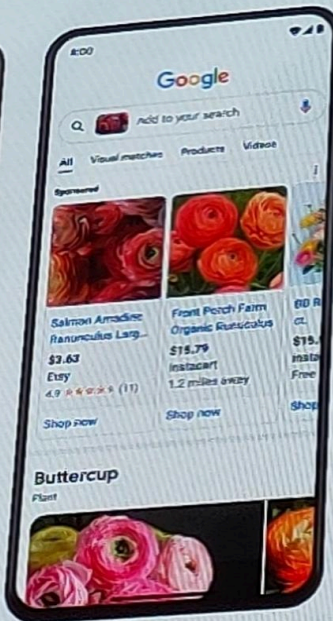
The way they **search** is changing



Circle
to Search



From discovery to
purchase with Google Lens



Search
with video

AI ModeAllImagesVideosNewsShoppingMore

i'll be taking it on planes and trains. i'm going to Portland next weekend

8 sites

Travelpro®'s Guide to Carry-On Luggage Size By Airline...

Travelpro

Got it. How about one of these bags for your upcoming trip? They're made of tough, water-resistant materials for handling all kinds of travel. Plus, they'll keep your belongings dry in rainy Portland weather.

I've also picked out bags with clever organizational features and external pockets for keeping personal items within easy reach. Quick access creature comforts can come in handy on long rides!

Are there any other considerations you have in mind?

With hidden pocket

With drop bottom

Do any of these come with a TSA lock?

Track price

Notify me when the price of

Transit Quilted Duffle Bag

with the following options

Color: Navy

drops below

\$20

\$95 · Recommended

\$120

Today's price

Buy for me may be available to check out for you if your target price is met.

Tracking price

Quince

Transit Quilted Duffle Bag

Color: Navy

Typically \$120

Tracking price

Best price

Quince

\$119.90

Delivery

Free

Estimated tax

\$10.95

Estimated total

\$130.85

In stock online

★ 4.6/5 · Free standard shipping · 365-day returns

Visit site

More details

About this product

Samsonite

The ReNew Transit Weekender

\$118.00

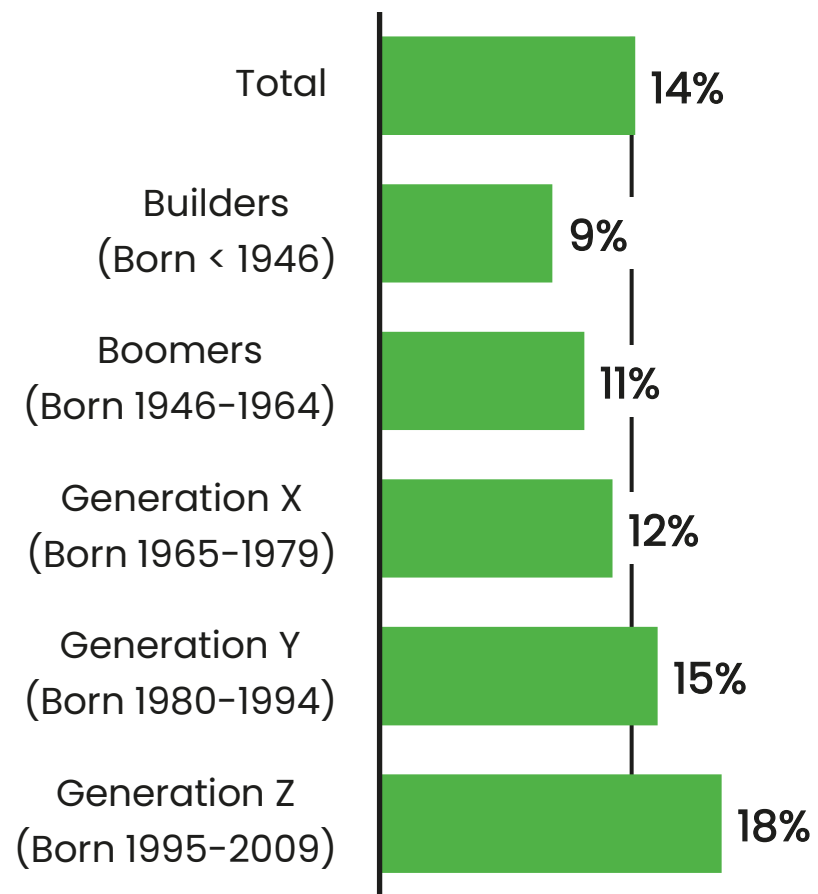
Everlane

The ReNew Transit Backpack

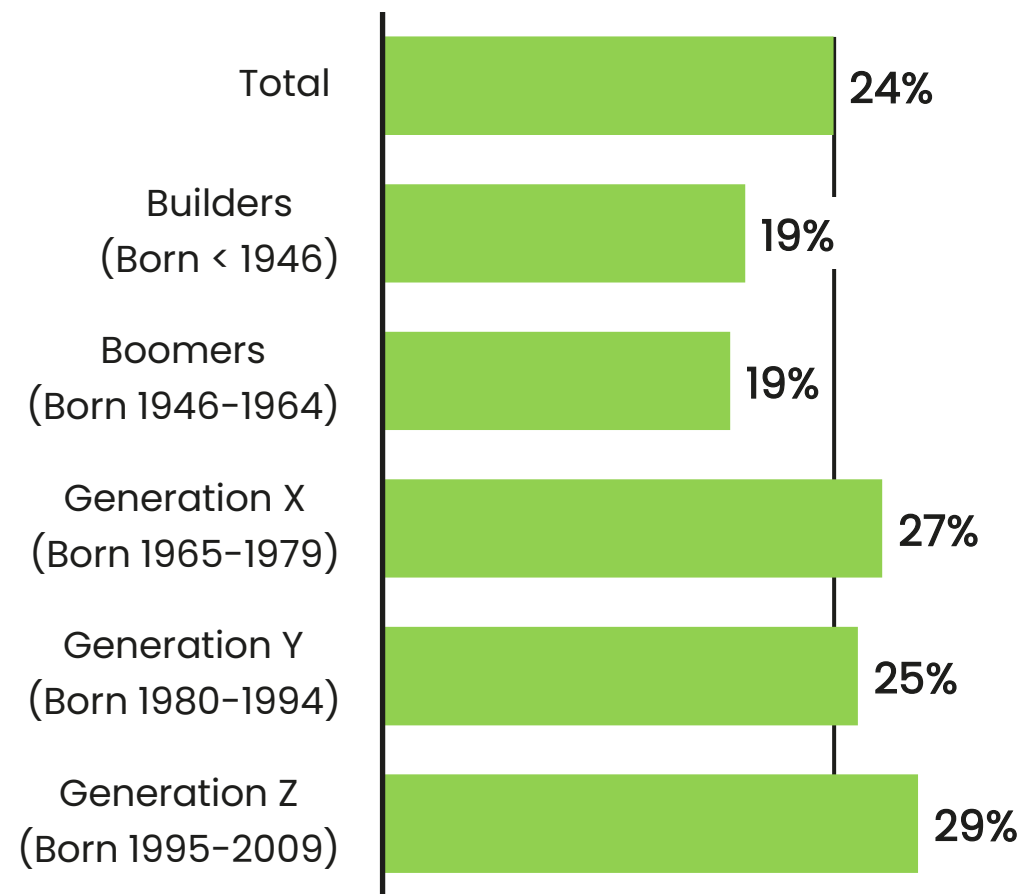
\$118.00

Everlane

Des usages déjà bien présents chez les Français.

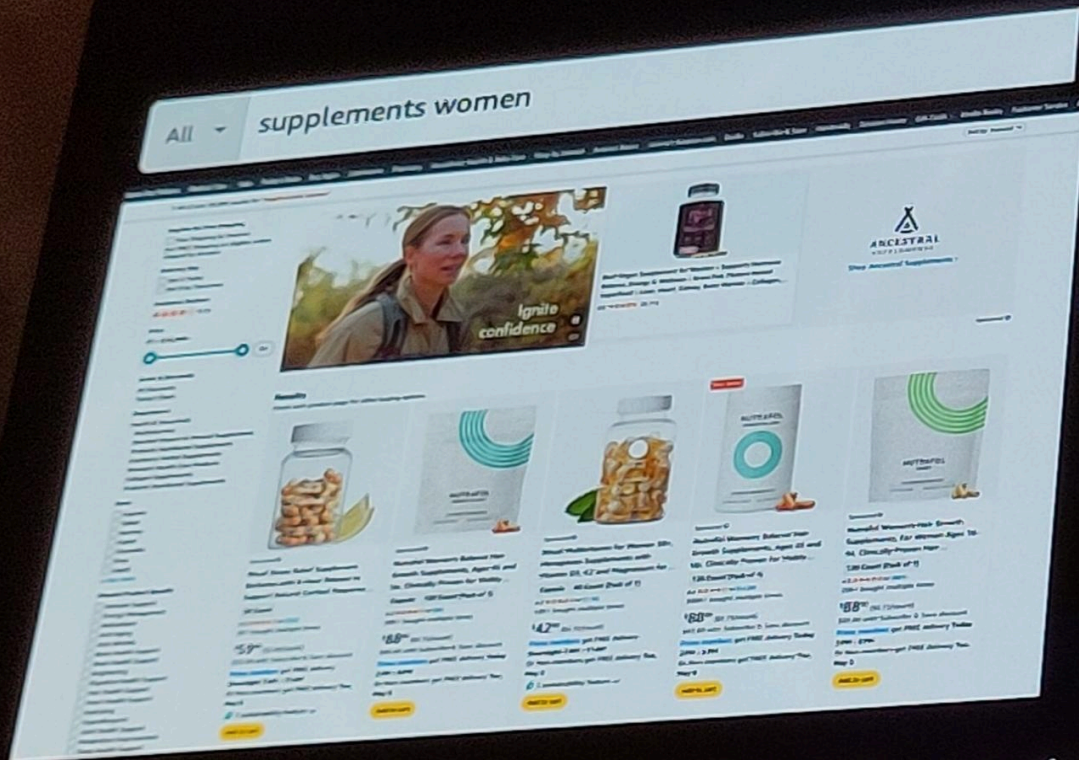


■ Rechercher des informations sur un produit via un moteur d'IA générative.



■ Télécharger une photo dans un moteur de recherche pour trouver des informations ou un produit.

How you appear to consumers looks a lot different now... Traditional investments in SEO may not be paying off



What can I help with?

Ask anything

+ Search

Deep research

Create image

I am a woman in her mid-40s looking to take a supplement to support my health. I am active and eat healthy, but want to support healthy hair and skin, bone health, and increase my energy levels. What supplement product and brand should I consider?

Updated saved memory

For a woman in her mid-40s looking to support healthy hair, skin, bone health, and boost energy levels, here are some supplements to consider:

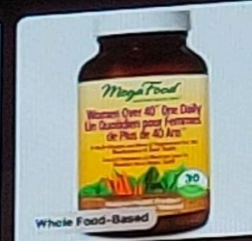
1. **Collagen** – Collagen supports skin elasticity, hair growth, and joint health. As we age, collagen production naturally declines, so supplementing can help maintain youthful skin and support your bones and joints.
 - Recommended brands: Vital Proteins, Neocell, Orgain

Top Multivitamins for Women Over 40

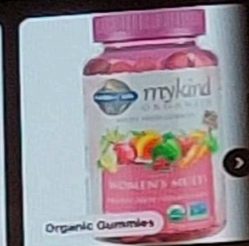
These multivitamins are formulated to meet the nutritional needs of women in their 40s:



New Chapter Every Woman's One Daily 40+



MegaFood Women Over 40 One Daily



Garden of Life mykind Organics Women's Gummies

ChatGPT chooses products independently. Learn more »

K

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on

-12x
ROAS

zowie

CLICKS
ARE
DEAD

TALK
TO
NO

newtone

Tailor-made AI writer for high performing e-Commerce content



Create

- Learns your tone-of-voice
- Masters your editorial guidelines



Translate

- Delivers native-quality content
- Tailors SEO for each market



Enrich

- Aligns with your product taxonomy
- Adapts to real customer searches

DANONE

SAND

CLAUDIE
ERLOT

SMC



asana

AI WRITING & WRITING
for fast-moving e-commerce



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 ChatGPT  Gemini 

GET MENTIONED BY AI SEARCH

ChatGPT | Google AI
Overviews | Amazon
RUFUS | Amazon
COSMO

MASS CONTENT PRODUCTION

Product Listings |
A+ Content |
Infographics & Lifestyle
Images | Localisation

IMPROVE PERFORMANCE

Visibility Scores |
Conversion Analytics |
Key Listings

SCALE WITH EASE

Bulk Upload | One-Click
Publishing | API Integration
Brand Voice Setup |
Unlimited Users

Blue Yonder

BlueYonder

Unlock 12x ROI with a true end-to-end
supply chain platform



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→ Sans données, l'IA est une coquille vide.





LOYALTY AS DATA INFRASTRUCTURE

**LOYALTY ISN'T JUST FOR RETENTION - IT'S
TO BUILD A HIGH QUALITY DATA ASSET**

CONVERTS UNKNOWN USERS TO KNOWN, ENRICHED CONSUMERS

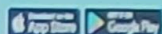
ENABLES SEGMENTATION, DYNAMIC OFFERS, AND MEASURABLE CAMPAIGN IMPACT

LOYALTY IS DATA FUEL FOR SMARTER, MARGIN-ACCRETIVE PERSONALISATION

JD STATUS
HAS LANDED

Get rewarded every
time you shop!

Receive 10%
JD Cash on
your first
purchase.



*Minimum 1% JD Cash earned on in-store
purchases (excludes some items). T&Cs apply.



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FACT

PERSONALIZATION IS THE FUTURE

SMALL BUSINESS

Future Of Retail Media: Ultra-Personalization At The Household Level

By **Michelle**, Former Forbes Councils Member,
for **Forbes Business Council**, COUNCIL POST | Membership (fee-based)
Sep 11, 2024, 07:36am EDT

Artificial Intelligence

AI Personalization Marketing: The Future of Customized Advertising

BUSINESS

How Personalization Is Shaping The Future Of Digital Marketing

By **MH CONTRIBUTOR** - Oct 9, 2024

AI Accelerating The Era Of Personalization

Lorena L. Sevilla, Forbes Councils Member,
for **Forbes Business Development Council**, COUNCIL POST | Membership (fee-based)



Seenapse

PROBLEM FOR MOST RETAILERS

IT'S HARD TO DO

Personalization requires data that you can track to an individual

BUT

IDFA has obscured a lot of tracking ability
many people browse & checkout as guests

BUT NOT A PROBLEM FOR FABLETICS!

Members shop logged-in, which means we can track all of their behavior and create the most personalized experiences

We lead in personalization because of the strength of our data

1 DEMOGRAPHICS

- Age
- Size
- Location
- Workout Preference
- Distance to Retail Store

2 MEMBERSHIP / ORDERS

- Opt-Ins
- Email Interaction
- Cancel Date
- Wishlist
- Loyalty Points Usage
- Returns
- Customer Care Contact (i.e., Chat, Email, GMS Call)
- Activation Date

3 WEBSITE BEHAVIOR

- Existing Pages
- Site Search
- Last Login
- Product Click/View/ATC
- My Account
- AVG Browse Time
- Cart Abandon
- Reviews

4 PURCHASING ATTRIBUTES

- Tried in Fitting Room
- Promo Usage
- Omni-Shopper
- Sales Location (i.e., Retail, Online, Mobile App)
- Pre-Order

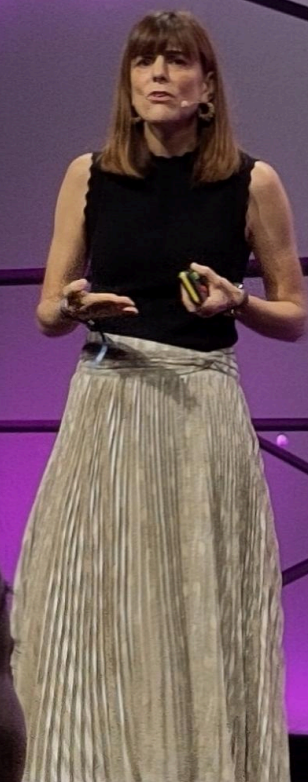


70B+ records
processed daily to suggest products
members are most likely to LOVE!



SHOPPIV

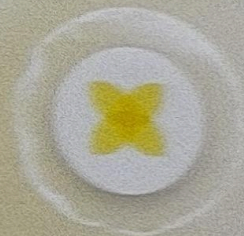
● A Hyve Event



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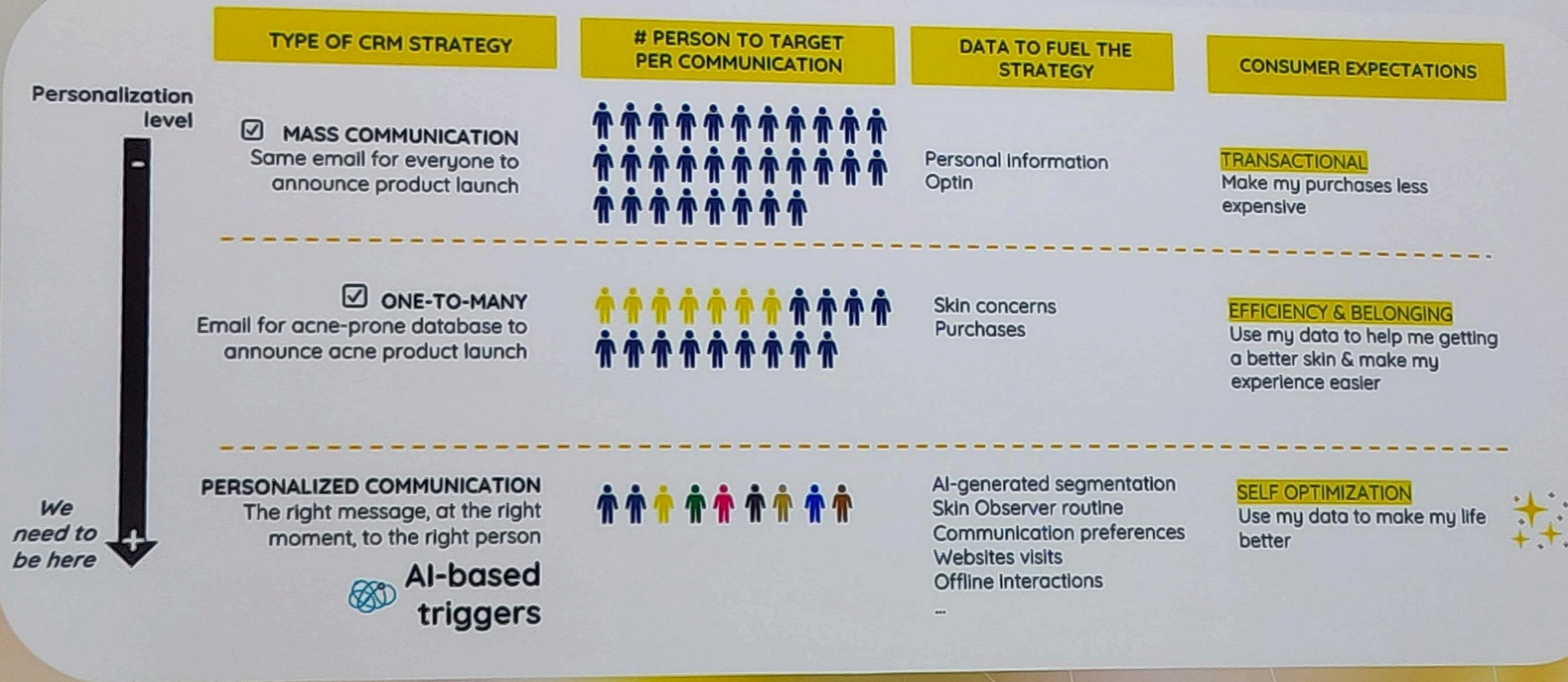
FROM MASS & SEGMENT...

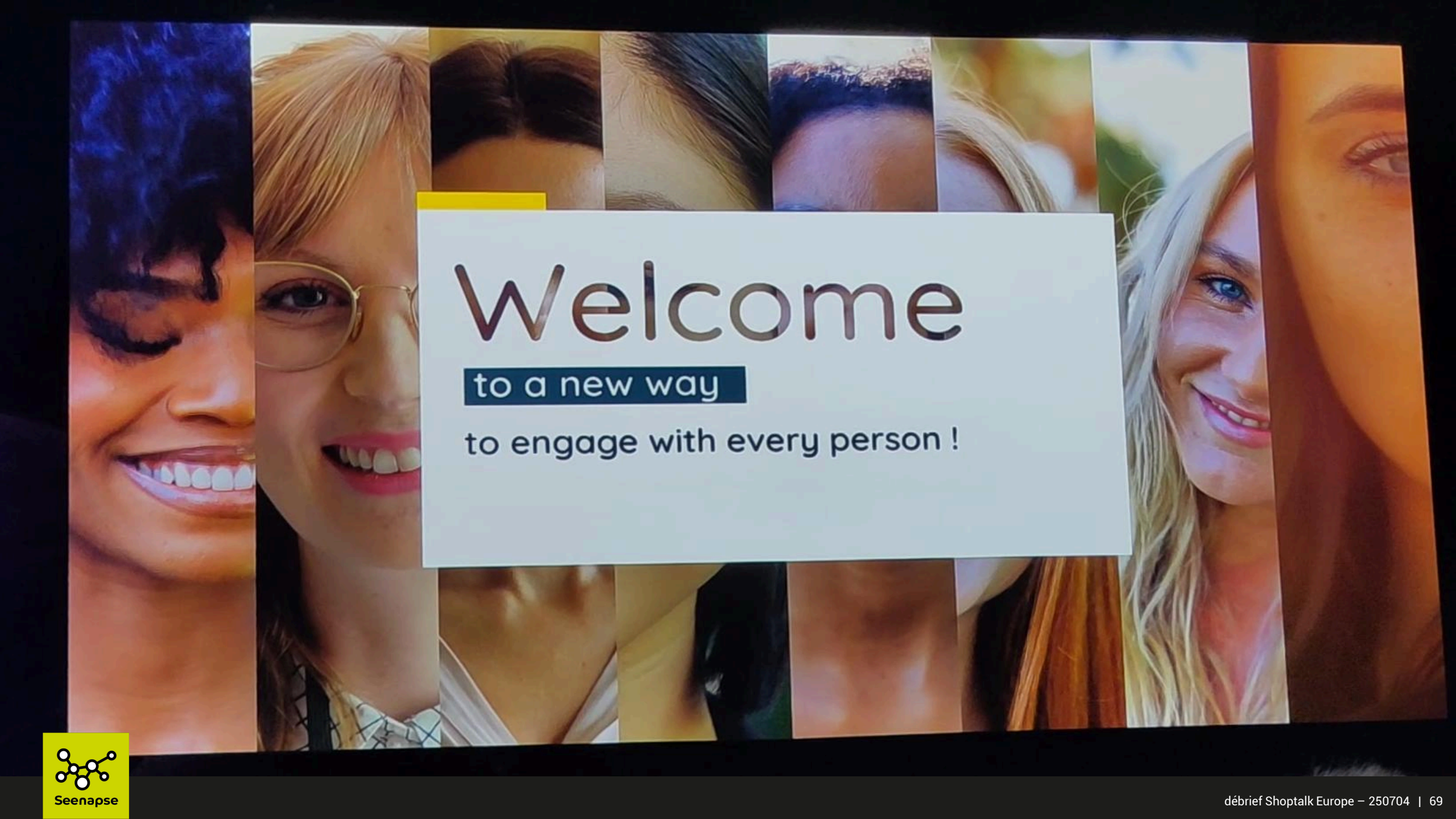




That's not enough to generate
LONG TERM Brand preference....

FROM MASS TO ONE ...





Welcome

to a new way

to engage with every person !



AI FOR HYPER-PERSONALISATION



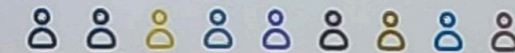
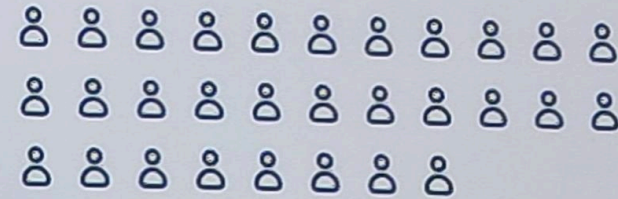
AI doesn't just predict—
it understands



It doesn't just
automate—
it creates



It doesn't just respond,
it anticipates



Hyper-personalization is no longer a dream
it's today's consumers expectation



VOUS NE VIENDREZ PLUS CHEZ NOUS PAR HASARD.



A man in a dark suit and light shirt stands on a stage, gesturing with his hands. Behind him is a large, curved screen displaying a presentation. The screen shows a quote at the top, a photo of a person, and the name 'RAYMOND CLOOSTERMAN' with 'FOUNDER & CEO' below it. At the bottom of the screen, the word 'SHOPTALK' is repeated multiple times with a small logo. The stage is lit with blue and white spotlights, and a few audience members are visible in the foreground on the left.

« We're not trying to build a retail company but a brand »



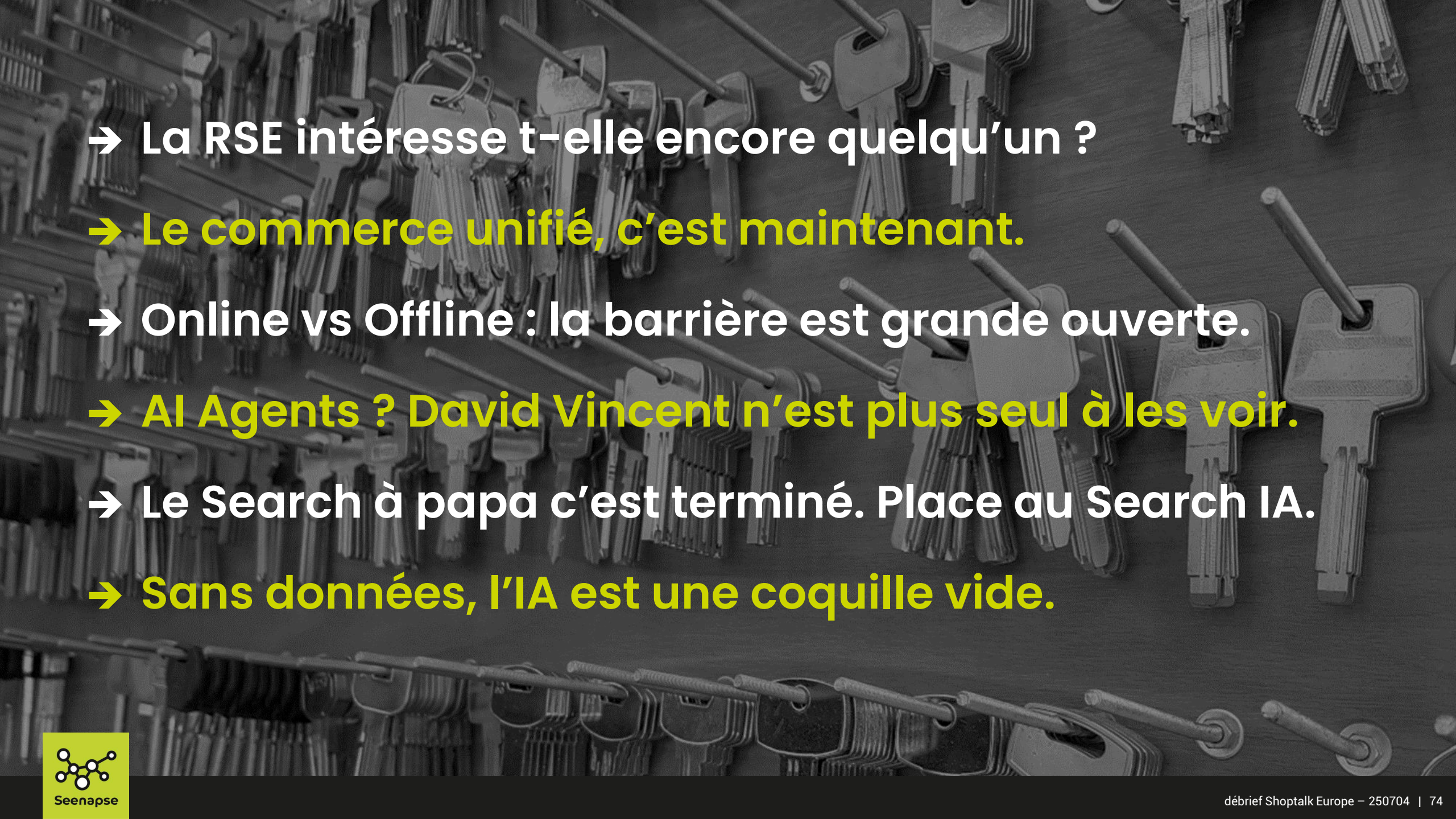


conférence

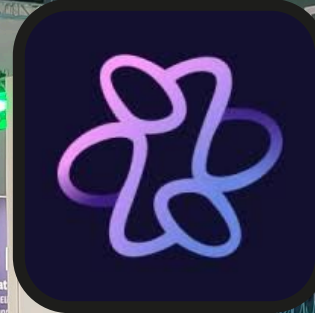
vendredi 5
décembre



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- 
- La RSE intéresse t-elle encore quelqu'un ?
 - Le commerce unifié, c'est maintenant.
 - Online vs Offline : la barrière est grande ouverte.
 - AI Agents ? David Vincent n'est plus seul à les voir.
 - Le Search à papa c'est terminé. Place au Search IA.
 - Sans données, l'IA est une coquille vide.







JOIN US IN 2026

SHOPTALK

EUROPE

9 - 11 June 2026 • Fira Gran Via, Barcelona



Seenapse

Webinaire Barcelone

vendredi 18
juillet



Store Tour Londres

lundi 8
septembre

+33 680105711
matthieu@seenapse.fr

Webinaire Veille

vendredi 12
septembre



tech tour NRF Europe

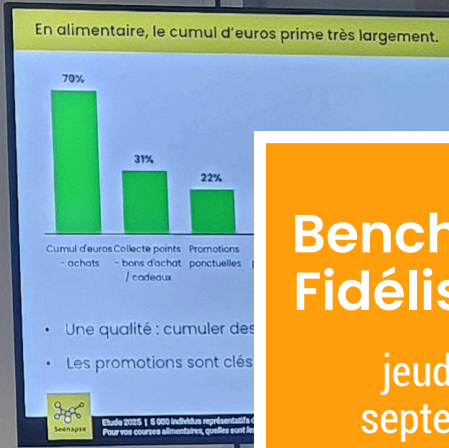
jeudi 18
septembre

+33 680105711
matthieu@seenapse.fr

Webinaire NRF Europe

vendredi 26
septembre





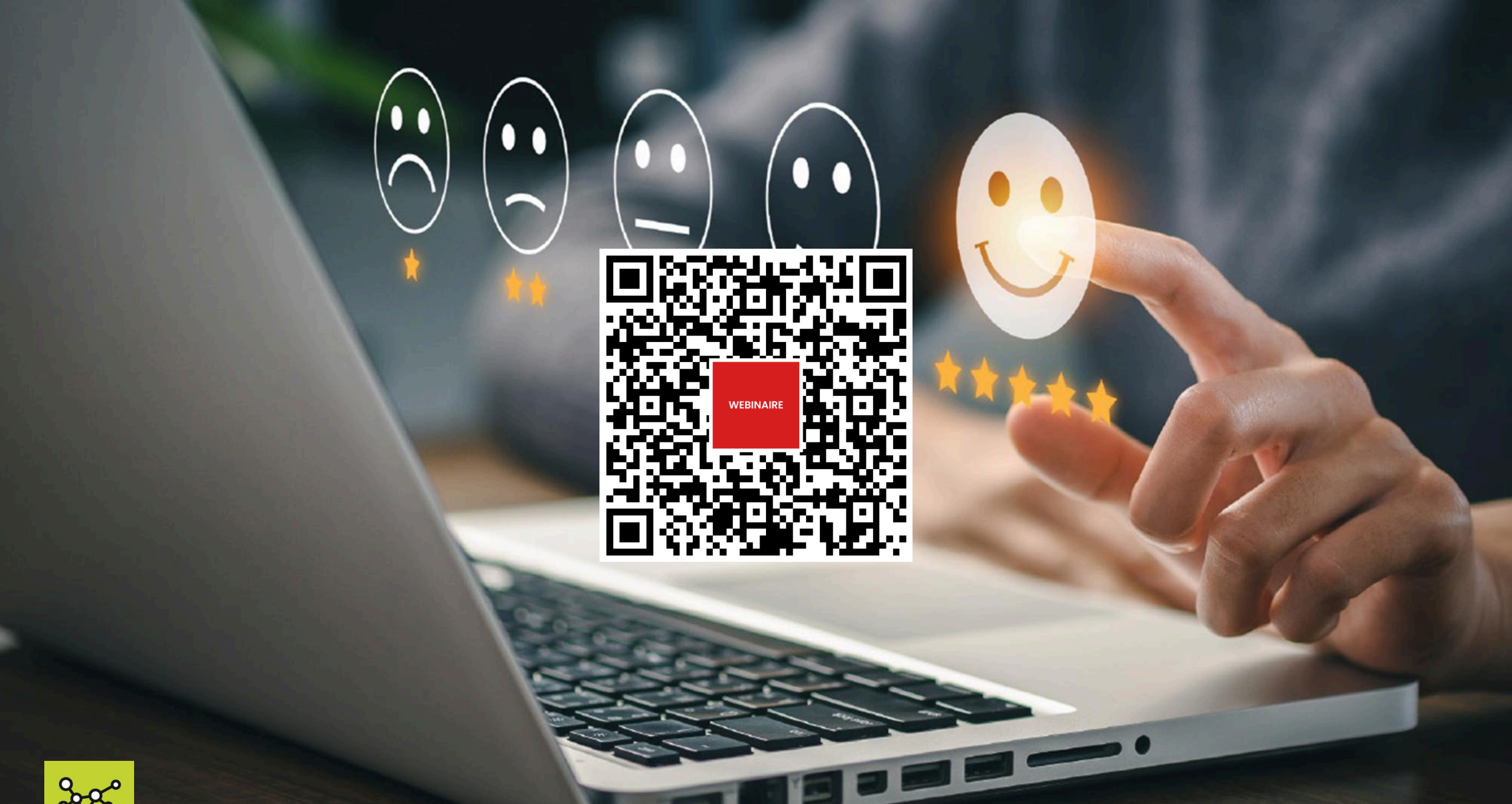
**Benchmark
Fidélisation**

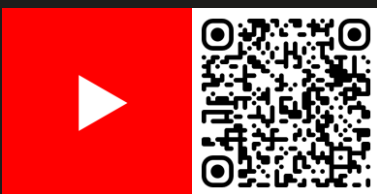
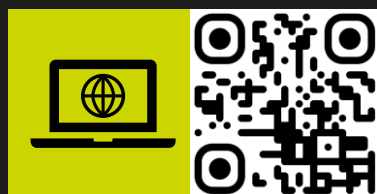
jeudi 11
septembre



**BENCHMARK
FIDELISATION 2025**

jeudi 11 septembre 2025





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