It’s just (e)Commerce

Michele Southall
GS1 US
Antitrust caution

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We ask and expect everyone to refrain from discussing prices, margins, discounts, suppliers, the timing of price changes, marketing or product plans, or other competitively sensitive topics.

If anyone has concerns about the propriety of a discussion, please inform a GS1 US representative as soon as possible.

Please remember to make your own business decisions and that all GS1 standards are voluntary and not mandatory.

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56%

Said supermarkets were their primary location for food and drink in 2012

Only 46%

Said supermarkets were their primary location for food and drink in 2015

Why?

- More affordable locations
- More convenient locations
- Choose locations that carry non-food and healthy offerings

Q. In a typical week, how many trips do you make to go grocery shopping (i.e., shopping for food, beverages, personal care, or non-prescription medications)?

Q. You indicated that you shopped at the following types of stores within the last 30 days. About how many trips did you make to each of these stores to buy groceries WITHIN THE LAST 30 DAYS? Source: Food Shopping (2014). Base: Online Shoppers (n=500); In-Person Shoppers (n=1,041).
Primary reason for visit in past 30 days:

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Online Shoppers</th>
<th>In-person Shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery</td>
<td>71%</td>
<td>76%</td>
</tr>
<tr>
<td>Mass/super</td>
<td>61%</td>
<td>55%</td>
</tr>
<tr>
<td>Club</td>
<td>39%</td>
<td>29%</td>
</tr>
<tr>
<td>Online</td>
<td>35%</td>
<td>0%</td>
</tr>
<tr>
<td>Specialty/natural</td>
<td>34%</td>
<td>20%</td>
</tr>
<tr>
<td>Convenience</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>Drug</td>
<td>26%</td>
<td>13%</td>
</tr>
<tr>
<td>Dollar</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Local</td>
<td>17%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Q. In the PAST 30 DAYS, did you visit the following stores primarily to buy food & beverage (to take home or prepare/consume elsewhere) or buy non-food grocery items such as shampoo, soap, vitamins, etc. Source: Food Shopping (2014). Q. Base: Online shoppers (n=500), In-person Shoppers (n=1,041. Boxed percents are significantly different than other group.
Shoppers are:

• Looking to **streamline** their shopping routines
• Seeking **stress-free** shopping experiences
• Carefully managing their **time**
• **Focused** on getting exactly what they want
Data Quality & The Shopper’s Experience

**Cost Savings:**
1. Improved trailer optimization
2. Elimination of transportation fines
3. Warehouse storage efficiencies
4. Elimination of inaccurate weight and measure (penalties and fines)
5. Proper product identification

**Enhanced Collaboration:**
1. Improved trading partner relationships
2. Expedited new item setup
3. Greater plan-o-gram accuracy
4. Improved U.P.C. transition

**Risk Mitigation/ Cost Avoidance:**
1. Digital order matches physical products
2. Consumer is able to see accurate product nutrition information at time of order
3. Consumer is aware of ingredients/allergens at time of order
4. Product transparency

**Improved Retail Execution:**
1. Accurate order delivery
2. Reduction of out-of-stocks
3. Improved speed to shelf execution
4. More effective promotion execution
5. Integrated digital experience

**Shopper Benefits:**
1. Comprehensive and seamless shopping experience
2. Accurate price/product compare to shelf tag
3. Improved on-shelf availability
4. Improved consumer brand confidence
5. Improved consumer retailer loyalty

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Drivers for Engagement of Online Shopping

Data analytics
- What works with other shopping channels
- Clarity among the organization
- Types of systems integration
Drivers for Engagement of Online Shopping

Voice of the customer
- Frequency of shopper by demographic
- Loyalty card purchases
Take Action for the Omni-channel Consumer

Understand the customer journey

Build shared goals

Build flexible experiences

Target digital pain points

Identify the anchors of your framework

Optimize as customers expectations change

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