

**FACTOR-A
/ DEPT[®]**

Why Jeff flies
into space -
And you should
be happy about it

WEBINAR, JULY 2022



YOUR HOSTS THIS AFTERNOON



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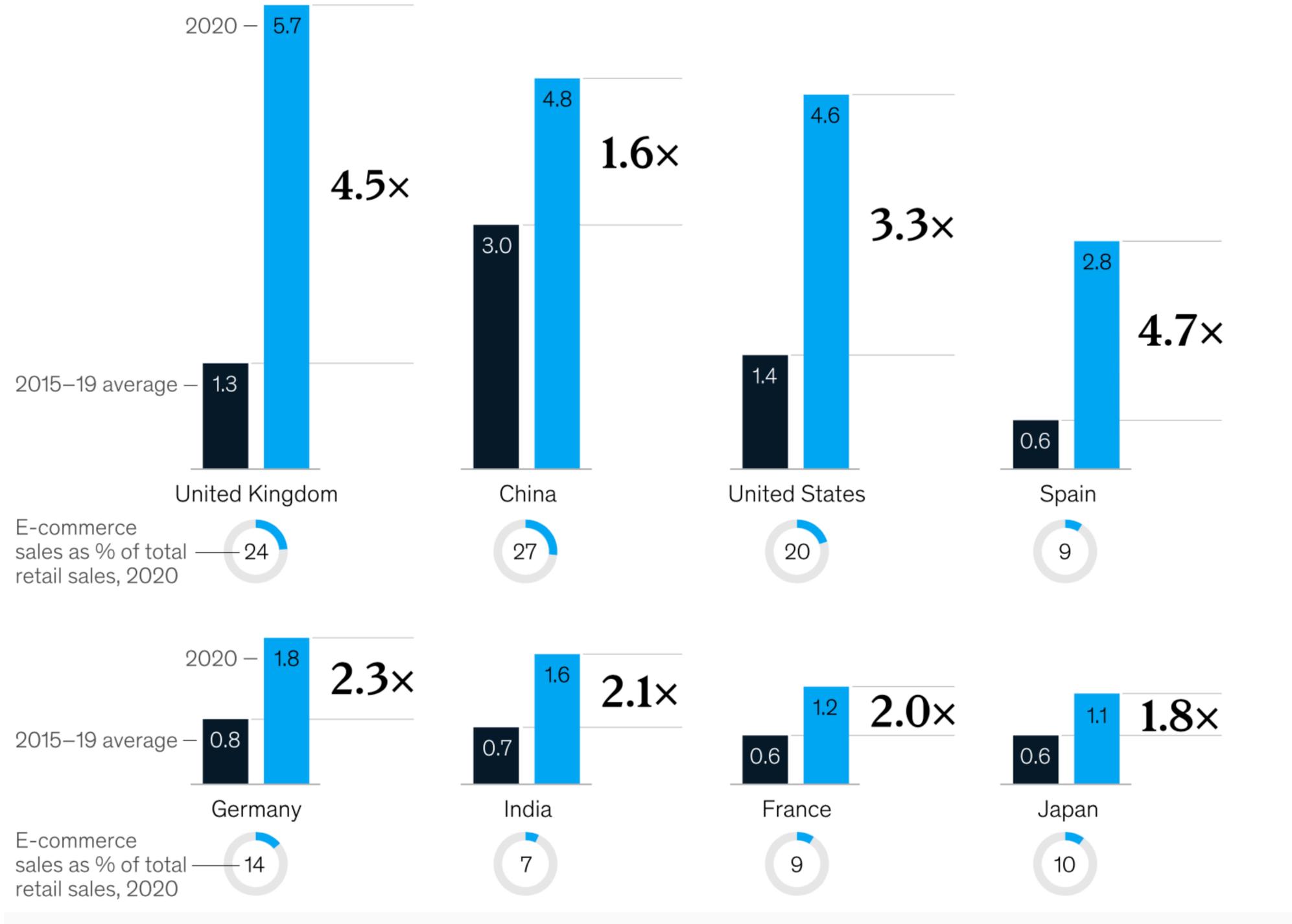


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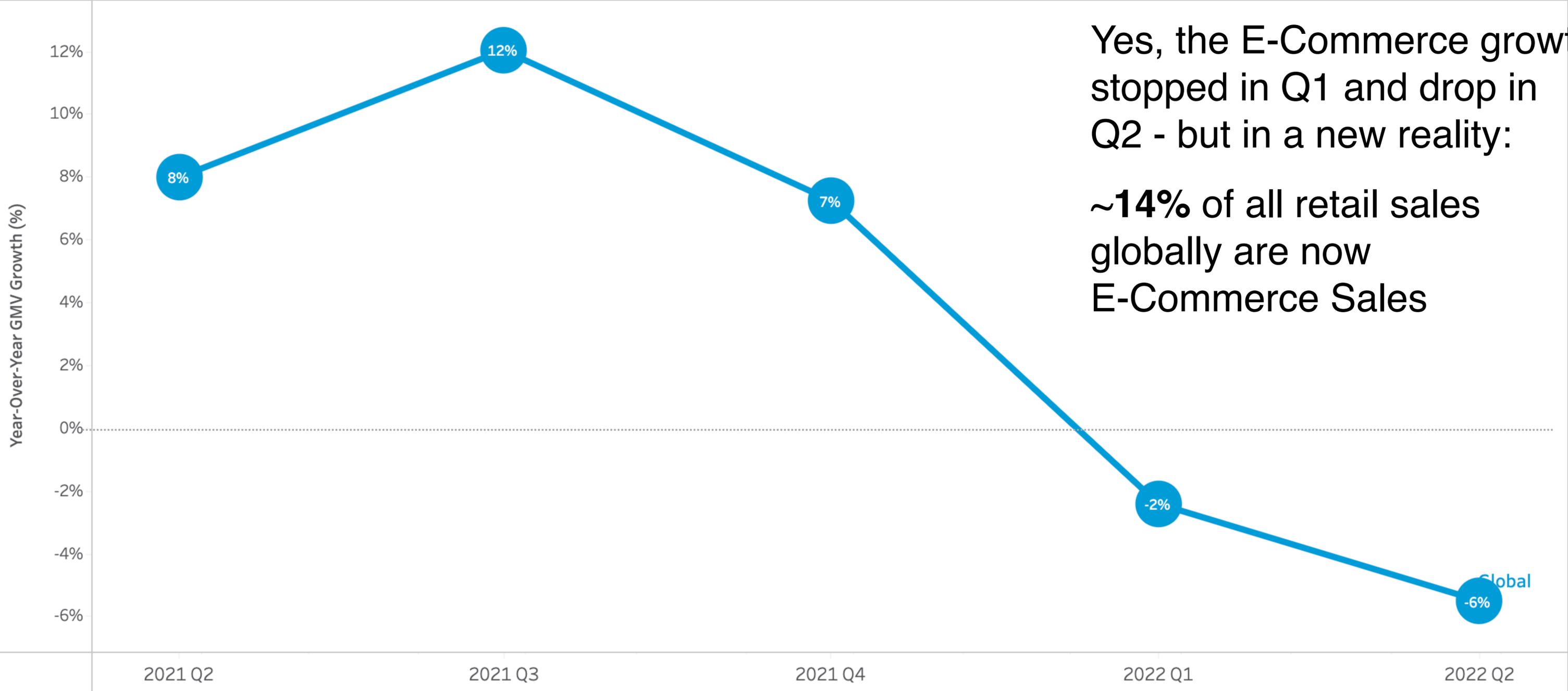
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We have covered a
“decade in days” when it
comes to adoption of Digital
& E-Commerce

E-Commerce has grown two to five times as before the pandemic.



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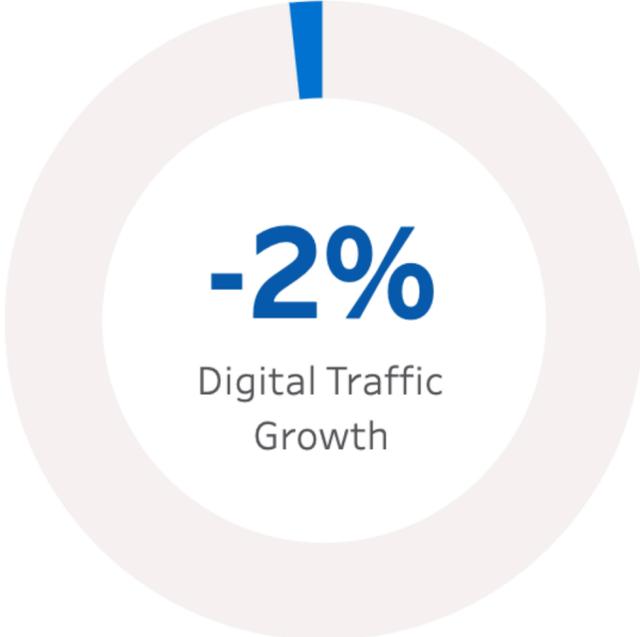


Yes, the E-Commerce growth stopped in Q1 and drop in Q2 - but in a new reality:

~14% of all retail sales globally are now E-Commerce Sales

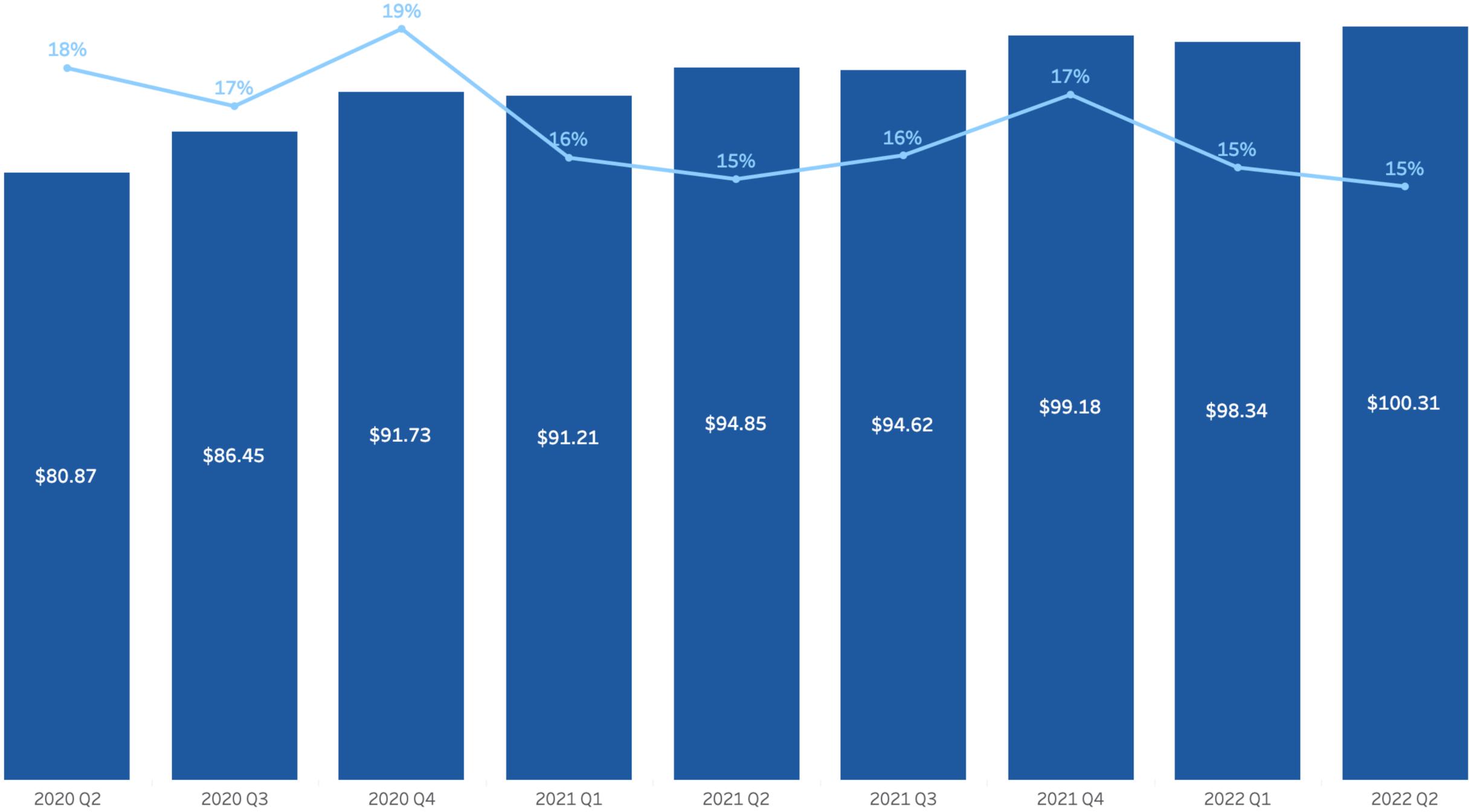
Salesforce index

Q2 2022



Global

Discount Rate

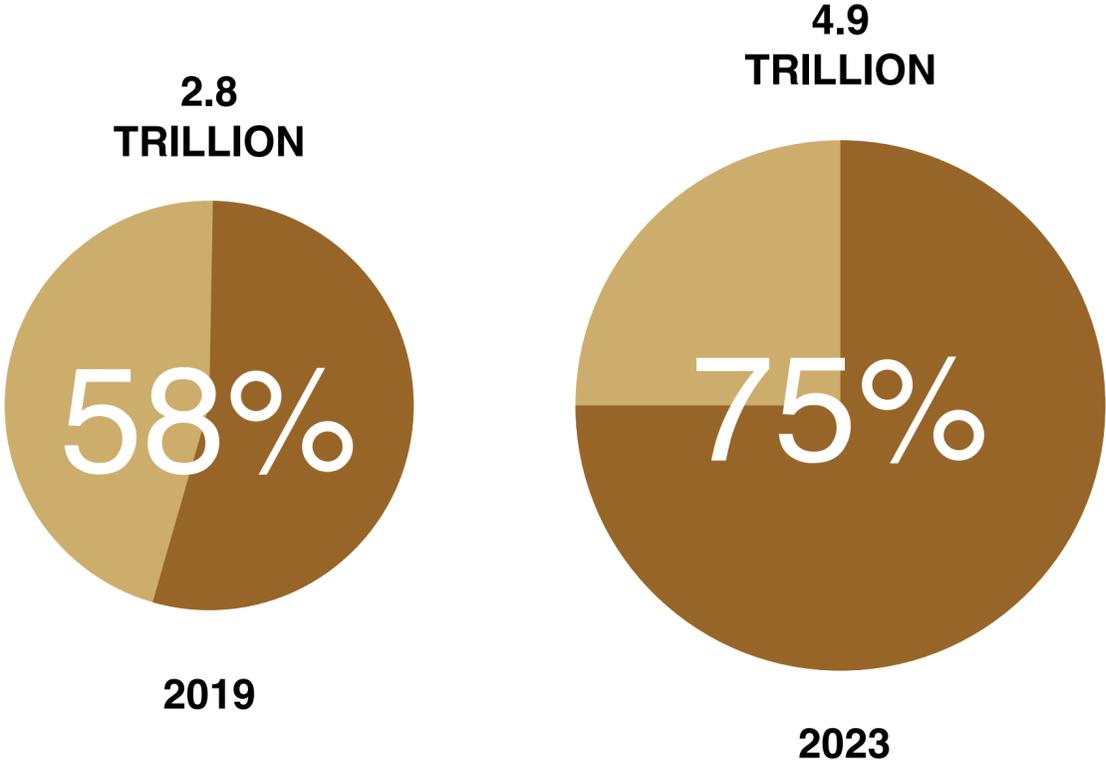


Salesforce index

<<Rapidly rising prices are currently the biggest concern for consumers, the Corona pandemic hardly plays a role anymore. Around 48% of respondents said that their **biggest concern at present was inflation** - a significant increase compared with April.>>

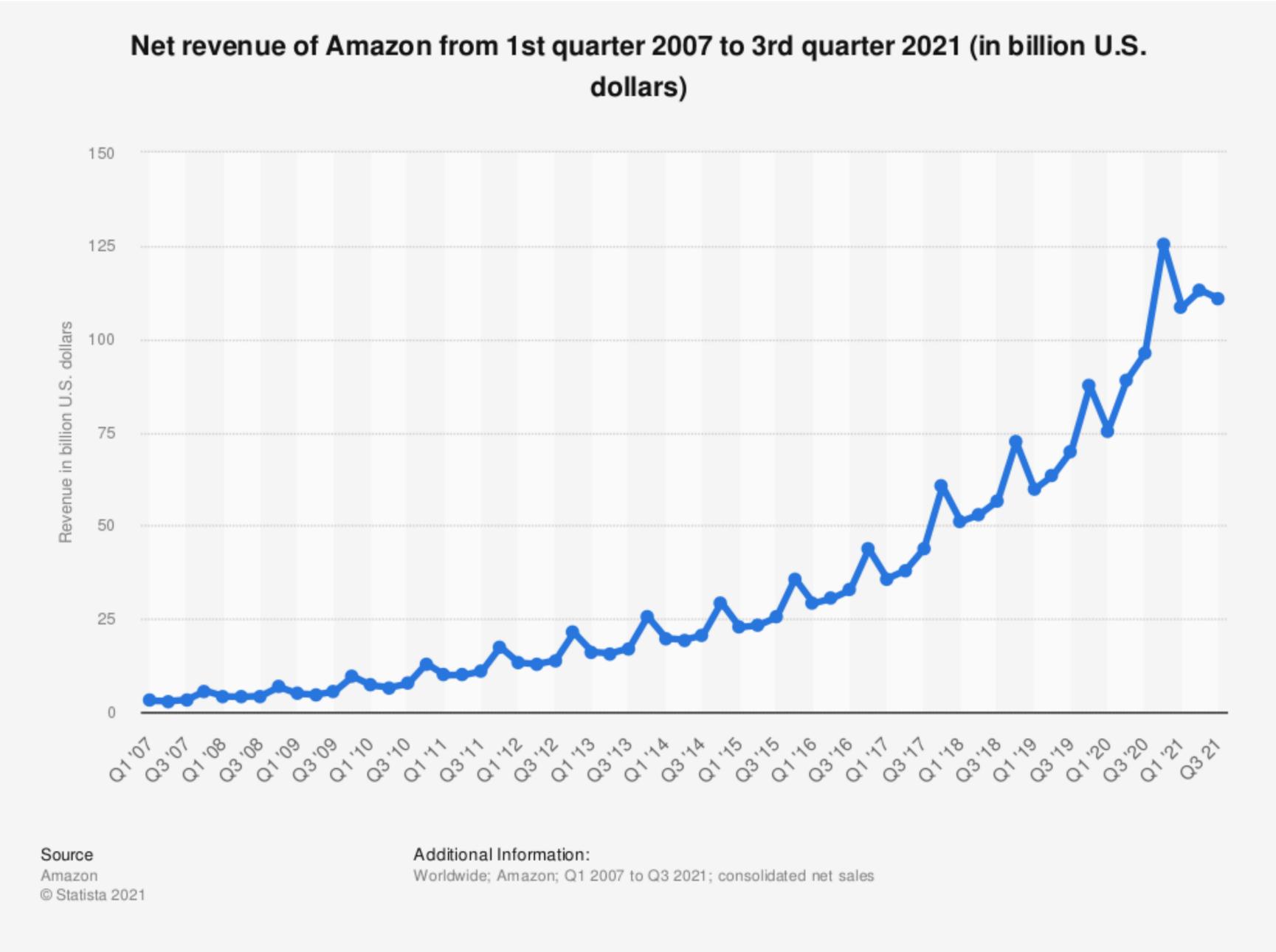
<<"The vast majority - **73%** - **have already changed their shopping behavior to save money.**" For example, private labels from retail chains are ending up in shopping carts more often. Instead of supermarkets or specialty stores, people are more often shopping at discounters. "This trend is accelerating">>.

Marketplaces seem to be more resilient and actually are still trending up or side ways in most categories.



Amazon growth has doubled with covid.

In 2022 Q1 “only” +9% growth.



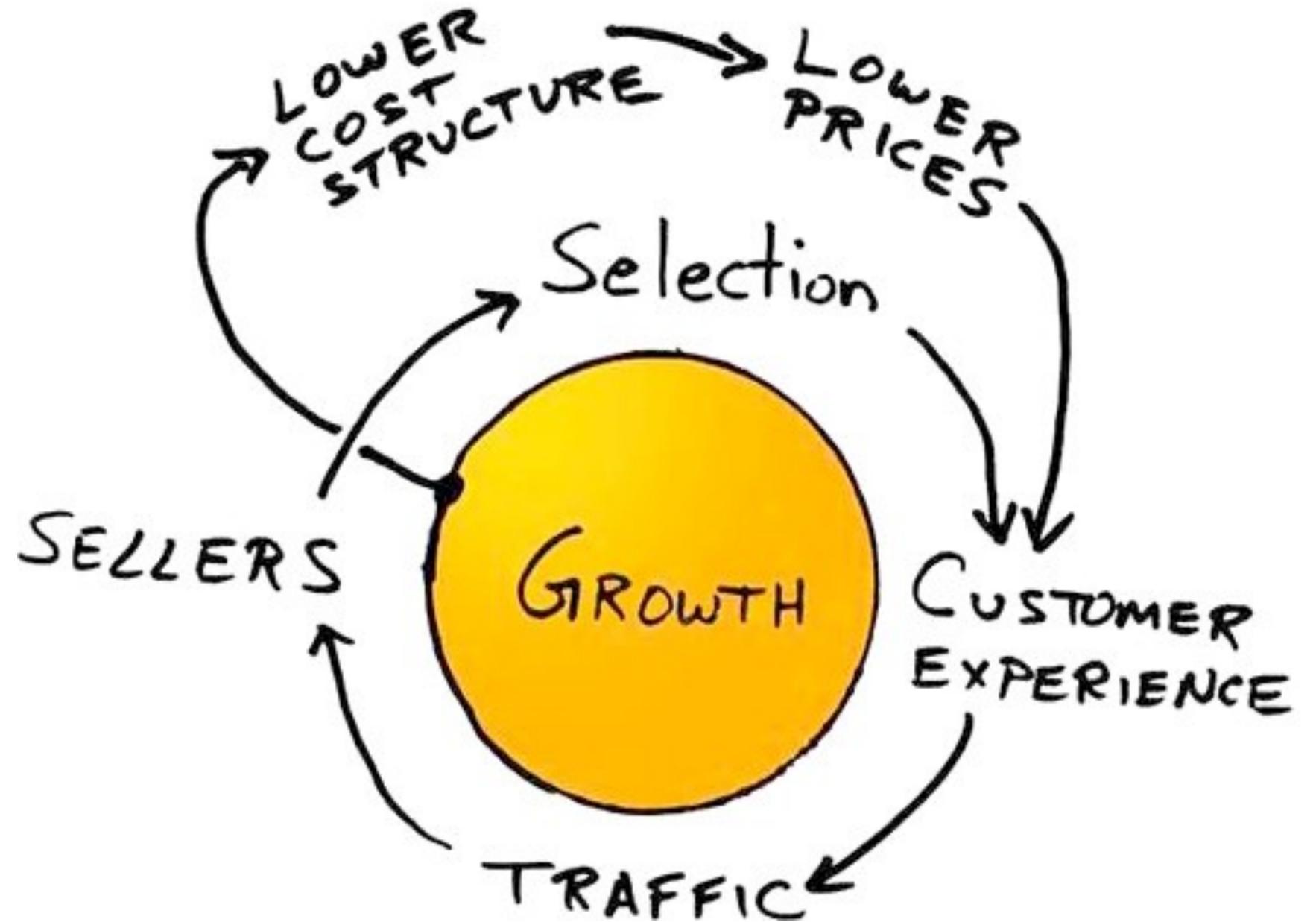


“Prime members purchased more than 300 million items worldwide, and saved over \$1.7 billion, more than any previous Prime Day event.” *Amazon*

Compared to 2021: 250 million items not to bad!

Why do they win? The flywheel effect:

- Stock
- Price
- Selection
- Life-Time-Value



As we set the scene.
Let's jump into the discussion.

Feel free to participate and share your experiences and challenges via the chat on linkedin or youtube!

The days of double-digit growth in line with the market are over for the time being. The competition is real.

- If not already in place you need transparency over your data to make the right decisions now fast.
- You need to leverage technology to automate workflows to free up time for tactical and strategic topics.
- Drive interaction by delivering best in class brand experiences and creative approaches.

You need to professionalize how you work by combining data, technology and creativity more efficiently.

The most important todos which you can start today:

1. Increase media efficiency through automated bidding, channel adjustment and more personalized approaches.
2. Review your portfolio and focus on “E-Commerce ready” products
3. Forecast your stock under the given external factors and plan actions like discounts accordingly.
4. Expand to new markets and sales/marketing channels to increase reach and enable further growth.
5. Work on sales driving factor-a which are "free" like improving you conversion rate through better content or your reach by optimizing your SEO work.



The **best investment**
you can make,
is an **investment in yourself...**
The more you **learn,**
the more you'll **earn.**

– *Warren Buffett*

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