



## **iMedia Brand Summit Australia 2017**

**Theme: Digital and innovation drives commerce.**

For too long, businesses have tried to isolate digital channels and make them stand alone. To this end, they have been myopically focussed on creating attribution models to recognise sales in isolated digital channels such as across their website and mobile sites. However consumers don't think that way as they bounce from digital platforms and into traditional bricks and mortar stores. The digital channels are actually enhancing the traditional commerce experiences and adding incremental revenue. Who would have thought!

Further validation of this thinking is the launch of Amazon Go. Who would have thought that a mega digital pure play like Amazon would actually open a bricks and mortar shop front but yet here we are.

Smart marketers are realising that it isn't about just digital sales in isolation and that every digital platform and innovation is enriching the customer's experience. Think about it. If a brand, product or service does not have a compelling digital experience how likely are you to actually visit their store – physical or digital? Not likely I bet. Add to this enriching experiences through mobile apps, artificial intelligence or a myriad of other technologies and people are shopping like never before, driven by experience.

This year's theme for iMedia Brand Summit Australia is about changing perspectives. Stop thinking about how well your digital channels are doing in isolation and start thinking how much they are driving commerce for your business. You will quickly realise there is much more at stake by getting them right!

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