



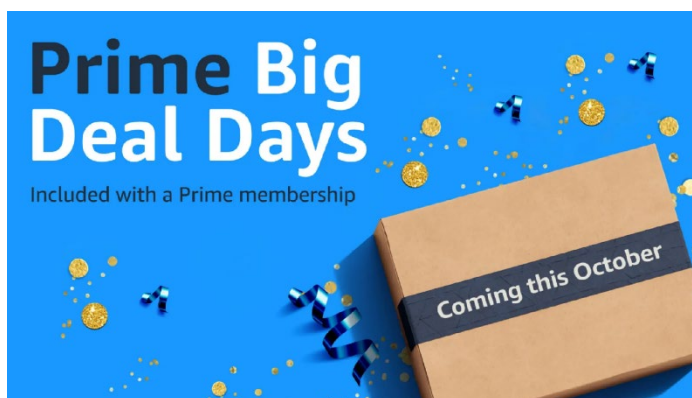
September 2023 Executive Sales Briefing

Key Takeaways:

- Walmart is having a savings event called “Walmart Deals – Holiday Kickoff” going from October 9th through October 12th.
- Sam’s Club’s Member Access Platform now allows advertisers to track the media impact on their sales easily with the Media and Sales Performance Dashboard.
- According to the 2023 Sprout Social Index, 51% of consumers say the most memorable action for a brand on social media is to respond to customers.
- Jungle Scouts Q1 2023 consumer survey revealed that 43% of Gen Z consumers start their online product searches on TikTok.

Walmart, Target, Best Buy compete with Amazon Prime fall sales event

- Walmart is having a savings event called “Walmart Deals – Holiday Kickoff” going from October 9th through October 12th.
 - o The event will happen for online sales
 - o Customers don’t need to be a part of any loyalty program to participate



- Target’s “Circle Week” kicks off on October 1st and continues through October 7th.
 - o Thousands of items will be 40% off for the week to Target Circle members.
 - o Aside from the weeklong promotion, Target will be doing a Deal of the Day every day from the start of October through Christmas Eve.
- Best Buy is having an early holiday shopping promotion for Plus and Total members of the My Best Buy Membership.
 - o Thousands of items will be discounted throughout October.
- There will be a sales event with Samsung from October 6th-8th, and another event with Microsoft from October 13th-15th.

Sam's Club provides new measurement tool for retail media network

- Sam's Club's Member Access Platform (MAP) now allows advertisers to track the media impact on their sales easily with the Media and Sales Performance Dashboard.
- This will allow advertisers to see which of their advertisements are most effective to ensure they're getting the best return on the advertisement spending.
- MAP also recently began tracking in-store purchases attributed to their ads as well.



These actions make brands memorable on social media

- According to the 2023 Sprout Social Index, 51% of consumers say the most memorable action for a brand on social media is to respond to customers.
 - 69% of consumers expect a response on the same day.
 - 70% expect a personalized response.
- Additional findings from the survey:
 - Most marketers surveyed expect artificial intelligence to play a role in analyzing social media data, creating content, advertising targeting, campaign targeting, and building chatbots.
- 68% of respondents follow brand social media accounts to stay up to date on products and services.



How TikTok is shaking up e-commerce

- Jungle Scouts Q1 2023 consumer survey revealed that 43% of Gen Z consumers start their online product searches on TikTok.
- TikTok e-commerce collaborations:
 - Walmart live stream shopping
 - Saks promotional influencer videos
 - Sephora is having TikTok influencers teaching their beauty brand partners about strategies for social content





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Image Sources:

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