

Key Takeaways:

- Consumer survey shows product selection as a top reason consumers choose to use an online marketplace.
- 93% of people shop online at least once a month.
- Pilot Company undergoes a one-billion-dollar remodeling project.
- Walmart is experimenting with new ways to sell advertising.
- California Senate passes bill to limit what employers can instruct their employees to do when handling shoplifters.

The most popular e-commerce marketplaces are...

- Top e-commerce marketplaces ranked by percentage of people who shopped there in the past year:
 - Amazon (76%)
 - Walmart (46%)
 - Target (45%)
- Top reasons people choose one marketplace over another in order:
 - Price
 - Product Quality
 - Product Selection





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Study: Quarter of Online Adults Shop Digitally on a Daily Basis

- According to Adtaxi's new e-commerce survey, 25% of people shop online daily compared to only 5% in 2017.
- 93% of people shop online at least once a month.
- Chris Loretto, Executive VP of Adtaxi, said that "As inflation continues, it is important for digital marketers to continue capturing the attention of digital audiences to stay top of mind when the economy inevitably rebounds. In the meantime, simple offers for free shipping or online coupons can drive consumers to action."

Pilot Company Opens Two New Centers, Completes 80 Remodels with More to Come

- Pilot Company announced a one-billion-dollar remodeling project.
 - They have completed 80 remodels so far and expect 30 more to be completed by the end of the year.
- In addition, they plan to add 12 new locations by the end of the year.





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Walmart Pilots Two New In-Store Ad Formats

- Walmart is currently testing new ways for brands to advertise to their customers through their Walmart Connect program.
 - In-store demos have been tested on weekends in more than 120 stores. They plan to expand in-store demos to 1,000 stores by the end of the year. The idea is to have QR codes set up alongside the demos to direct customers to the product on the Walmart website.
 - 58% In-store audio advertisement spots are being introduced for the first time through Walmart Radio. Suppliers will have options to reach specific regions and stores to advertise to specific markets.

Walmart Connect offerings for FY22

Digital



Search



Onsite Display



Offsite Display

In-store & omnichannel



Self-checkout ads



TV Wall ads



W+ sampling



Personalized intera

Scoping & testing



Retailtainment



Additional sampling



SEM



Influencer

California Senate Passes Bill to Stop Employees from Confronting Shoplifters

- California Senate Bill 553 provisions:
 - Prohibits employers from having policies that require confronting active shooters and suspected shoplifters.
 - Requires that employers log all violent incidents, post incident investigations, and the response.
 - Requires assessments of if staffing levels are a cause of workplace violence.
 - Requires evaluations of environmental risk factors.
 - Allows employees to petition for workplace violence restraining orders.
 - Requires employers to refer workers to wellness centers.
- Strong opposition against:
 - Rachel Michelin, California Retail Association president and CEO, said that “This bill goes way too far... I think it will open the doors even wider for people to come in and steal from our stores”.
 - Rob Moutri, California Chamber of Commerce policy advocate, expressed concern over the bill as “it requires all employers to meet workplace violence standards that exceed even those applied to hospitals under present regulations”.
- The bill still must be approved by the California State Assembly and signed into law by Governor Newsom, but if that occurs it would take effect at the start of 2024.





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Articles Sources:

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