

iMedia

Online Retail Summit

THEME: Moving from E-Commerce to Total Enterprise Commerce

For too long, businesses have managed their digital channels in isolation of other channels. This myopic focus has led them to develop revenue attribution models that only recognise sales across their website and mobile sites, whilst completely ignoring consume behaviour.

Today's consumer bounces from digital platforms into traditional bricks and mortar stores and back again at their leisure. What myopic retailers are missing is the role that digital channels play in enhancing traditional offline commerce experiences that add incremental revenue.

Which is why pureplay 'online only' retailers are making the move from clicks to bricks. In the last year or so we've seen the launch of Amazon Go, as well as brands like high-end Italian-made shoe brand M.Gemi, eyewear brand Warby Parker, and men's wear brand Bonobos launching shopfronts - a savvy move that recognises some consumers want to have an experience that allows them to hold and touch and in some cases, try on, products.

Savvy online retailers know that clicks and bricks is a symbiotic relationship, so they work hard to ensure every digital platform and innovation is enriching the customer's experience. They know that if their brand, product or service does not have a compelling digital experience their customer is less likely to set foot in store.

Accordingly, they are working harder than ever before to connect with their customer by delivering enriching customer experiences through mobile apps, artificial intelligence and a myriad of other technologies. Which is why this year's theme for iMedia Online Retail Summit is about changing perspectives.

The event will explore how retailers can Move from E-Commerce to Total Enterprise Commerce by helping them to STOP thinking about their digital channels in isolation and START thinking how much they are driving commerce for the entire business.

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