



SECOND ANNUAL

ECOMMFRONTS 2021 WINNING THE DIGITAL AISLE

Please join us for our second annual eCommerce upfronts: Winning the Digital Aisle. We are thrilled to announce our presenters and sessions that we have in store for you this year. Please see below and find the registration link at the end.

Tuesday, June 22nd

10:00am EST | Welcome to eCommFronts; Navigating the NEW Retail Journey with Night Market

Speaker: Night Market's Alex Gibbs, VP of Products and Services & Randolph Browning, President

The purchase funnel has collapsed where driving awareness becomes basket building online. Join Night Market to learn about the new retail purchase journey. Tap into the new retail purchase journey by understanding the transition from traditional purchase funnels to online basket building.

11:00am EST | The Power of Social Commerce

Speaker: TikTok's Shyam Panchal, Global Product Strategy Lead

Get familiar with how social media is transforming into inspiration-driven shopping platforms, where they are bringing the shopping experience to where the audience is. Join TikTok as they present how to deliver shoppable content and media in addition to discovering up and coming shoppable experiences such as live events and more.

1:00pm EST | Retailers are Media Powerhouses

Speaker: Walmart Connect's Lex Josephs, VP of Sales & Ad Tech Partnerships

The massive consumer shift to online catalyzed the convergence of shopper and brand marketing for brands and agencies alike. Lex Josephs, VP of Sales and AdTech Partnerships at Walmart Connect, will discuss how customer behavior shifts have led to the acceleration of retail media platforms and how Walmart Connect is evolving to become more solution-oriented, offering omni-retail media solutions that connect suppliers, sellers, and marketers more meaningfully in customers everyday lives to accelerate shared growth.

2:15pm EST | The Power of LIVE Commerce

Speakers: Facebook's Rebecca Brill, Product Marketing Lead & Petco's Shyanne Coppock, Social Media, and Content Manager

How an inspiration and social driven event is fueling a broader ecosystem approach to conversion and innovation in eCommerce. Join Rebecca Brill, Product Marketing Lead at Facebook on how replicating the physical world shopping experiences in digital lead to powerful success. Followed by real results shared with Shyanne Coppock, Social Media & Content Manager, Petco, explore how to build a LIVE event and tie into broader activities to maximize ROAS.

3:00pm EST | Building Measurable Ad Impact with Kroger Precision Marketing

Speakers: Kroger's Eleanor Turek, Lead Account Executive & Jill Smith, Director of Agency Partnerships at Kroger

As the popularity of grocery eCommerce continues to grow in 2021, it is crucial that brands maximize the effectiveness of media investment dollars. Learn how Kroger Precision Marketing has disrupted the media industry and discover best-in-class practices to engage consumers across the purchase journey in the digital ecosystem. Gain insight into valuable media partnerships formed, such as with Roku, that takes Kroger to the next level of online retail.

Wednesday, June 23rd

10:00am EST | The Future of All Screen Commerce: How NBCUniversal One Platform Commerce Empowers Transaction at the Point of Inspiration

Speakers: NBCUniversal Advertising & Partnerships' Collette Winn, Vice President, Creative Partnerships, Commerce and Innovation & Evan Moore, Vice President, Commerce Partnerships

Consumers want more than transactions – they want experiences. And more than a store, they want a story. One Platform Commerce @ NBCUniversal makes shopping as simple and engaging as watching a favorite show. In this presentation, NBCUniversal will explore the intersection of content and commerce; technology and innovation; and how retailers, audiences, and media can come together to write the next chapter of shoppable content.

1:00pm EST | Winning in Retail Media with Full Circle Market Intelligence

Speakers: Skai's Nich Weinheimer, General Manager of Commerce & Horizon's Donnie Williams, EVP CDO

Amazon paved the way by offering brands the opportunity to re-invent their relationships with consumers through retail media. But now, with more and more retailers following suit, the opportunities - and challenges - associated with this new paradigm are only beginning to surface. Join Nich Weinheimer, GM Retail Media at Skai, formerly Kenshoo, and Donnie Williams, EVP, Chief Digital Officer Horizon Media for a fireside chat to discuss how brands are rethinking organizational structures, measurement, data and much more to drive retail media success.

3:00pm EST | What is a Retail Media Network?

Speakers: Criteo's Michael Greene, VP of Global Product Solutions & Bobby Figueroa, General Manager of Commerce Insights

As traditional omnichannel retailers grow their own online marketplace businesses, join Criteo to learn how to optimize all your media towards driving sales outside of the walled gardens.

4:00pm EST | Closing of eCommFronts 2021:

Speakers: Instacart's Brian Gillis, Director of Insights

What we think the next 12 months will look like at the intersection of commerce and media so that you can plan for success. Part vision, part opportunities, part roadmap. An action-packed session to close eCommFronts for this year.

[We are so excited to have you! Please register here.](#)