



E-COMMERCE

ONE TO ONE

N E W Z E A L A N D

THEME: Shopping anytime anywhere.

We all know that the once easily defined world of shopping no longer exists. A combination of multiple touch points now provides a path to purchase with the consumer who's ALWAYS in control. They have the power in their hands, and it's called a mobile.

Whether they're sitting in a coffee shop or standing in a queue, they're ALWAYS one step away from deciding – perhaps on a whim, perhaps after careful consideration. They choose their moment, and if we're not ready for it – at that precise moment – they'll simply go elsewhere.

Providing the right online experiences for consumers at any point in their purchase cycle is what great e-commerce is all about.

And that's what this year's theme for E-Commerce 1 to 1 is dedicated to, being ready for the anytime, anywhere shopper. Finding the correct strategies to engage with and enhance our relationships with them. And be ready to make the sale, every minute of the day.

They may be dispersed, they may be easily distracted, but by providing meaningful experiences through their mobiles, we can start relationships and maintain better connections. Just as importantly, be ready for the sale when they've made up their minds... in their own time... wherever they happen to be.

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