



Shoptalk Spring

avril 2026



Seenapse

SHOPTALK

















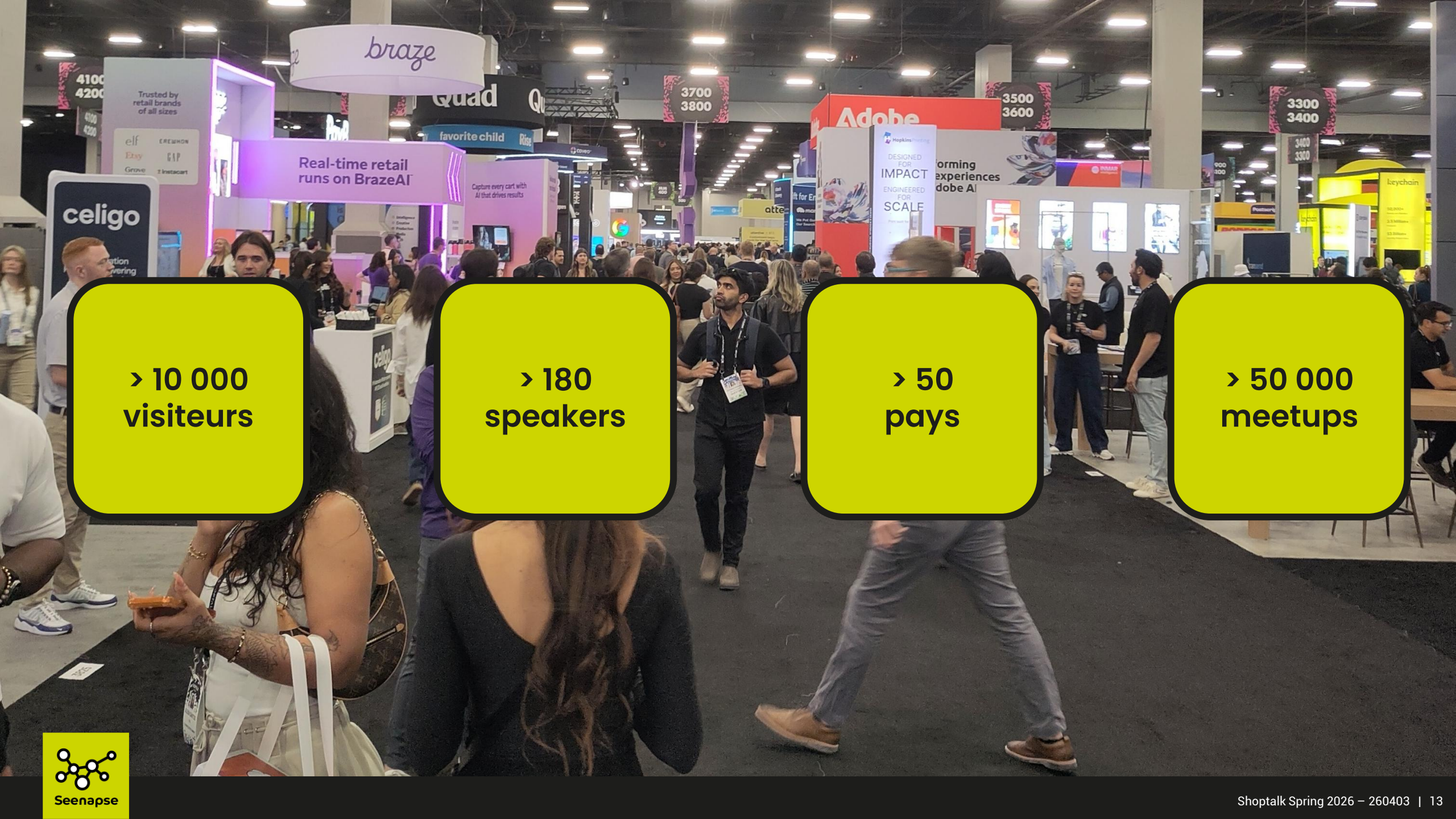
Seenapse











> 10 000
visiteurs

> 180
speakers

> 50
pays

> 50 000
meetups



Seenapse

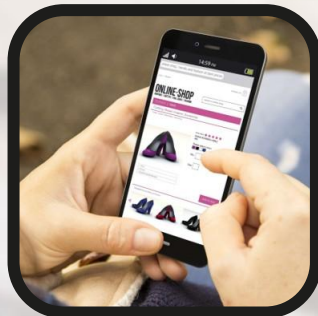
Celebrate

10 YEARS OF
SHOPTALK
SPRING





2016



2026



RETAIL IN THE AGE OF AI



SHOP
TALK

KEY TAKEAWAYS

- "New" is not what you launch. It's what people notice. The gap isn't always product pipelines—often it's in how clearly innovation is expressed and how new it feels. Breakthroughs only matter if consumers can immediately understand why it's different and why it matters now—for them. Move from "attention grabbing" to meaningfulness.
- Great brands do not change overnight. They earn it by raising the bar on quality and creating experiences people want to be part of.
- Data needs to guide every decision. It's not just about renovating your brand, but also about earning the right to be a new one by transforming the experience end to end.



SHOPTALK

The
commerce
renaissance
is here



bloomreach

Shopping

Agents

Email



Seenapse

Agentic commerce is here. Is your **product data** ready?

Description: Denim
Trucker Jacket, Slim Fit

Material: Denim

Collar Type: Point collar

Occasions: Casual everyday, weekend
wear, layering piece, concerts...

Fit: Slim fit in shoulders

Pockets: Two chest flap
pockets, two side slit pockets

Style With: Sweaters, denim, chinos



31%
not recommended
Using product details,
and styling information,
use case context

96%
Recommen
• Buy-it-for-life
outerwear
• Classic looks
• Casual spring



Seenapse

Welcome to the Agentic Enterprise

Build, deploy, and
optimize rel-

Fisher &
Paykel

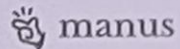
Pando

“Agentic means the AI browses, compares, selects, and completes a purchase on your behalf. Autonomously.”

The True Agent: Agency

Agency = The ability to think, plan, and act autonomously

Not waiting for commands
but **proactively solving problems**

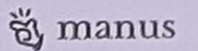


What is a General Agent?

Not designed for specific tasks

A system with **broad capabilities** that can solve **open-ended problems**

Like humans — adaptable, versatile, and continuously learning

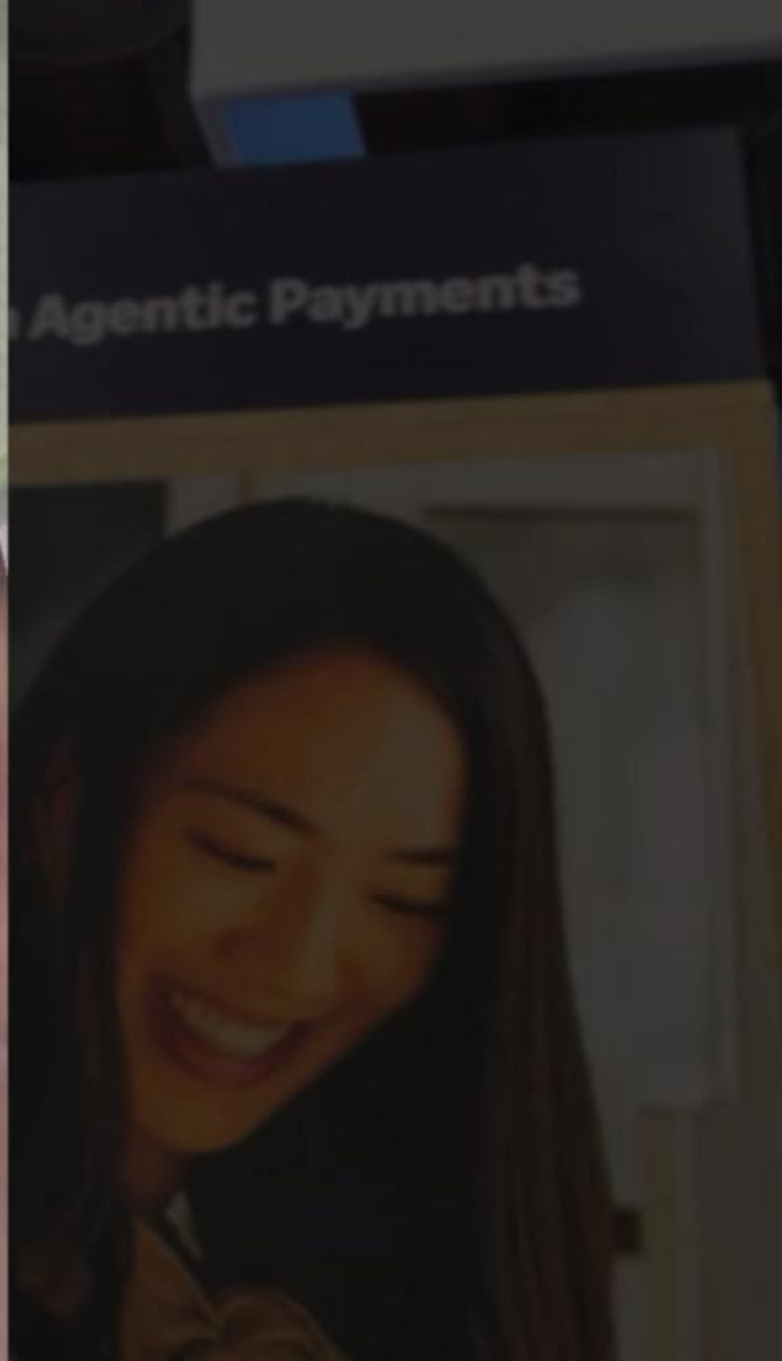
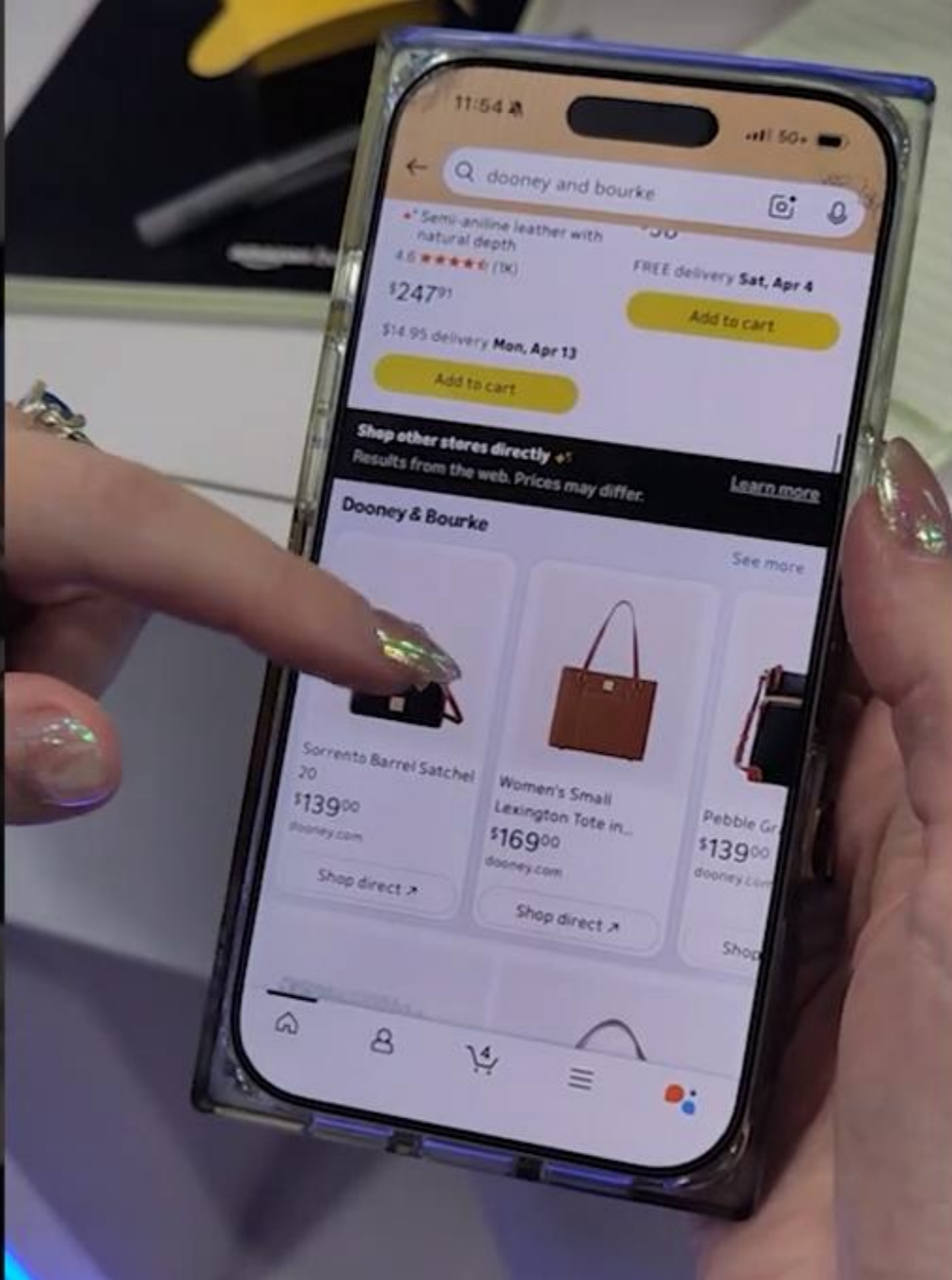




Agentic Commerce

Instantly discover and purchase products via AI platforms and AI agents with PayPal.





← Q Rothy's

📍 Deliver to Kiriath - Atlanta 30342

Arrives before Eas... Fits you ★★
 prime Brands Seller Shipping Options

ROTHY'S Rothy's Original Style, Designed To Last



[Shop the Rothy's Store on Amazon >](#) Sponsored ⓘ

Check each product page for other buying options. Price and other details may vary based on product size and color.





Which HOKA shoe would you recommend for a 53-year-old man taking up trail running?

AI Mode All Products Short videos Images Videos Forums More Tools

RunToTheFinish
https://runtothefinish.com › Trail Running

Hoka Trail Running Shoes Review and Comparison (2026)

26 Feb 2026 — The HOKA Stinson is a cushioned trail running shoe that is designed for comfort and stability. If you like the feel of a HOKA Bondi, this may be ... [Read more](#)

Pros and cons: Outsole provides excellent traction on a variety of surfaces · Great grip · [View full list](#)
Missing: 53- | Show results with: 53-

Discussions and forums

What's a good trail running Hoka shoe?

Facebook · Run Aotearoa · 10+ comments · 1 year ago

Mafate Speed 4. SpeedGoat on steroids [More >](#)

Top answer · 5 votes · a year...

I'm a Hoka fan and have used most of their shoes. I used the first version of Torrent for ... [More >](#)
2 votes · a year ago

Can't go wrong with speedgoats just saying [More >](#)
a year ago

Best hoka shoe for hiking?

Reddit · r/hiking · 10+ comments · 1 year ago

Hoka

Reddit · r/trailrunning · 50+ comments · 3 years ago

[See more >](#)

People also ask

What Hokas are best for trail running?

Are Hokas good for older people?

Which is better Hoka Challenger or Speedgoat?

Are ... running?

Sponsored products



HOKA Speedgoat 6...
€125.99 €180
hoka.com
+€3.99 shipping
★★★★★ (1k+)
By Klama



Chaussure Trail Hoka One On...
€125.00 €160
i-Run.fr
Free
★★★★★ (1k+)
By datashake



HOKA Clifton 10
Chaussures...
€127.99 €160
hoka.com
+€3.99 shipping
★★★★★ (4k+)
By Klama

Which HOKA shoe would you recommend for a 53-year-old man taking up trail running?

For a 53-year-old man starting trail running, the best HOKA shoe depends on the specific terrain he'll be tackling and his need for stability versus versatility.

Top Recommendations

- [HOKA Speedgoat 6](#): Best for **technical or rugged trails**.
 - **Why it's good**: It is HOKA's most popular trail shoe, offering a "perfect amount of foam" that is protective but not overly plush.
 - **Key Features**: Features a Vibram® Megagrip outsole with 5mm lugs for exceptional grip on wet or loose surfaces. It is a "stable neutral" shoe with a wider heel base to help keep the foot in place on rocky sections.
- [HOKA Challenger 8](#): Best for **road-to-trail versatility**.
 - **Why it's good**: Ideal if he'll be running on a mix of pavement, gravel paths, and light dirt trails. It is often described as the "Clifton of the trails".
 - **Key Features**: Uses 4mm lugs that transition smoothly between different surfaces. It offers a more padded tongue and a softer ride than the Speedgoat, making it very comfortable for beginners.
- [HOKA Stinson 7](#): Best for **maximum stability and comfort**.
 - **Why it's good**: If he has concerns about joint impact or balance, this is HOKA's most cushioned and stable trail option.
 - **Key Features**: Includes an "H-Frame" in the midsole to provide torsional stability and keep the foot centered. It has the highest stack height in the line (45mm in the heel) for maximum shock absorption. [YouTube +8](#)

Comparison Table

Ask anything

+

14 sites

Hoka ATR Challenger 7 vs. Speedgoat 5 | Best Trail...
19 Feb 2023 — so I typically go up half a size for hoker shoes...

YouTube · Time On F...

HOKA Speedgoat 6 vs Challenger 8 – Which Trail...
8 Aug 2025 — welcome to Trail Shoes Reviewed today we're...

YouTube · Trail Shoe...

HOKA Stinson 7 vs Speedgoat 6: Which Max...
28 Jun 2025 — welcome to Trail Shoes Reviewed. now the Hocu...

YouTube · Trail Shoe...

Show all





Thanks for the advice. I'd like to buy the HOKA Stinson 7. In which shops in or near New York is it available, and how muc... ▾

The **HOKA Stinson 7** is available at several retailers in New York City, typically priced at **\$174.99 or \$175.00**. HOKA +4

Local Availability in New York City

You can find the Stinson 7 at these locations:



HOKA Store
3.7 ★★★★★ (567)
Shoe store
Open · Flatiron District

- **Location:** 172 5th Ave, New York, NY 10010
- **Services:** In-store shopping and pickup for footwear and apparel.



Fleet Feet
4.5 ★★★★★ (786)
Running store
Open · Midtown Manhattan

- **Columbus Circle:** 10 Columbus Circle, Ste 110, New York, NY 10019 (indicated as **in stock** for both men's and women's models).
- **Upper West Side:** 140 W 72nd St, New York, NY 10023.

DICK'S Sporting Goods

- Available at various locations near New York, NY, with options for **free store pickup**.

Ask anything



14 sites

HOKA Men's Stinson 7 Trail Running Shoes

4.4 (33) | (5) view all 8 images. \$174.99. Color: \$169.99. \$174.99* Color: Shoe Size...



DICK'S Sporting Goods

HOKA Stinson ATR 7 Trail Running Shoe (Women) - Nordstrom

Shoes. Running. Stability Running. (36) Stinson ATR 7 Trail Running Shoe (Women...



Nordstrom

Shop HOKA Near New York, NY @ Fleet Feet Columbus Circle

Shop HOKA Near New York, NY @ Fleet Feet Columbus Circle * HOKA. Women's...



www.locally.com

Show all



Is your product data AI-ready?

What most brands submit

Title: 24-inch Built-In Dishwasher

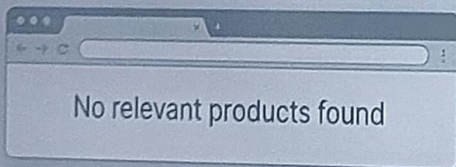
Price: \$849.99



GTIN: 00198456723

Brand: Bosch

Category: Appliances



Invisible

What AI needs to recommend you

Title: 24-inch Built-In Dishwasher

Price: \$849.99

Brand: Bosch

GTIN: 00198456723

00198456723

Category: Appliances

Noise:Level:44dB

Noise:Description: Whisper-quiet, conversation-friendly

Noise:Description: Whisper-quiet, conversation-friendly

Features:Third Rad-aurion-ck:Yes, for small items

Capacity:Place Settings:16. Family-sized, fits large pots

Smart Home:WIFI-enabled, works with Alexa

Interior:Stainless steel tub

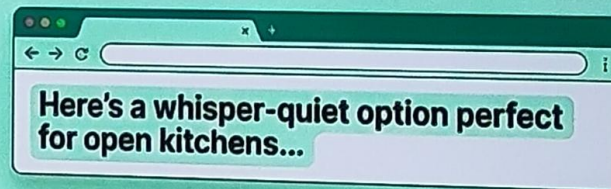
Installation:Dimen-contll-sions:Fits standard 24-inch chit achinet

Efficiency: Water:3.5 glians Star:per cycle

Water:Compatibility:Built-in-water softener for water areas

Cycles:Options:Normal, Heavy, Quick, Sanitize

Warranty:Duration: 2-year parts and labor



Discoverable

Trusted by:



DOORDASH



Foot Locker

...



Seenapse

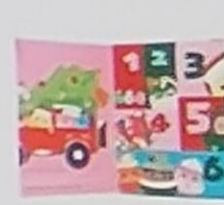


ACO

GEO

ChatGPT -

Great — here are 5 beauty advent calendars (plus a few extras) that I think are especially good for a teenage girl, plus why they're good picks. (And I'll mix in different price points = product variety.)



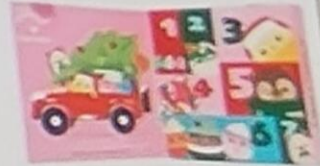
TONYMOLY x Squishmallows 7-Day Skincare
\$25.00 - Nordstrom Rack + others



Sephora Collection 24-Day Calendar
\$95.00 - Kohl's + others



Macy's 25 Days of Beauty Calendar
\$99.00 - Macy's + others



TONYMOLY x Squishmallows 7-Day Skincare

Nordstrom Rack \$25.00 Visit
In stock online and nearby. Free delivery between Tue - Sat on orders \$35+

Ulta Beauty \$23.00 Visit
In stock online and nearby. Same day delivery \$8.95

Macy's \$25.00 Visit
In stock online. Delivery \$10.95

Here are some top picks = why they could be great for a teen.

Top Picks for Teen Beauty Advent Calendars

- **TONYMOLY x Squishmallows 7-Day Skincare Calendar**
 - Super cute and playful — includes sheet masks, lip balm, a Squishmallow keychain, and a plush

ChatGPT -

What to Look for When Choosing a Beauty Advent Calendar

1. Product Mix (Skincare vs. Makeup vs. Body)

- Decide what kind of products she actually uses or would like to try: skincare-heavy calendars (like masks, serums, moisturizers), makeup-heavy ones (lipsticks, eyeshadows), or a mix.
- A balanced mix can be good if she's still discovering her style, while a very focused calendar is better if she already knows what she loves.

2. Full-Size vs. Mini Products

- Check how many of the items are full-size versus mini. Full-size items often give more real value, while minis are fun for sampling.
- Too many tiny samples may feel underwhelming — make sure the calendar is worth the price in terms of what she'll actually use.

3. Value

- Compare the calendar's price to the (advertised) total value of the products inside. But be skeptical: "value" can be inflated if many items are minis.



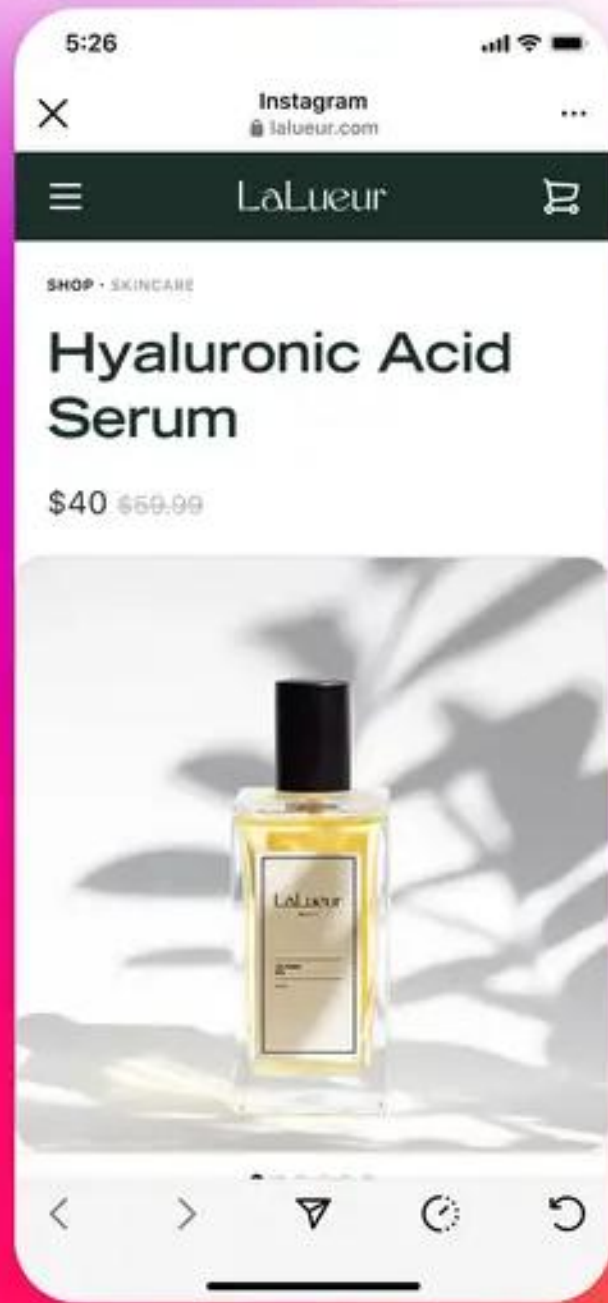
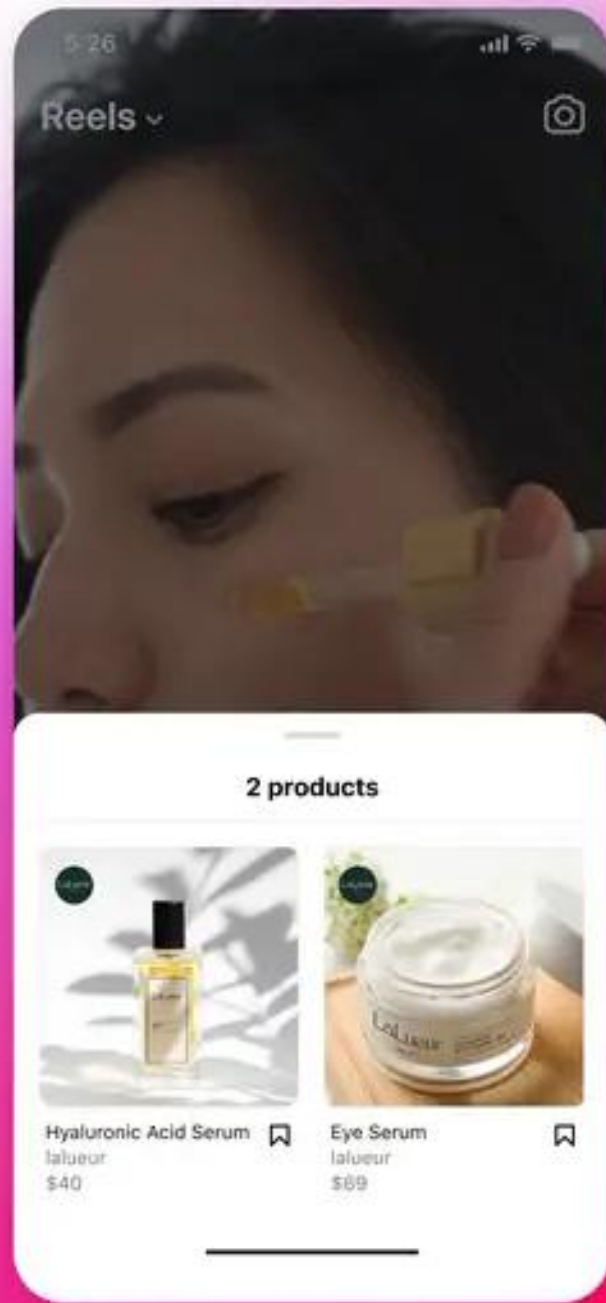
Seenapse

ReFiBuy

A few developments since we last got together...

select US AI commerce announcements, Sep 2025-Mar 2026







Introducing More Ways to Tap into Shopping on Reddit

Announcements

March 24, 2026

Amid information overload and declining trust, more purchase journeys are happening on Reddit than ever before. To help retailers and ecommerce businesses reach these shoppers more easily and effectively, we're launching several new shopping tools to enhance the [Dynamic Product Ads \(DPA\)](#) experience on Reddit.

Heading into Shoptalk 2026 today, Reddit's shopping momentum is clear:

Related articles

[Announcing New Executive Leadership Updates at Reddit](#)

[Now in Beta: Max Campaigns for AI-Powered Ad Performance and Unique Audience Insights](#)

[Stephen Riad Named Reddit's New EVP, Advertising Sales](#)



SDX Data Pipeline In Action: Rich Media LLM Markdow



Featured Products

- Beauty Bio Illuminizing Blend Drops:** The core product, described as a skincare-makeup hybrid with SPF.
- Beauty Bio The Pout Peptide Lip Gloss:** A pH-changing lip treatment that adjusts to a custom pink shade.
- Exclusive Beauty Bio Value Set:** A bundled gift set containing two bottles of the drops, the lip gloss, and a "Boss" cosmetic bag.

Critical Proof Statements

- Longevity & Loyalty:** The creator has used the Illuminizing Blend Drops every single day since June 2023.
- Superior Performance:** Claims it is the "best" glowy primer on the market after testing all major competitors.
- Skin Benefits:** Explicitly states the product **minimizes pores, hydrates, and controls oil** simultaneously.
- Visual Effect:** Claims it makes makeup look like it has an "Instagram filter" applied.
- Value Proposition:** A \$127 total value for \$69 (approximately 40% savings).

Highlight Moments

- The "Filter" Reveal (1:14):** When the creator compares the skin finish to a digital filter.
- The Comparison (1:42):** The definitive statement that this product outperforms all other viral glowy primers.
- The Lip Gloss Demo (1:57):** The transition of the pH-changing gloss from clear to a natural pink.

Highlights & Key Takeaways

The Ultimate Multi-Tasker: The primary takeaway is the product's ability to act as a primer, an extra layer of SPF, and an oil-controller all at once.

- Giftability:** The video emphasizes the set as a perfect solution for Mother's Day or graduation due to the high-value savings and the included travel bag.

Metadata & Context

Sentiment Analysis

The tone is **enthusiastic, authentic, and persuasive**. The creator uses hyperbolic but grounded language ("number one product of 2024") to convey d

Environment Description

A **bright, casual indoor setting** (likely a bathroom or vanity area) suitable for a "Get Ready With Me" (GRWM) style demonstration. The lighting is focus

Instructional Elements

- Prep:** Apply normal skincare and a base layer of SPF.
- Application:** Apply the Illuminizing Blend Drops as a makeup primer (noting that while you *can* mix it with moisturizer, direct application is recommen
- Finish:** Use as a standalone product for gym days or follow with a full makeup routine.

Suggested Metadata & Tags

Title Idea: My #1 Secret for Filter-Like Skin Beauty Bio Review

Tags: #BeautyBio #GlowySkin #MakeupRoutine #SPF #SkincareHacks #BeautyValueSet #ProductReview

Form: Ideal for TikTok, Instagram Reels, or YouTube Shorts.



Seenapse

simplicity

FEATURED

Sephora App in ChatGPT Brings a New Personalized Beauty Experience

MARCH 24, 2026



San Francisco, March 24th 2026 — Sephora, the global leader in prestige beauty retail, today announced a new AI-enhanced consumer experience with the launch of its app in ChatGPT. Piloting in the United States, the Sephora app in ChatGPT will assist customers in discovering and shopping for the right solutions with curated advice and recommendations. Customers will be able to use their Sephora loyalty rewards and member benefits such as free shipping promotions and samples, with future updates enabling payments and checkout directly within the app to meet users where they are.

This milestone marks Sephora's long-standing history of digital innovation. This latest evolution of e-commerce allows beauty lovers to discover, personalize, and purchase beauty products through an intuitive, AI-powered interface. With the increased adoption of AI tools in everyday lives, apps in ChatGPT are pushing the boundaries and setting new customer behavior worldwide. Sephora is leading this shift by integrating its unparalleled beauty expertise and point of view into intuitive, AI-driven experiences that meet customers wherever they are.

“At Sephora we are passionate about assisting our customers with the best beauty advice and curation, wherever and whenever they want. Today this means piloting the Sephora app on new intelligent channels such as ChatGPT. We are proud to introduce this



- New chat
- Search chats
- Images
- Apps**
- Deep research
- Codex
- Projects
- GPTs >
- Your chats >



Walmart

Shop everyday low prices

Loading



Use Walmart in ChatGPT

Shop everyday low prices

Connect Walmart ↗

Reference memories and chats. Allow ChatGPT to reference relevant chats and memories when sharing data with Walmart for more helpful responses.

You're in control. ChatGPT always respects your training data preferences, and is limited to permissions you've explicitly set.

Apps may introduce elevated risk. ChatGPT is built to protect your data, but attackers may attempt to use ChatGPT to access your data in the app, or use the app to attempt to access your data in ChatGPT.

Data shared with this app. By adding this app, you allow it to access: (1) basic information typically shared when you visit a website, such as your IP address and approximate location ([learn more](#)), and (2) a summary of your recent context and intent within ChatGPT. Our policies require that apps only access relevant content to respond to your requests. This data will be used as described in the app [Terms of Use](#) and [Privacy Notice](#).

Capabilities	Interactive, Writes
Developer	Walmart Inc
Website	
Version	5.0.0
Privacy Policy	
Terms of Service	



Search chats

Images

Apps


Deep research

Codex

Projects


GPTs >

Your chats >

Super — j'ai préparé pour toi une **commande type pour ton panier Drive piéton au Carrefour City Paris Ramey (29 Rue Ramey, 75018 Paris)**, avec tous les **ingrédients crus** nécessaires pour faire ton **bœuf bourguignon maison pour ~5 personnes** 

Panier de courses pour bœuf bourguignon (ingrédients crus)

Viande & boucherie

- Viande bovine à mijoter / bourguignon – idéal pour braiser (tu peux prendre ~1,2 kg ou plusieurs barquettes selon disponibilité) 





Légumes & aromates

- Carottes (4–5 pièces, vrac)
- Oignons (2–3 pièces)
- Champignons de Paris (environ 250 g)
- Gousses d'ail (3–4)
- Bouquet garni (thym, laurier, persil – souvent vendu prêt à l'emploi)

Autres essentiels

- Vin rouge (1 bouteille — type Bourgogne ou vin rouge corsé)
- Farine (30–40 g)
- Beurre (30 g)
- Huile d'olive
- Sel & poivre

Comment finaliser ta commande Drive

1. Va sur [Carrefour.fr](https://www.carrefour.fr) ou l'app Carrefour.
2. Choisis le Drive au **29 Rue Ramey, 75018 Paris** comme point de retrait. 
3. Ajoute au panier chaque article ci-dessus (tu peux chercher par mot-clé comme "viande bovine à mijoter", "carottes", "champignons de Paris", "vin rouge", etc.).
4. Choisis un **créneau de retrait piéton** qui te convient (le Drive est ouvert avec créneaux toutes la journée). 
5. Valide ta commande et rends-toi au Drive à l'heure  prévue pour récupérer tes courses .

+ Ask anything



Matthieu



Seenapse




SHOP TALK


By Hyve

SHOP TALK

Debate



Scott Wilgo
CEO
Hyve



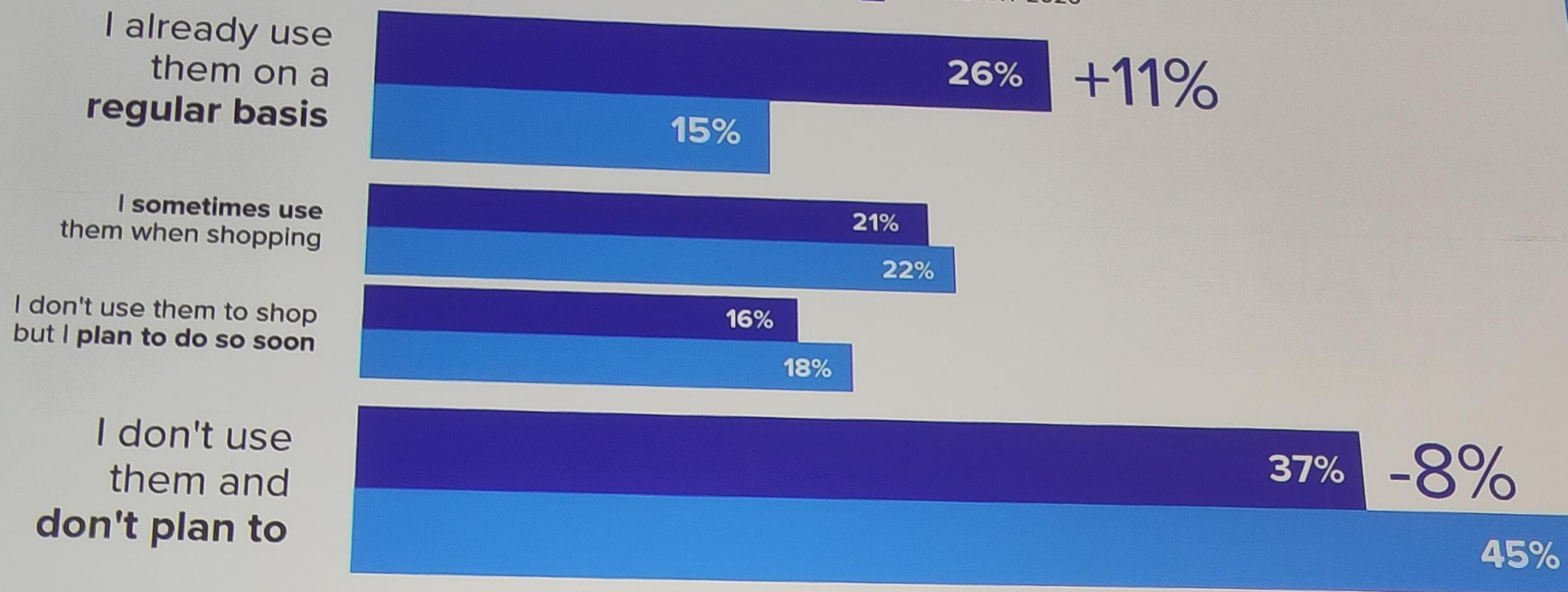
Elizabeth
Chief Digital
Marketing Officer



AI apps are *rapidly* accelerating as “shopping companions”

TO WHAT EXTENT ARE YOU USING AI TOOLS WHEN SHOPPING?

■ NOVEMBER 2025 ■ FEBRUARY 2026



Source: Merkle US Customer Research Q4 2025 and February 2026 | Shoptalk Exclusive



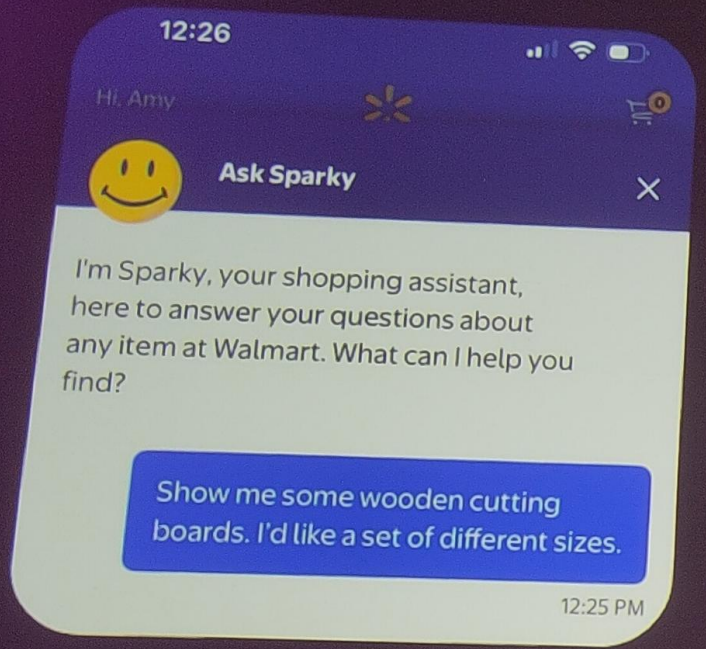
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A spectrum in the evolution of behavior and engagement

NOW

2022-2026 AI Embedded

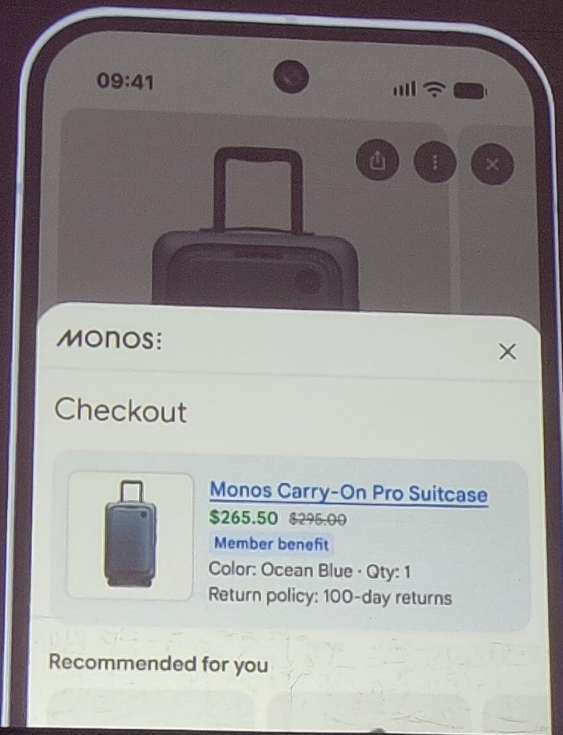
Overwhelming majority of today's digital touchpoints use AI to engage and curate across contexts



NOW-TO-NEAR

2024-2029 AI Centered

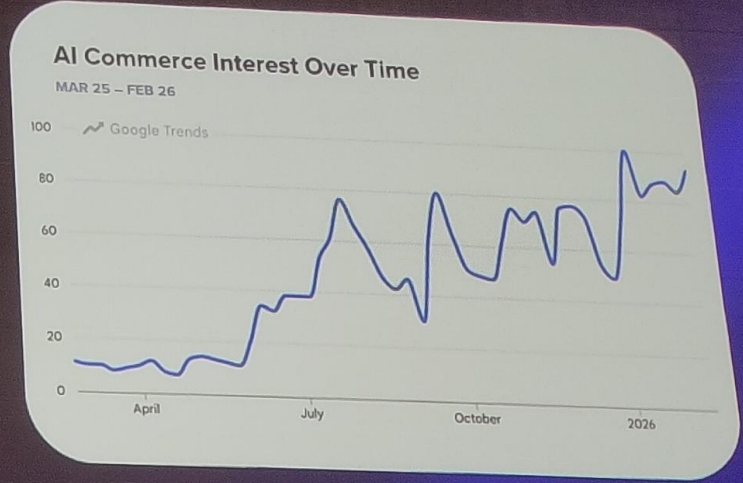
Discrete AI applications summarize, compare, and recommend, becoming core to day-to-day behavior



NEXT

2028-2030+ AI Led

Scaled agentic emerges – and we enter a world of delegated autonomous and semi-autonomous commerce

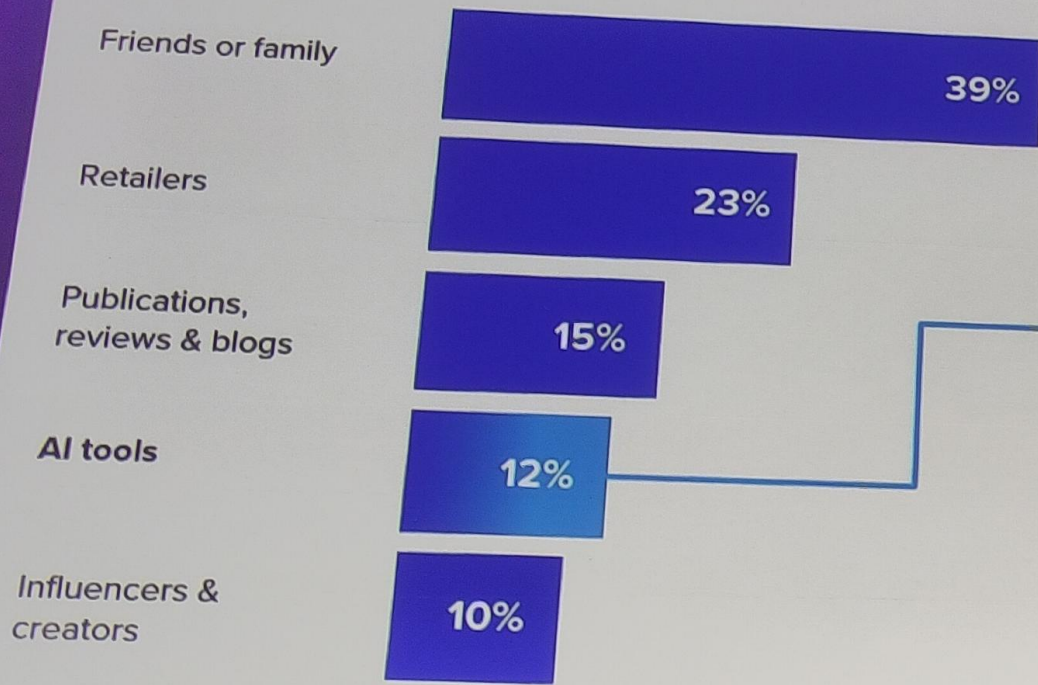


MERKLE

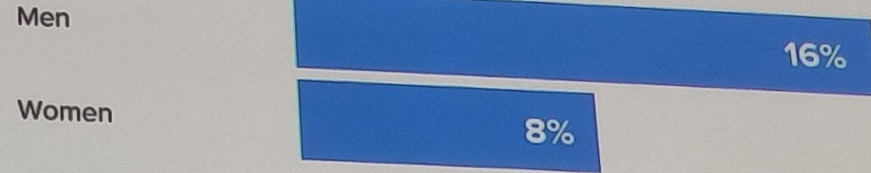


Embedded and discrete AI are already a key influence on purchase decisions

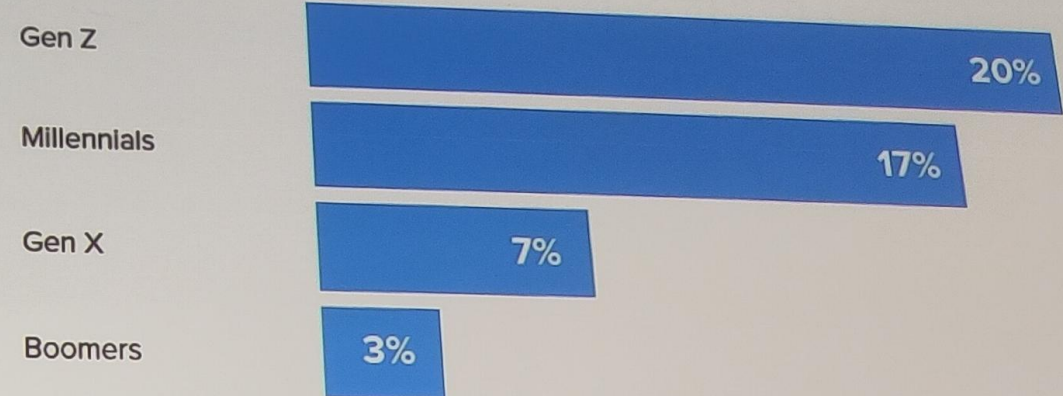
WHAT RECOMMENDATIONS INFLUENCE YOUR PURCHASES THE MOST?



GENDER



AGE COHORT



Source: Merkle US Customer Research February 2026 | Shoptalk Exclusive

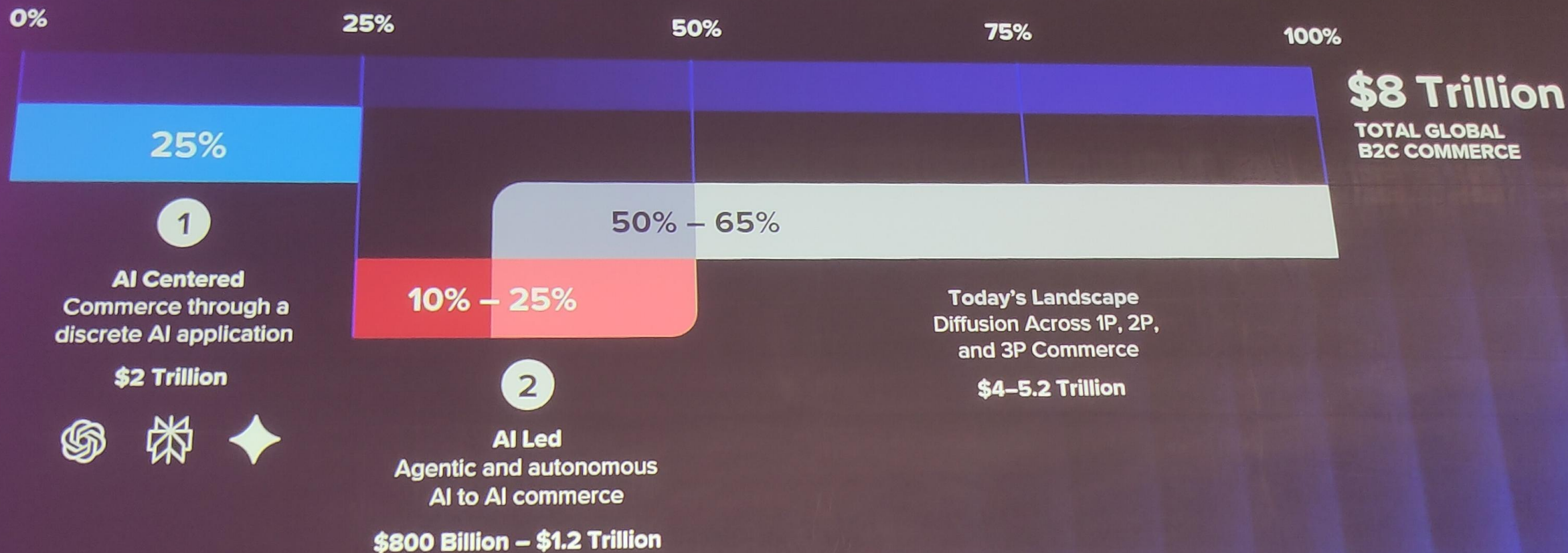


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Our 2030 global forecasts

1 25% of digital commerce will move to discrete AI applications

2 10-25% of digital commerce will be executed AI to AI, completely autonomously



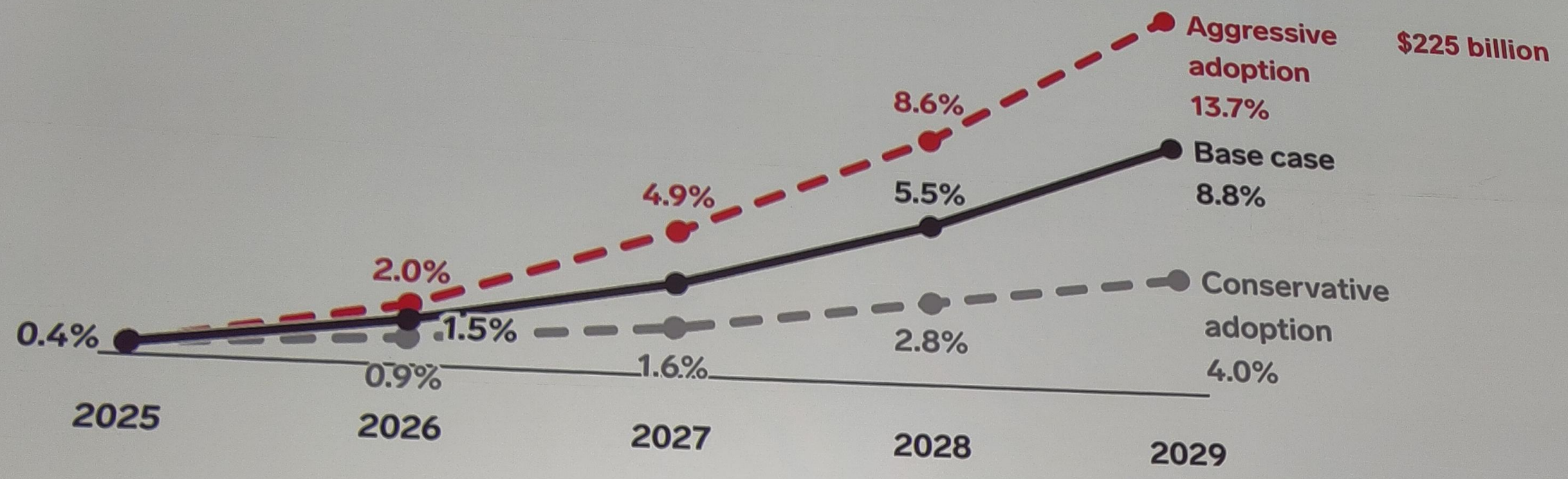
Source: Merkle Analysis, February 2026



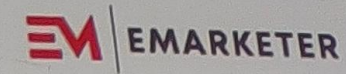
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Aggressive platform-led initiatives to spur consumer adoption would push the share much higher

US AI-platform driven retail ecommerce sales as a % of total US ecommerce sales, by adoption scenario, 2025-2029



Note: includes products or services ordered directly within a general-purpose AI platform (e.g., ChatGPT) or off-site in the same session via an attributable link
Source: EMARKETER Forecast, Dec 2025



The AI-powered shopper faces the paradox of trust

- Almost all find AI assistants helpful for shopping: **92%**
 - But only half generally trust AI product recommendations: **52%**
-
- Two-thirds perceive bias in AI product recommendations: **66%**
 - But half are likely switch brands based on an AI product recommendation: **49%**

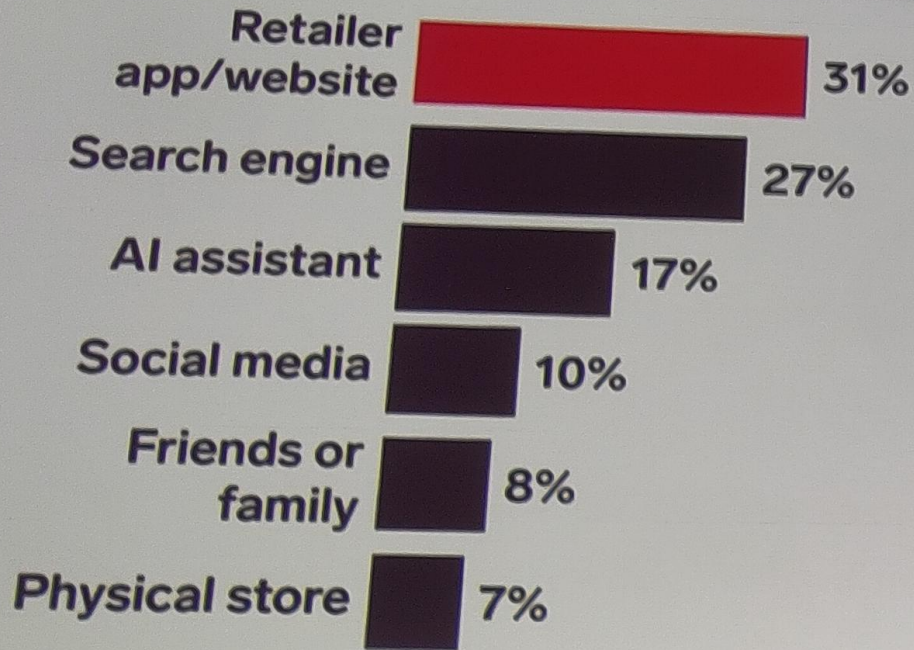
Note: n=1,179; ages 18+ who used an AI assistant or chatbot to research a product in the past month
Source: E-MARKETER and Publicis Commerce, "LLM Usage and Trust in the Shopping Journey," Mar 1, 2026



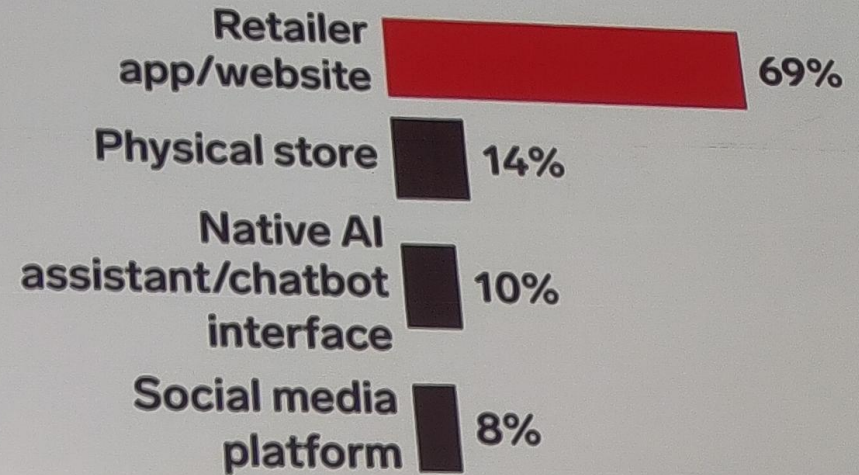
The AI-powered shopper's journey still starts and ends on established channels

% of US AI-assisted digital shoppers, Jan 2026

? When you're looking for a product to buy, where do you typically **start**?



? Where do you usually **buy** your purchase once you've decided on the product?

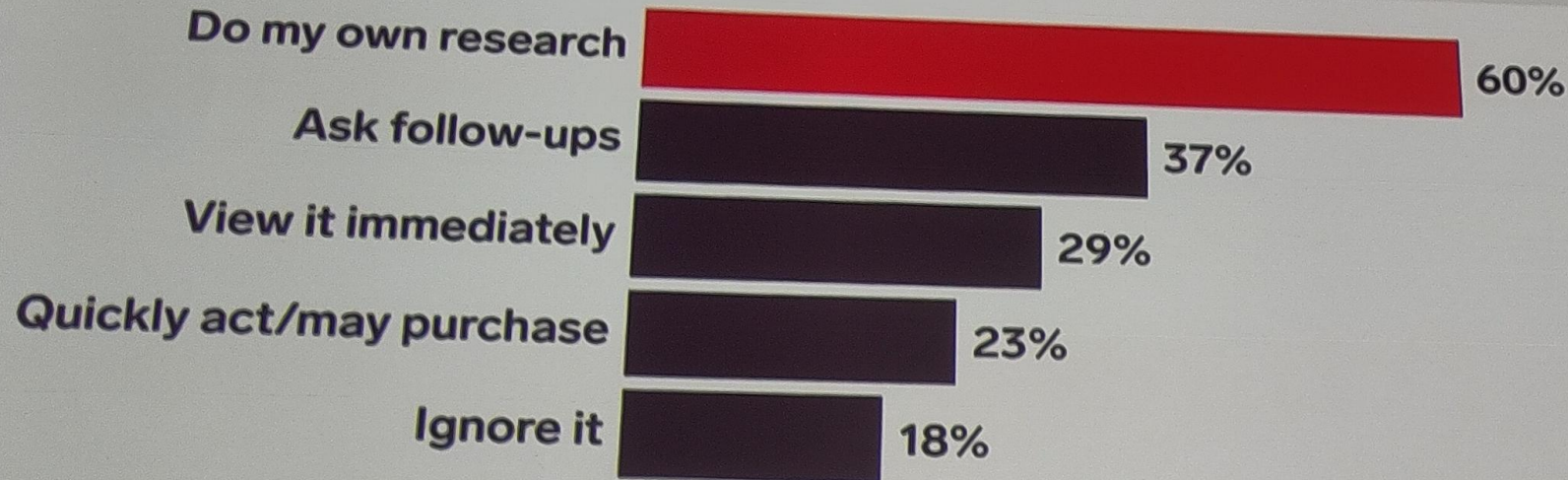


Note: n=1,179; ages 18+ who used an AI assistant or chatbot to research a product in the past month
Source: EMARKETER and Publicis Commerce, "LLM Usage and Trust in the Shopping Journey," Mar 1, 2026

AI-powered shoppers seek external validation for chatbot recommendations

% of US AI-assisted digital shoppers, Jan 2026

? If an AI assistant/chatbot recommends a specific product to you, what do you typically do next?



Additional research and follow-ups extend the consideration phase: only a third of shoppers said that AI helped them buy faster

Note: n=1,179; ages 18+ who used an AI assistant or chatbot to research a product in the past month; "select all that apply"
EMARKETER and Publicis Commerce, "LLM Usage and Trust in the Shopping Journey," Mar 1, 2026



E-Commerce Growth Normalizes Post-Pandemic as Revenues Exceed US\$ 5 Trillion for the First Time

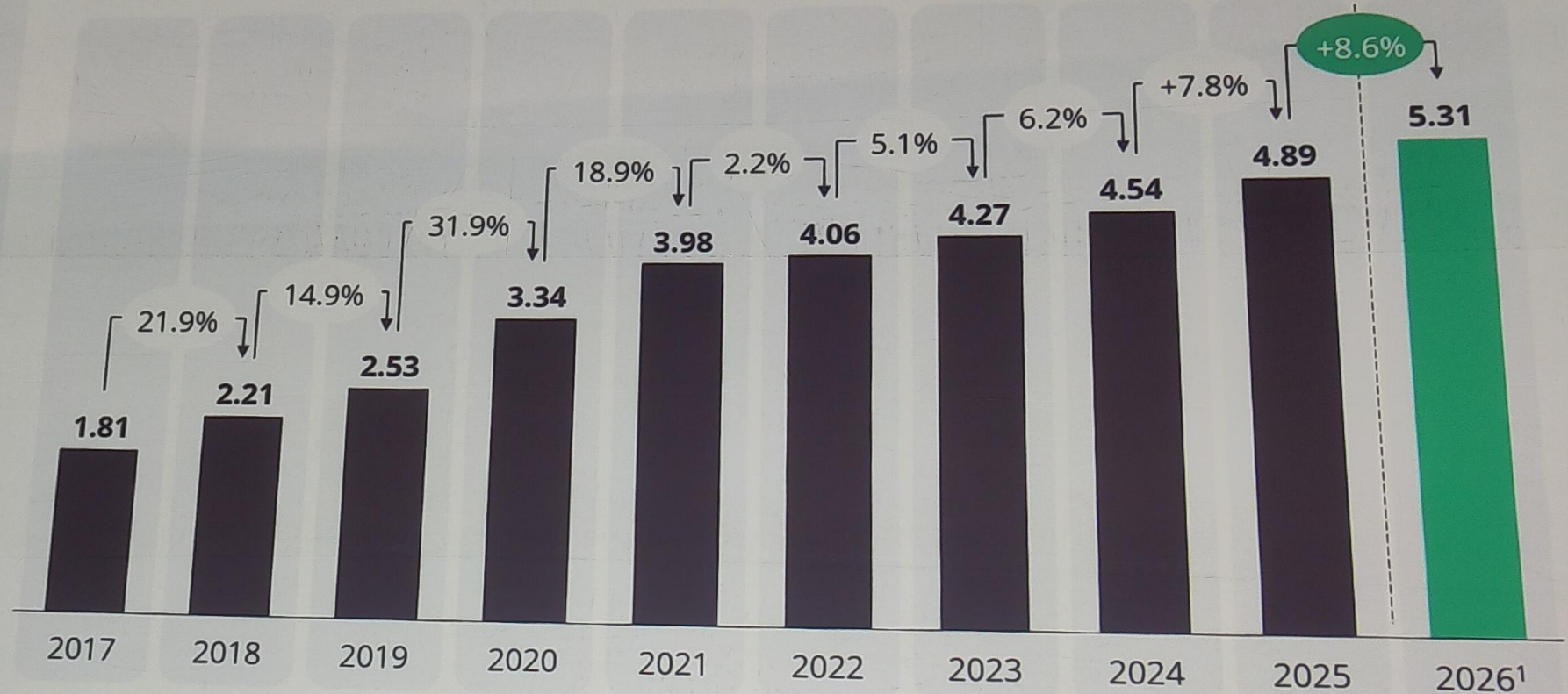
New Phase of Stable Growth

After several volatile years marked by strong pre-pandemic expansion, an exceptional pandemic-driven surge, and a subsequent short-term slowdown, global e-commerce growth is now entering a **phase of normalization**.

Growth rates are stabilizing at a structurally higher steady-state level, reaching 7.8% in 2025 and **accelerating further to 8.6% in 2026**.

A major milestone is reached in 2026, as global e-commerce revenues **exceed US\$ 5 trillion for the first time**, underscoring the market's long-term resilience, scale, and sustained relevance in the global retail landscape.

Global e-commerce revenue development (US\$ tn)



⁴ Notes: All figures represent nominal year-over-year growth rates, not inflation-adjusted (real) values (1) Forecast

Sources: ECDB



Seenapse

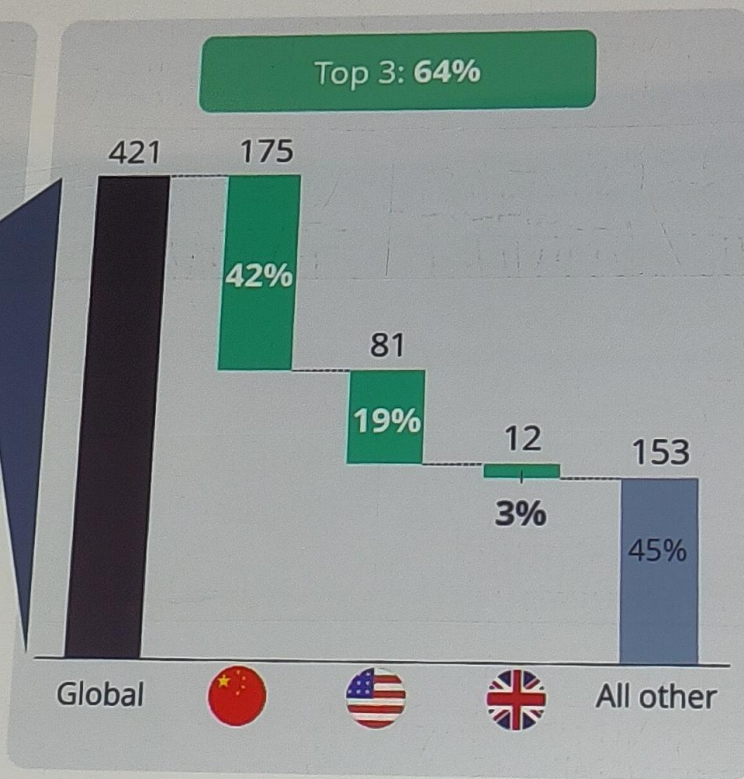
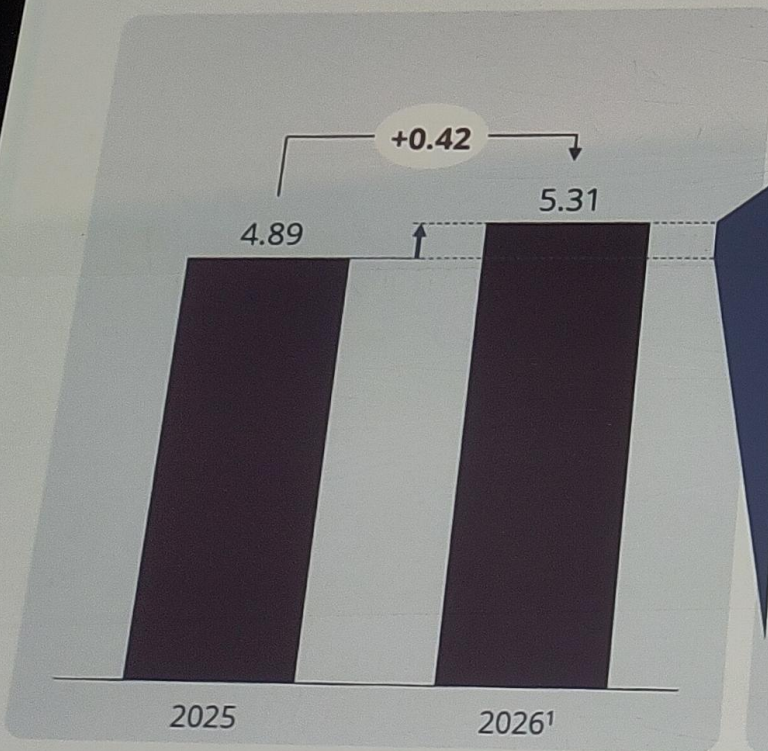
ECDB

Global Growth Is Increasingly Concentrated in a Small Set of Markets and Players

Global e-commerce revenue (US\$ tn)

Net growth 25/26 from top 3 countries (US\$ bn)

Net growth 25/26 from top 3 retailers (US\$ bn)²

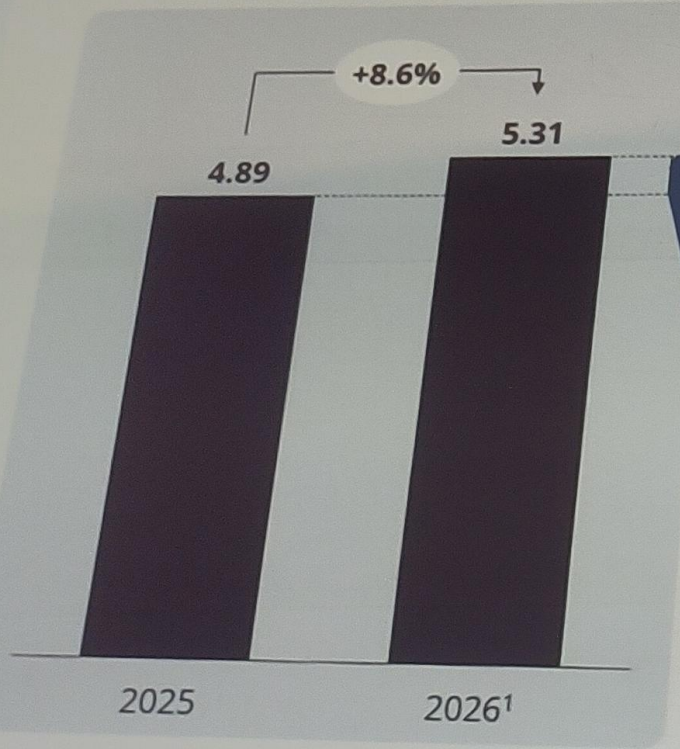


⁵ Notes: All figures represent nominal year-over-year growth rates, not inflation-adjusted (real) values (1) Forecast (2) Forecast based on GMV and growth 2024-2025 adjusted by growth CAGR 2022-2025. Top 3 retailer GMV figures are adjusted downward by 20% to align with modeled e-commerce market revenues, reflecting the definitional difference between gross merchandise value and net online sales (see page 6)
Sources: ECDB

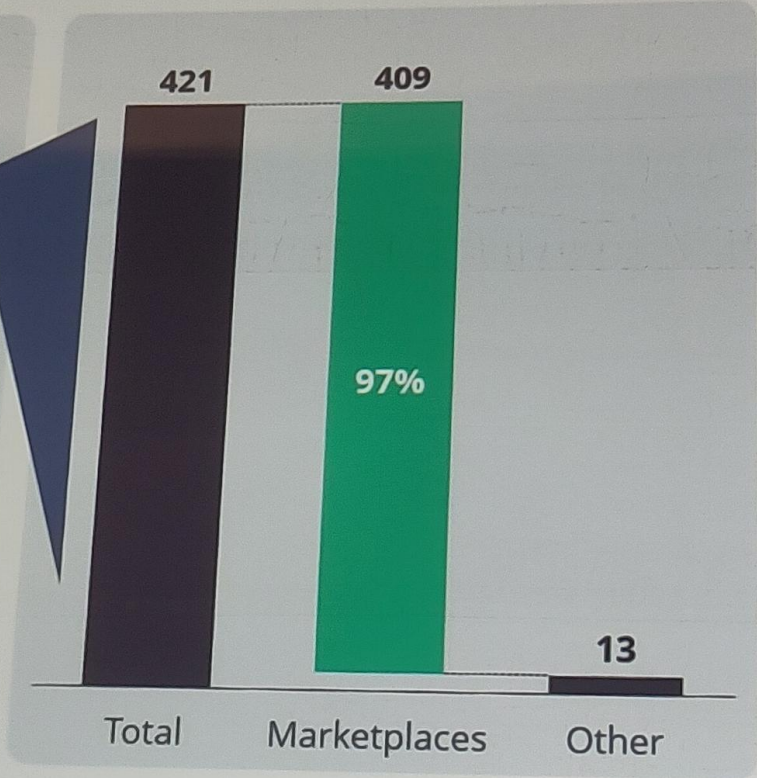
#1

Marketplaces Capture Most of Global E-Commerce Growth and Expand Their Share

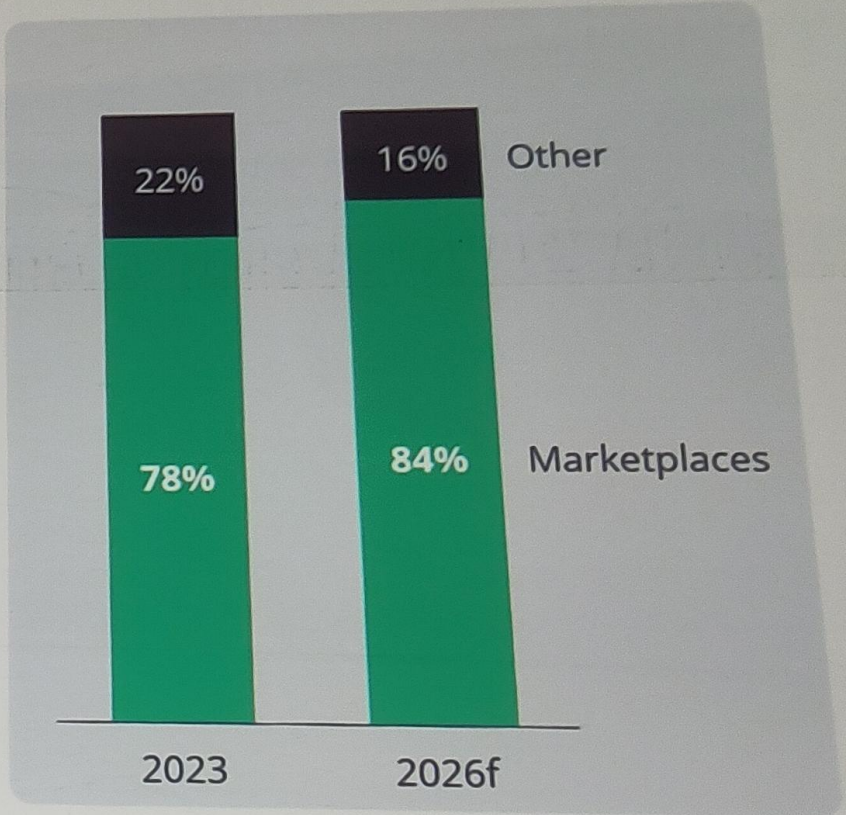
Global e-commerce revenue (US\$ tn)



Net growth 2026 by type of retailer (US\$ bn)



Marketplace share of total e-commerce



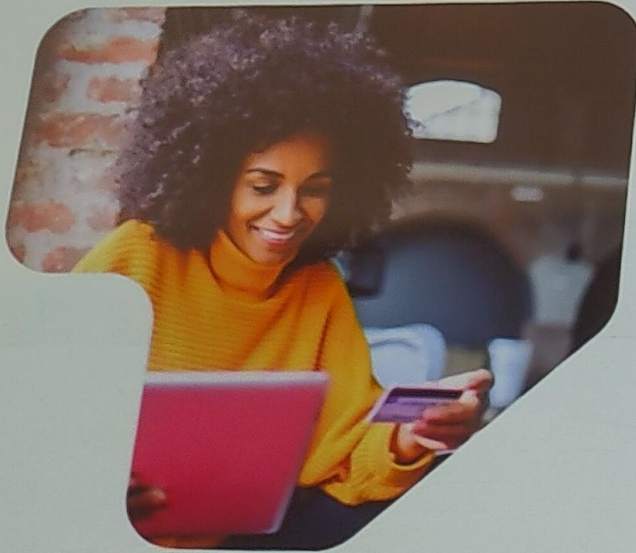
10 | Notes: (1) Forecast

Sources: ECDB



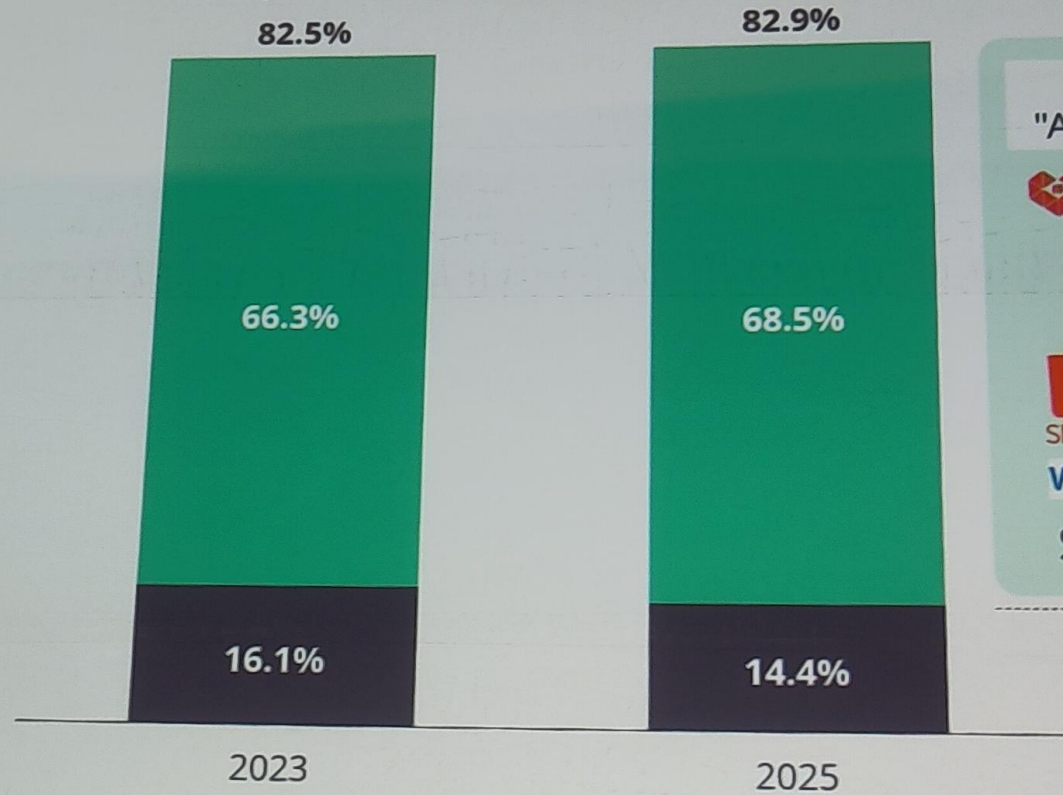
#1

Consumers Concentrate Their Spend on a Few Marketplaces as Most Leading Challengers Come from Asia



- Convenience** (one-stop, low friction)
- Trust** (delivery, customer service)
- Value** (price transparency, deals)
- Discovery** (search, reviews)

GMV share of global leader vs. next top 10 marketplaces



Top 10 "Amazon Challengers"

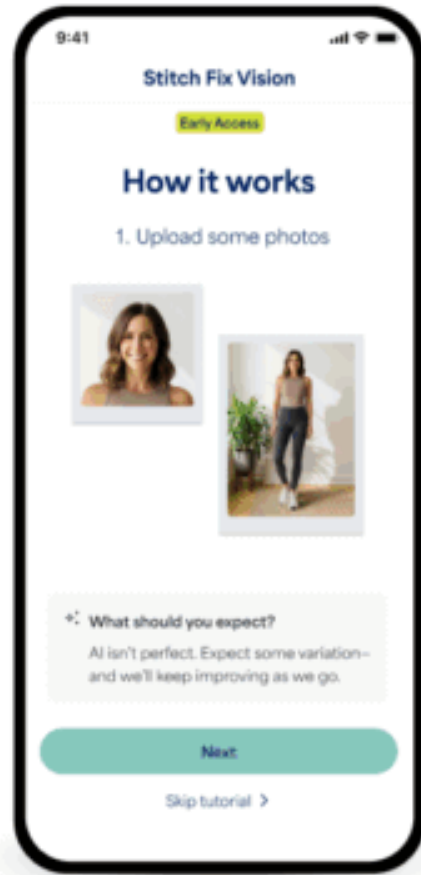
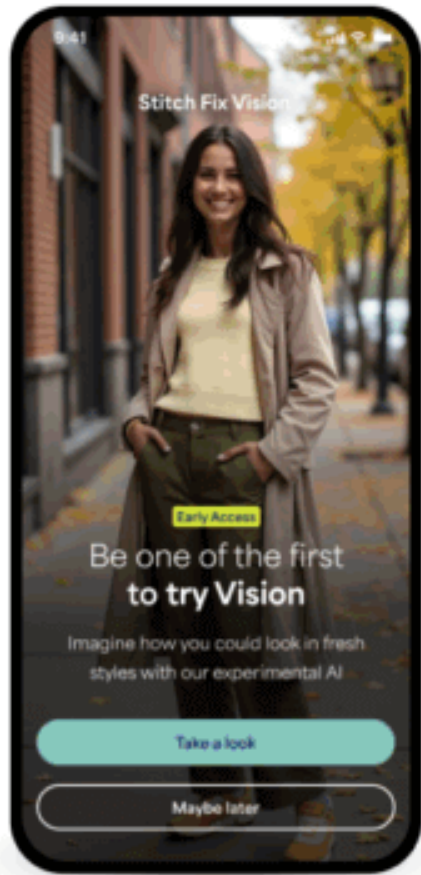
- Pinduoduo
- 抖音 (TikTok)
- 淘宝网 Taobao.com
- 京东 JD.COM
- Shopee
- KUAISHOU
- Walmart
- 天猫 Tmall.com
- SHEIN
- TEMU

amazon

11 | Notes: "Amazon challengers" defined as next top 10 marketplaces by global GMV
Sources: ECDB







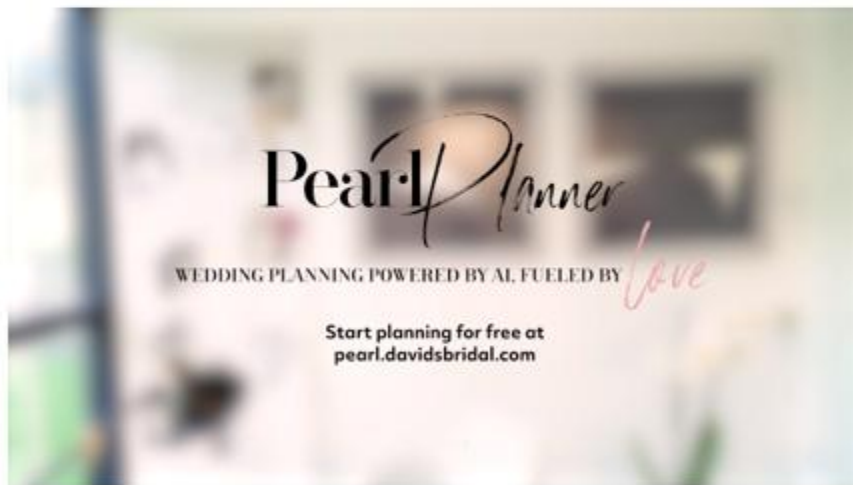


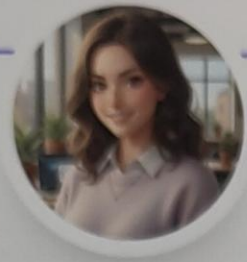
WEDDING PLANNING POWERED BY AI, FUELED BY

Love

One powerful platform. Every wedding detail, done.
 Everything out of your head and off of your list. Pearl Planner creates your personalized, AI-powered dashboard and timeline so you can plan smarter, stress less, and celebrate more. All for free.

PLAN FOR FREE







Catherine Wells
Corporate Attorney

Twin ID
TWN-BL002

Age
42

Cluster size
2.1M

 View

 Chat



Maria Sa
Registered

Twin ID
TWN-BD003

Age
33

 View



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Twinning Labs

Approve and launch experiments within hours, not weeks.

Replace manual ideation, design, build, QA, and deployment with a streamlined review-and-approve workflow.

Current process

Manual research, design, and testing
—every variation takes weeks.

Experiment ideas

Design variations

Build & QA variations

Approve variations

Deploy tests

Create insights from results


With Coframe

A single click to approve variations—so
you can test 10x faster.

✦ Approve variations

You can participate in any other steps as desired





Magic Apron Beta

¿Dónde están los tornillos para un deck?

¡Hola! Aquí tienes algunos tornillos Deckmate que encontré en nuestro catálogo:

¿Hay algún tamaño o tipo específico de tornillo Deckmate que estés buscando?



“Our stores are our most important assets.”

Max Magni, Macy’s Chief Digital Officer.





Wayfair Chicago by the numbers

+70%
Net Promoter Score

+50%
Customers
new to brand

+15%
Illinois halo



"We sell emotion, not coffee."

Christine Barone, CEO Dutch Bros' CEO.



Building Connection



Glossier.



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Connection Is The Point



Glossier.





TWININGS
EST. 1706 LONDON

Refreshers

pour. stir. whoa.

That's all it takes to unlock a moment of pure refreshment. Introducing Twinings® Refreshers – our first-ever deliciously refreshing herbal tea instant beverage available in two caffeine-free flavours. Expertly crafted to deliver bold fruit flavour with bits of real strawberry or peach so you can enjoy a café experience at home.

Show us your 'whoa' moment with Twinings® Refreshers

@TwiningsUSA #TwiningsRefreshers

SCAN TO FIND TWININGS REFRESHERS NEAR YOU

MANUFACTURER'S COUPON
COUPON EXPIRES December 31, 2023
Any ONE (1) Twinings® Refreshers
\$1.00 OFF

CONSUMER: LIMIT ONE COUPON PER PURCHASE AND ONE ON SPECIFIED PRODUCTS.
Consumer and Retailer: LIMIT ONE (1) COUPON PER PURCHASE OF SPECIFIED PRODUCTS AND QUANTITY STATED. NOT TO BE COMBINED WITH ANY OTHER COUPONS. (LIMIT OF TWO (2) IDENTICAL COUPONS IN SAME SHOPPING TRIP. Void if expired, reproduced, altered, copied, sold, purchased, transferred, or exchanged in any person, firm, or group prior to issue, redemption, or where prohibited or restricted by law. Any other use constitutes fraud. Coupon must be presented and used at the time of purchase and will not be accepted if presented after the purchase transaction has been completed. Consumer has the sole right to use. Retailer: Twinings North America, Inc. will reimburse you for the face value of this coupon plus 4¢ handling if submitted in accordance with Twinings North America, Inc. Coupon Redemption Policy (available upon request). Proof of purchase of sufficient merchandise to cover coupon submitted must be shown upon request.

Mail coupons to:
Tropic Brand Solutions Dept. 70177
Mfr. Rev. Office
801 UNION PACIFIC BLVD STE 5
LANSING MI 48203-9475

Cash value: 1/100¢
No cash back. If coupon value exceeds selling price, valid only in the USA.

0070177-100345

New!

TWININGS
EST. 1706 LONDON

Refreshers
HERBAL TEA INSTANT BEVERAGE

Strawberry Raspberry
Includes Bits of Real Strawberry

Blended With Herbal Tea
Naturally Caffeine-Free
No Artificial Sweeteners

Powder Packets with Fruit Bits

FLAVOURED HERBAL TEA POWDERED BEVERAGE 51 PACKETS NET WT. 3.00 OZ (85 g)

SEE TOP OF BOX FOR BEST IF USED BY DATE. STORE IN A COOL, DRY PLACE.

New!

TWININGS
EST. 1706 LONDON

Refreshers
HERBAL TEA INSTANT BEVERAGE

Peach Mango
Includes Bits of Real Peach

Blended With Herbal Tea
Naturally Caffeine-Free
No Artificial Sweeteners

Powder Packets with Fruit Bits

FLAVOURED HERBAL TEA POWDERED BEVERAGE 51 PACKETS NET WT. 2.82 OZ (80 g)

SEE TOP OF BOX FOR BEST IF USED BY DATE. STORE IN A COOL, DRY PLACE.

instantly delicious





Seenapse



“Intelligence equalstrust.”

Anca Marola, Sephora’s Global Chief Digital Officer.



Seenapse

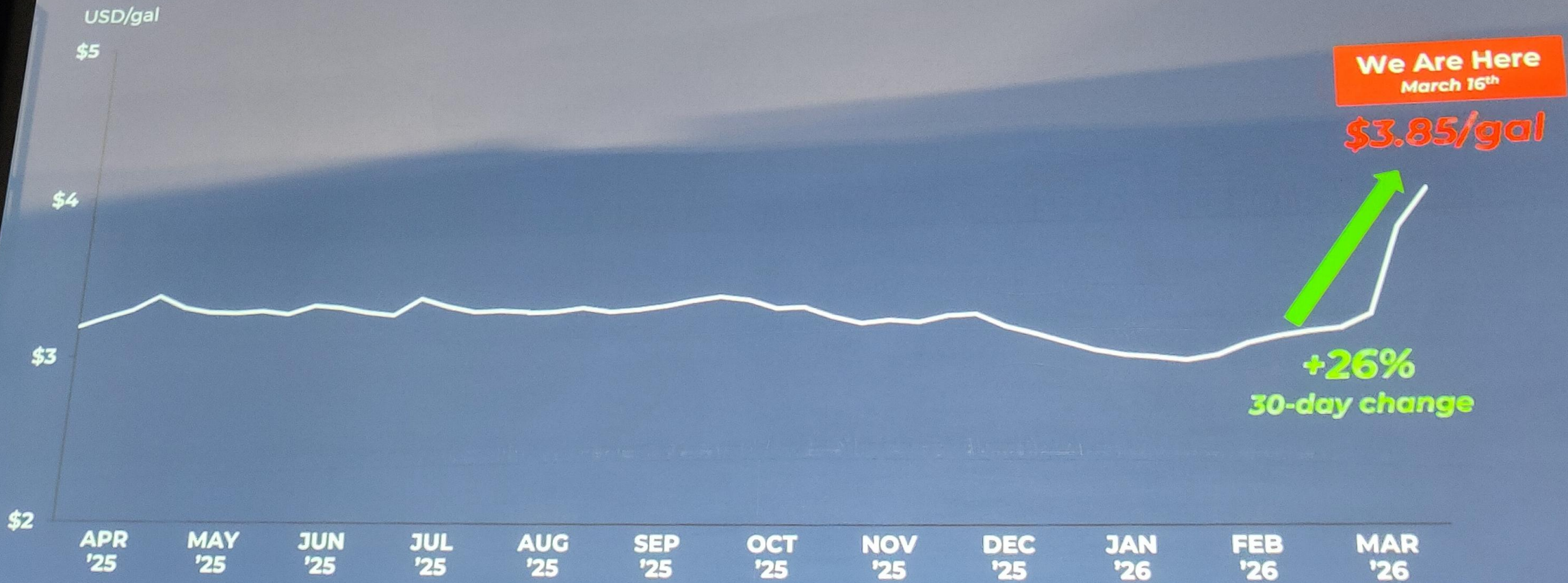
Americans are “not cooking meth, but making equally extreme behavioral changes in response to macroeconomic pressure.”



SHOP TALK



MIND THE PUMP



SHOPTALK
SPRING

7

A & M
CONSUMER AND
RETAIL GROUP



Seenapse



EXTRA CASH? WHAT EXTRA CASH?

27%

Cut back
"significantly"
on goods in last
6 months

SHOPTALK
SPRING

5

A & M | CONSUMER AND
RETAIL GROUP



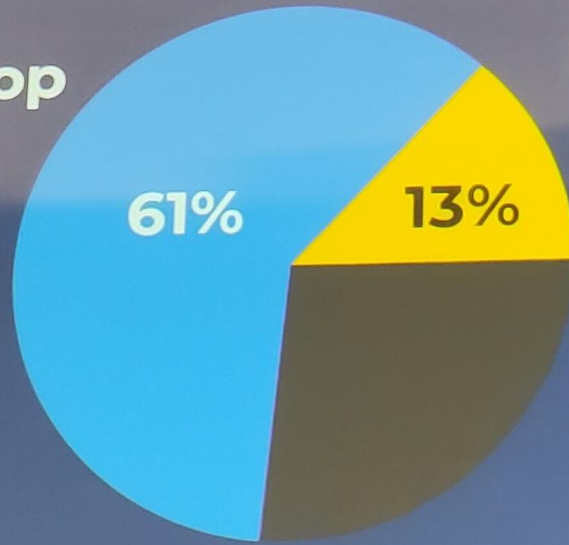
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BREAKING RITUALS

Less Traveling to Shop
Fewer Stores / Trips



+62%



More Traveling to Shop
More Stores / Trips

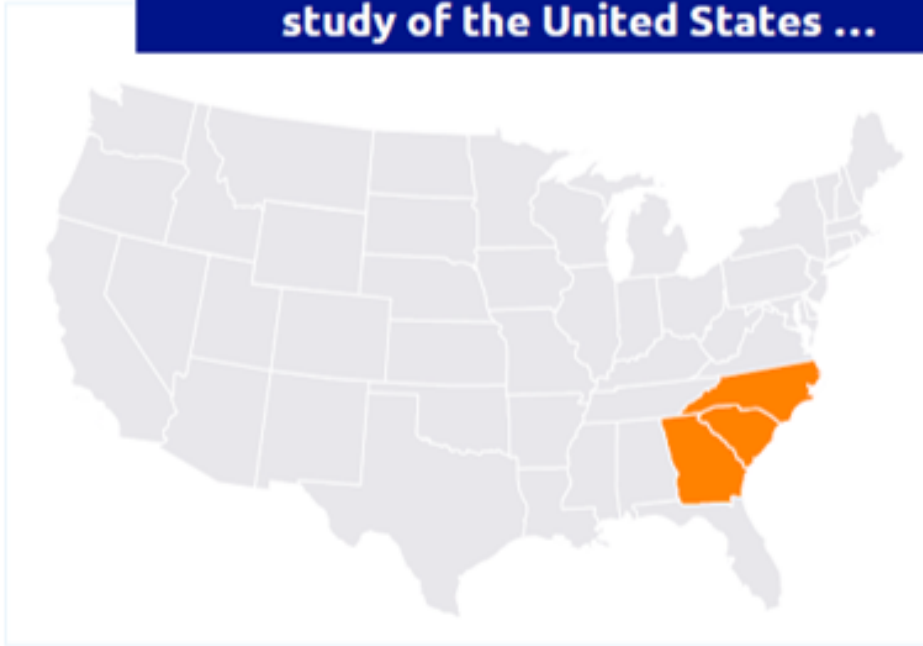


+54%

@ lower-priced retailers

We decided to prepare for entering the United States

We have conducted an in-depth market study of the United States ...



Leveraging our long history of successfully entering different markets



Differentiating where needed and taking a flexible approach

... and see potential for growth

Adobe

Adobe

3000
3500

3400
3300

3200
3100

SHOP
TALK

GIVE US YOUR FEEDBACK IN REAL TIME!



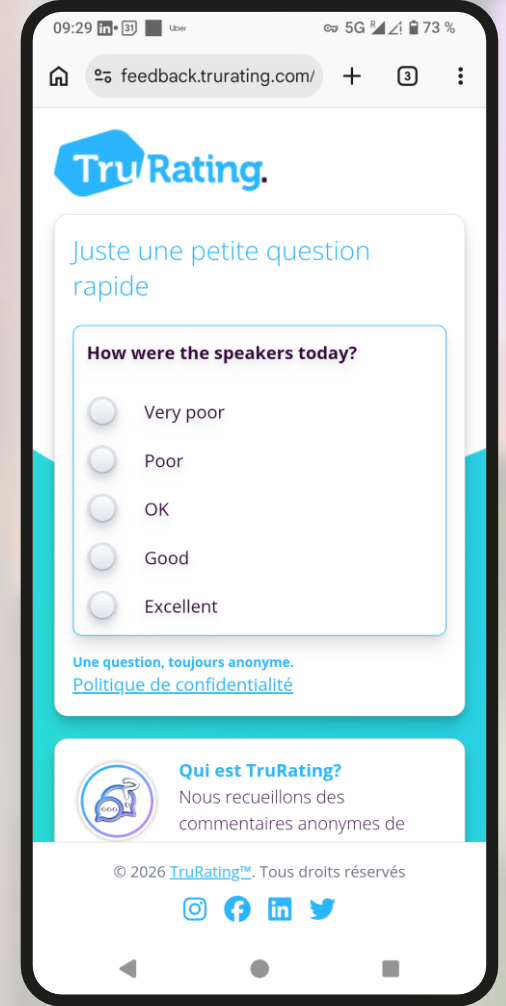
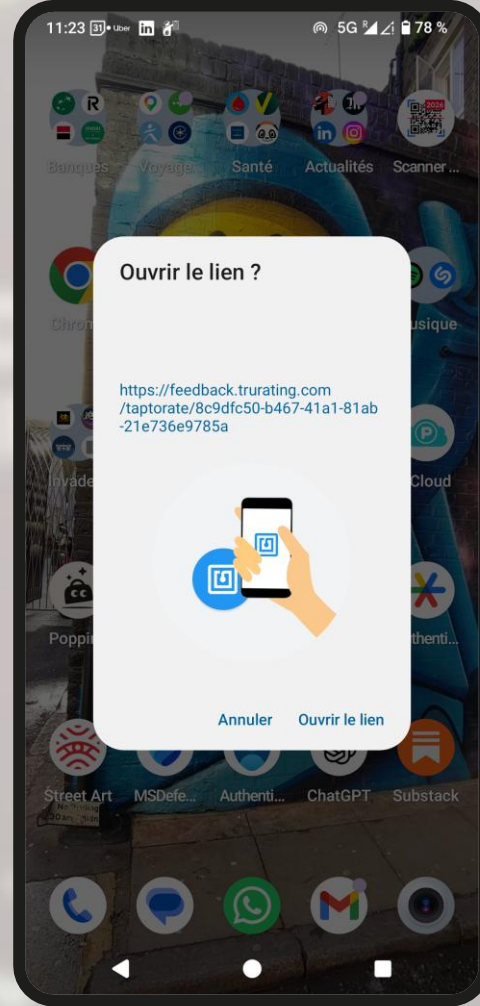
Ratings in partnership with:

Tru Rating.

Capture every cart with
AI that drives results

Turn shop
into real





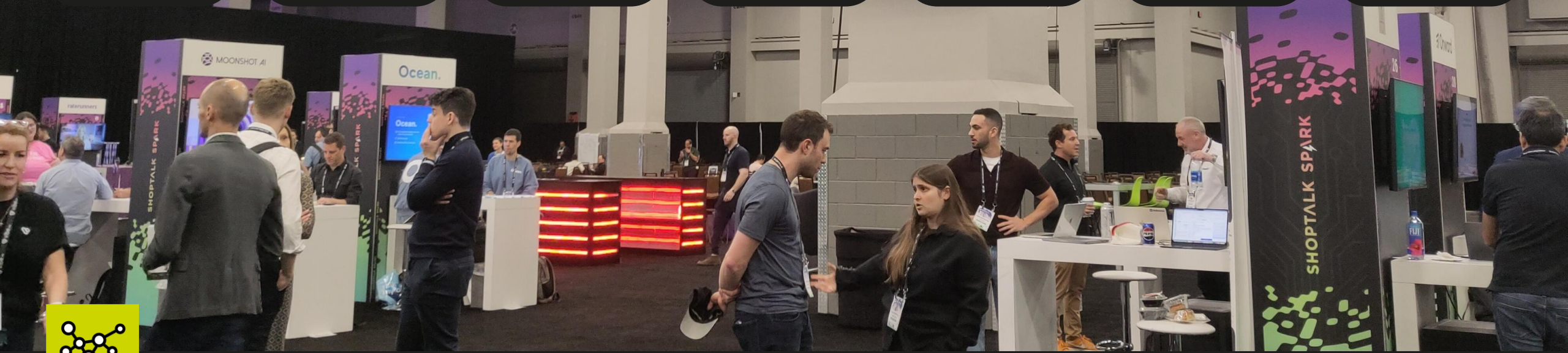
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TruRating.

- **En dix ans, tout et rien n'a changé.**
- Les États-Unis à l'offensive sur l'Agentic Commerce.
- **Les marketplaces ont les moyens de résister.**
- Le AI shopping assistant, pilier de la relation client.
- **Le magasin, une forteresse toujours imprenable.**
- Le prix du gallon d'essence, la variable inattendue.



SPARK STARTUP EXPERIENCE



SHOP
TALK

SHOPTALK WILL RETURN

22-24 MARCH 2027



JOIN US IN 2026

SHOPTALK EUROPE

9 - 11 June 2026 • Fira Gran Via, Barcelona





Marques et enseignes : pourquoi participer à Shoptalk Europe ?



**floor tour
Shoptalk Europe**

mardi 9, mercredi 10 et jeudi
11 juin



JOIN US IN 2026

**HOPTA
EUROPE**

June 2026 • Fira Gran Vi

**store tour
Barcelone**

vendredi 12 juin





**store tour
Paris**

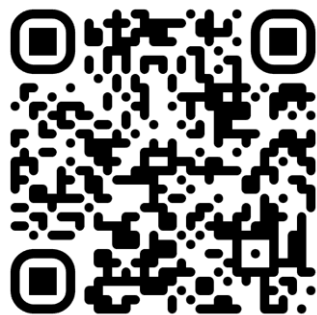
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matthieu@seenapse.fr

**webinaire
Paris**

vendredi 17 avril



**store tour
Londres**

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**floor tour
Retail
Technology
Show**

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Technology
Show**

vendredi 7 mai



floor tour VivaTech

jeudi 18 juin après-midi



floor tour VivaTech

vendredi 19 juin matin









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