

ROUNDTABLE

**eCommerce Is Everyone's
Job Now – Getting Your
Entire Company Prepared
for Digital Transformation**



Discuss the session live:

#06-everyone-is-ecommerce



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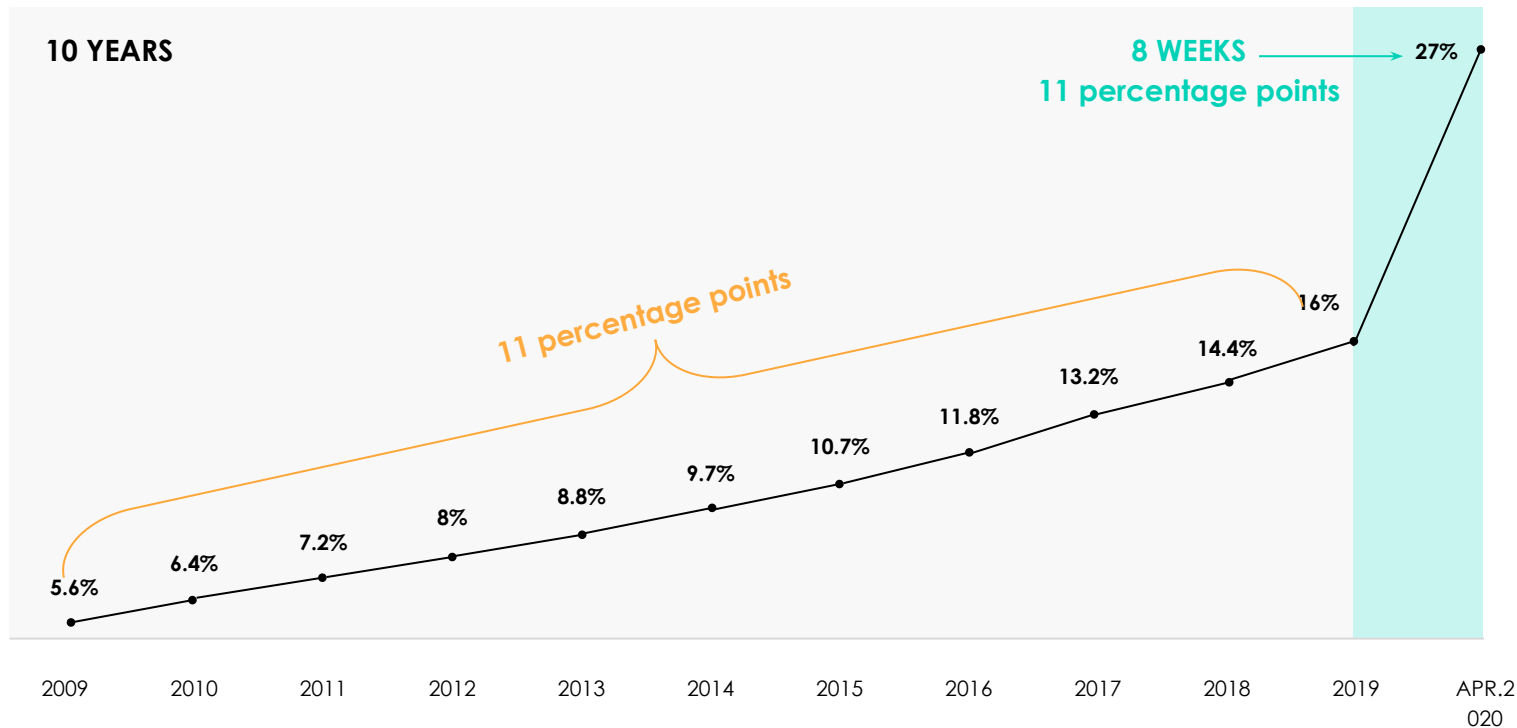
Executive Vice President,
WPP



Anne Zybowski

Omnichannel Team Leader,
The Clorox Company

Decades of ingrained behavior have changed radically



US eCommerce penetration (% of retail sales)

Source: Bank of America, U.S. Department of Commerce, ShawSpring Research

Everyone is being pulled into the game

eComm Brand Sales Supply Chain Shopper Rev Man Marketing Agencies



eCommerce must become everyone's job



Brand manager

Review monitoring



Supply chain

Out of stocks



Digital content

Content compliance & benchmarking; conversion



Consumer relations

Ratings & reviews



Revenue management

Pricing monitoring; profitability



Sales/account manager

Protect Buy Box



Research & development

Ratings & reviews, monitor competitors



Trade marketing / merchandising

Traffic & conversion; Sales lift



Agency / marketing

Visibility (share of search)

The pace of eCommerce requires a cultural shift

SLOW — FINITE

Pace of change

Brick & mortar retail

Slow due to physical limitation

VS

eCommerce

Dynamic, requiring constant changing to price / promotion

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Access to consumers

Intermediated by retailers

VS

D2C and/or retailers

.

Category planning approach

Human-led relationship between brands & retailers

VS.

A.I. determines position, price

Managerial demands

Decisions at category level

VS

Decisions at SKU level

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Data availability

Monthly/Quarterly data decisioning

VS

Real-time data, localized to SKU

.

Actionable insights

Assortment, price architecture

VS

Availability of products, traffic, conversion rates

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FAST — INFINITE

Leadership must do more to set a clear eCommerce strategy and clarify ways of working

Q: In the area of eCommerce **STRATEGY & LEADERSHIP**, how would you rate your organization's capabilities/approach?

Only 11%

of organizations have embedded eComm growth strategies and KPIs across all functional plans

