



EXPERIENCE MAKERS^{LIVE}





Differentiate Your Brand in a Market Full of Clones

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Speakers



Nicholas Kontopoulos

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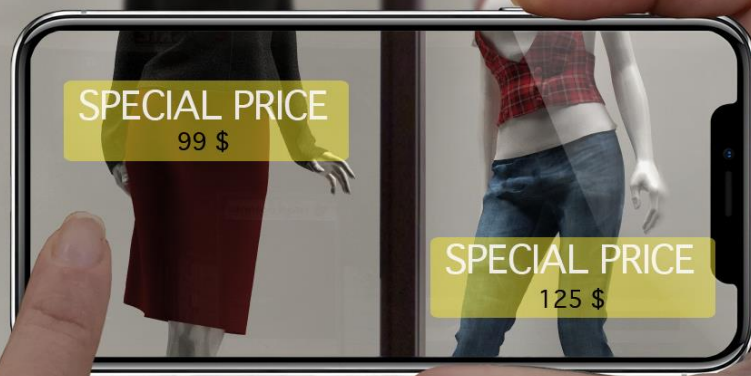


WHAT'S
NEXT

?

A person is shown from the side, wearing a dark blue t-shirt and a black wristwatch. They are using a purple marker to write on a small cardboard box that is resting on a silver laptop. The laptop is open, and its screen reflects the person's hand and the marker. To the right of the laptop, there is a stack of several more cardboard boxes of various sizes. The entire scene is set on a dark wooden table. The background is slightly blurred, showing what appears to be a room with a window and some furniture. A white circular callout with a thin gold border is positioned on the right side of the image, containing text about e-commerce growth.

E-commerce is set
to continue to
grow with total
retail sales
worldwide
expected to hit
**\$29.7 trillion by
2023**



Digital buyer penetration worldwide is estimated to be **65.2% by 2021.**



SIMON KEMP
@ESKIMON



DIGITAL 2020

GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE

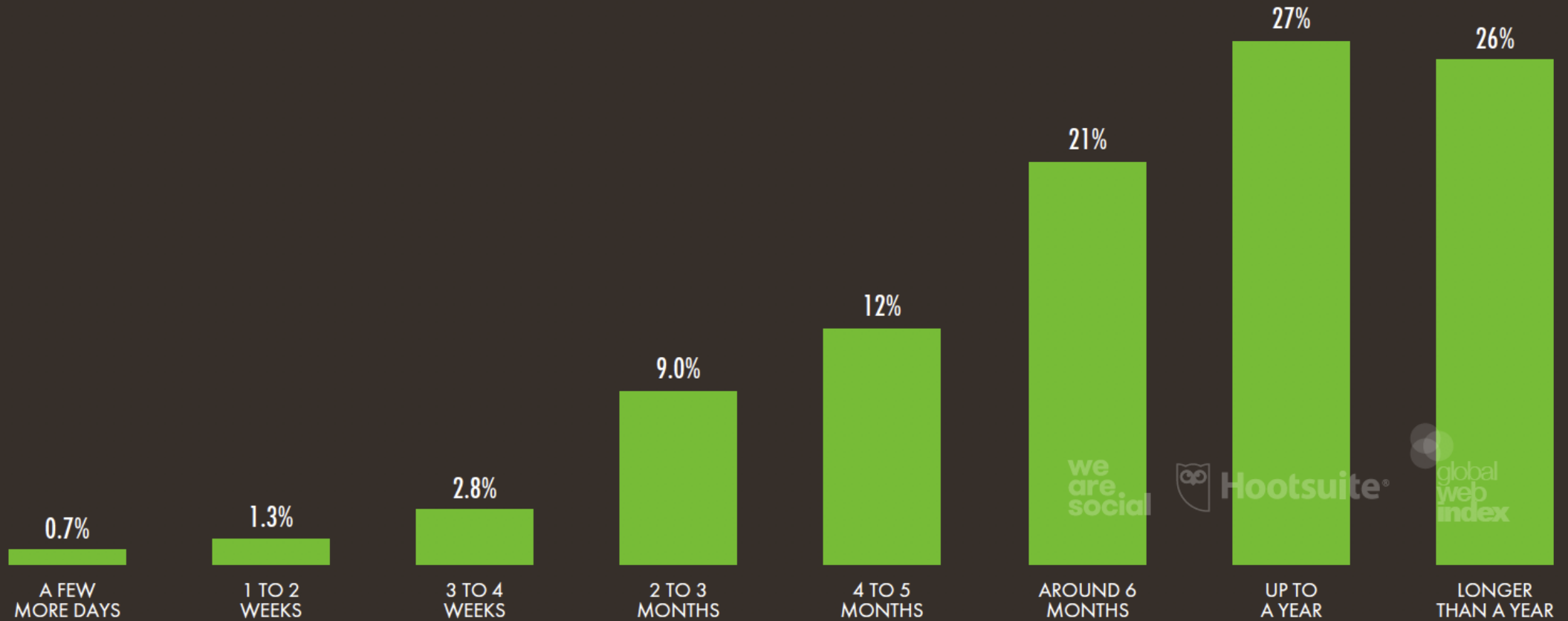
we
are
social



**MAY
2020**

HOW LONG DO PEOPLE EXPECT COVID-19 TO LAST?

PERCENTAGE OF PEOPLE AROUND THE WORLD* WHO EXPECT THE COVID-19 OUTBREAK TO CONTINUE FOR EACH SPECIFIED DURATION



"BACK TO NORMAL" WON'T HAPPEN IN 2020



SOCIAL DISTANCING

EVEN WHEN LOCKDOWNS ARE LIFTED, SHOPPING WILL STILL BE HEAVILY IMPACTED BY DISTANCING MEASURES



POTENTIAL NEW LOCKDOWNS

THERE IS A REAL POSSIBILITY THAT A SECOND 'WAVE' OF THE OUTBREAK WILL RESULT IN RENEWED LOCKDOWNS



RECESSION & INSECURITY

ECONOMIES HAVE ALREADY TAKEN A BIG HIT, AND EVEN THE EXISTING DAMAGE WILL TAKE YEARS TO OVERCOME



NEW HABITS & BEHAVIOURS

PEOPLE HAVE ADOPTED NEW HABITS AND CHANGED THEIR EXPECTATIONS AS A RESULT OF LOCKDOWN BEHAVIOURS

APR
2020

COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME USING EACH DEVICE IN RECENT WEEKS

SMARTPHONE OR
MOBILE PHONE



76%

global
web
index

LAPTOP
COMPUTER



45%

we
are
social

DESKTOP
COMPUTER



32%



TABLET
DEVICE



22%

SMART TV OR MEDIA
STREAMING DEVICE



34%



GAMES
CONSOLE



17%

global
web
index

SMART
SPEAKER



11%

we
are
social

SMART
WATCH



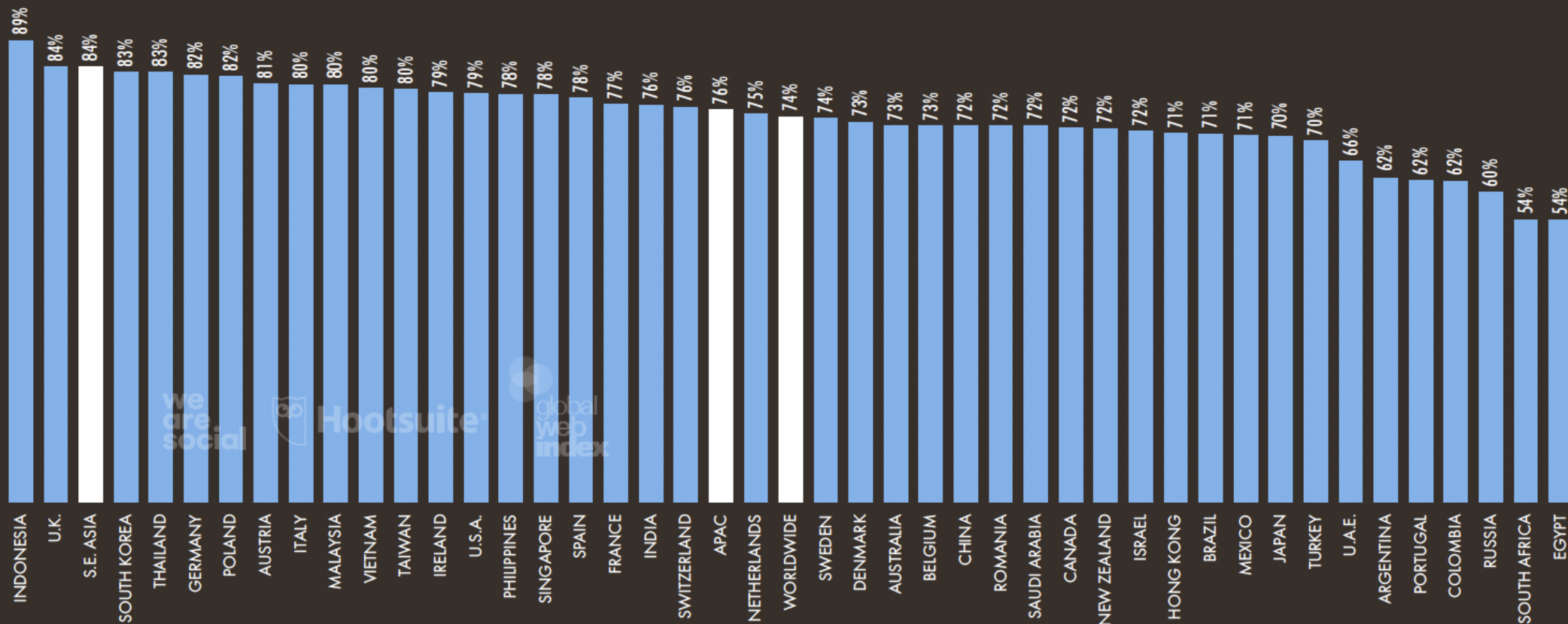
6.3%



MAY
2020

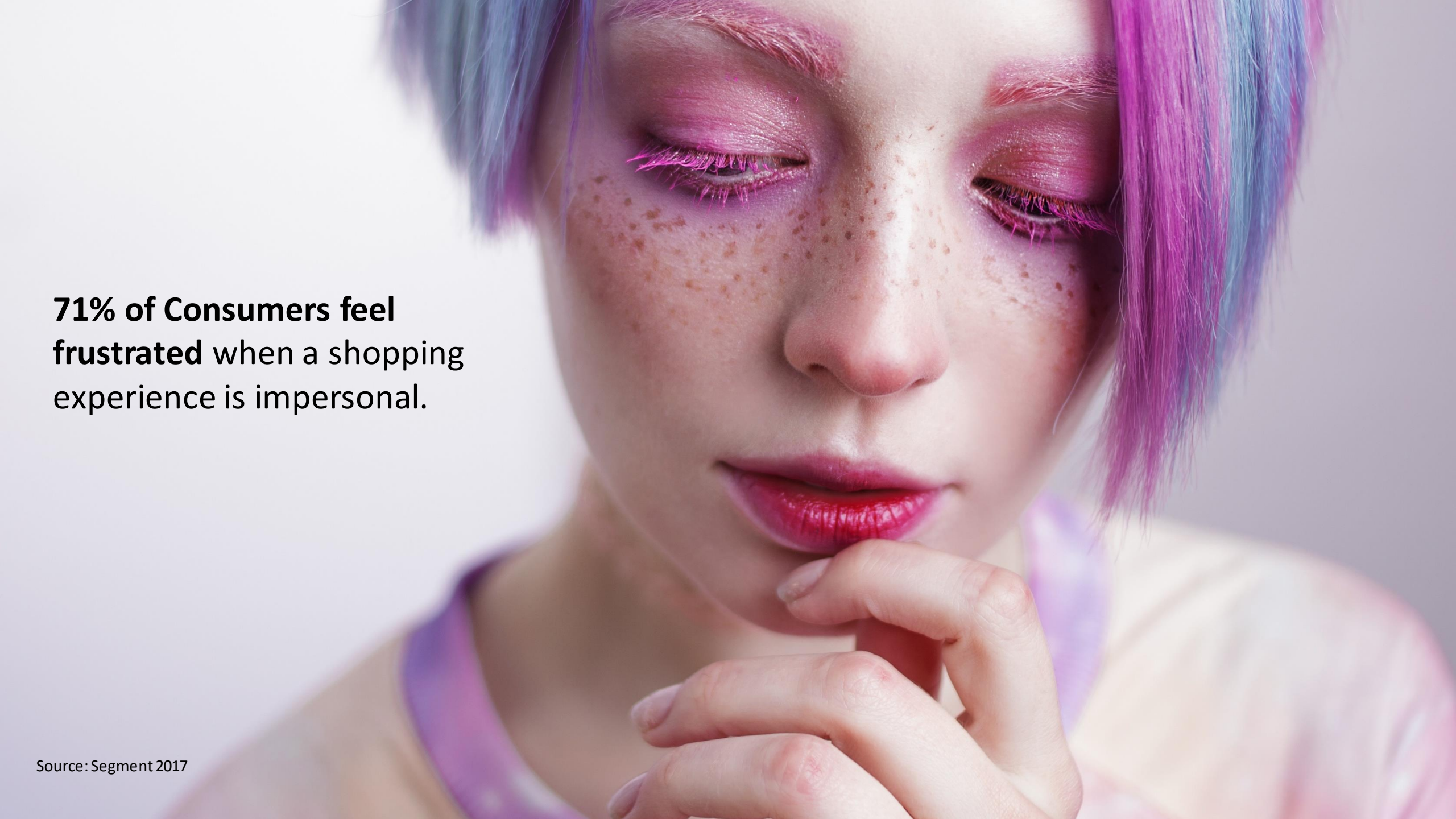
ECOMMERCE ADOPTION AMONGST INTERNET USERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE BOUGHT SOMETHING ONLINE THE PAST MONTH









**71% of Consumers feel
frustrated** when a shopping
experience is impersonal.

91% of consumers say they are more likely to shop with brands that provide offers and recommendations that are relevant to them.

Source: Accenture



A person's hand is holding a smartphone, with the screen glowing. Above the phone, several social media icons (hearts and thumbs up) are floating in the air, suggesting digital interaction. The background is a blurred city street at night with warm, bokeh lights.

83% of
consumers are
willing to
share data to
create a more
personalised
experience.



The Discovery stage is a time
when your customers are
**actively focused on
finding a solution**

Its has now become table stakes to deliver a

Personalised CX





DEMO





DEMO

CLICK & COLLECT AVAILABLE - BUY ONLINE, PICK UP INSTORE! - [SHOP NOW](#)

[LOGIN / JOIN](#)

[Contact](#)

[Track orders](#)

 **The Athlete's Foot**

[WOMEN](#)

[MEN](#)

[KIDS](#)

[BRANDS](#)

[SALE](#)

[FOOTWEAR FINDER](#)



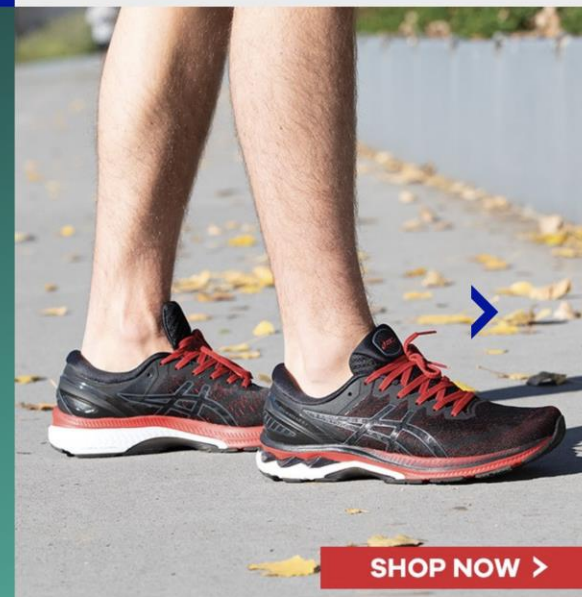
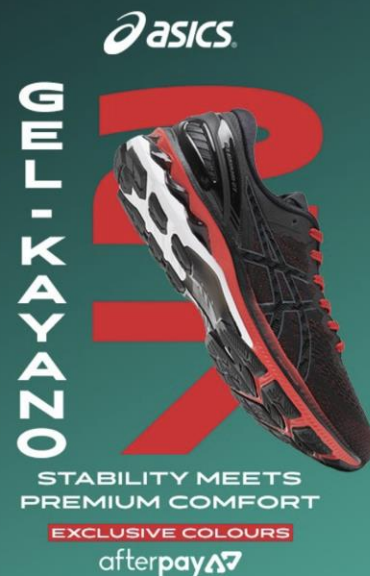
My local store is
**The Athlete's Foot
Darwin**
[Find A Store](#)



NEED HELP FINDING YOUR FIT? - [TRY MYFIT VIRTUAL TODAY](#)

FREE DELIVERY OVER \$150 | FREE RETURNS - [SHOP NOW](#)

JUST LANDED - [SHOP NEW ARRIVALS](#)



 Help

ALL NEW BROOKS

SPORT'S

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[WOMEN](#)

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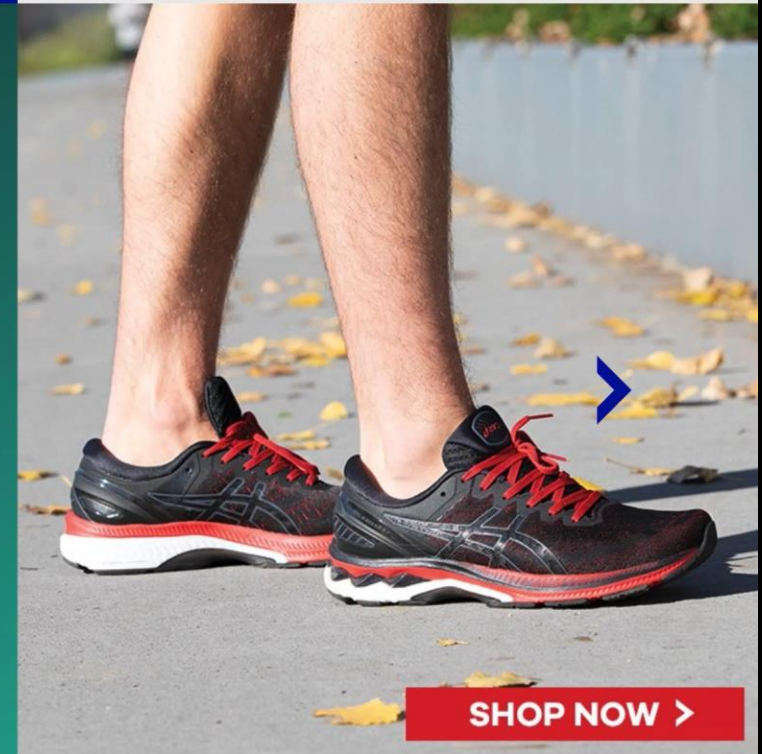
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[SHOP NOW >](#)

[ALL NEW BROOKS](#)

[SPORT'S
BACK](#)



CASE STUDY
ACCENT GROUP

As Accent Group embarked on a digital transformation, it was critically important to execute their digital vision with the same conviction and authenticity as their in-store experiences.





CASE STUDY
ACCENT GROUP

10X sales growth in 10 months

30-50% digital sales from click & collect

2X conversion rate





Mark Teperson • 1st

Chief Digital Officer | #1 Top 50 People in eCommerce 2020 | Speaker | N...

1w • Edited • 



Immensely proud of the [Accent Group Limited](#) results published today. Digital sales for the June QTR up 150% on LY, generating \$29m in sales in May, and 23% of total group sales in June.

We navigated COVID with fearless leadership from our CEO [Daniel Agostinelli](#) and the hard work and collaboration from all divisions across the business.

Experience is the
new competitive
landscape.



Thank you!



