

+ WUNDERMAN  
THOMPSON  
Commerce

# Wunderman Thompson Commerce

December 2021

# Agenda

- Who we are
- Why should we care about commerce?
- What do we do?
- Business models and our work
- What's the future?

# Introducing the Team



Neil Stewart  
Global CEO



Ruth Zohrer  
Global Client Success  
Officer



Glen Burson  
Global CTO



Aimee Pierce  
VP Business Development  
WPP's Center of  
Excellence for Amazon

# We are Wunderman Thompson Commerce

A collective of....

Strategic  
Consultants



Creative and  
Technical Architects



Skilled  
Operators

who help clients to...



Think



Build



Run

their commerce  
operations across...

Owned & Operated  
Sites & Apps



Retailer Sites



Marketplaces



Social Platforms

# Working to deliver...

IN EXCESS OF

\$29.1bn

Of revenue generated annually for our clients via the work we've done

Client platforms GMV: \$19.2BN

Third party GMV: \$8.7BN

Owned GMV (post acquisition) : \$1.2BN

WITH MORE THAN

3,000

Commerce experts across the globe

Today, as part of WPP and as the commerce engine for the world's leading brands, we're recognized as a leader

“WPP shows strength and higher client satisfaction in commerce strategy services, emerging commerce touchpoint services, commerce experiences supporting services, and program management. WPP shows particular strength in social commerce and Amazon marketplace services.

“WPP is a good fit for companies seeking a global omni-channel commerce partner with expertise in helping clients navigate and monetize emerging channel options.”

Source: Forrester - The Forrester Wave™: Commerce Services, Q1 2021

## THE FORRESTER WAVE™

Commerce Services

Q1 2021



# Why should we care about commerce?

eCommerce is now a huge percentage of retail sales across all major markets...

CHINA  
44.8%

UK  
28.3%

US  
15.5%

GERMANY  
16.2%

FRANCE  
11.2%

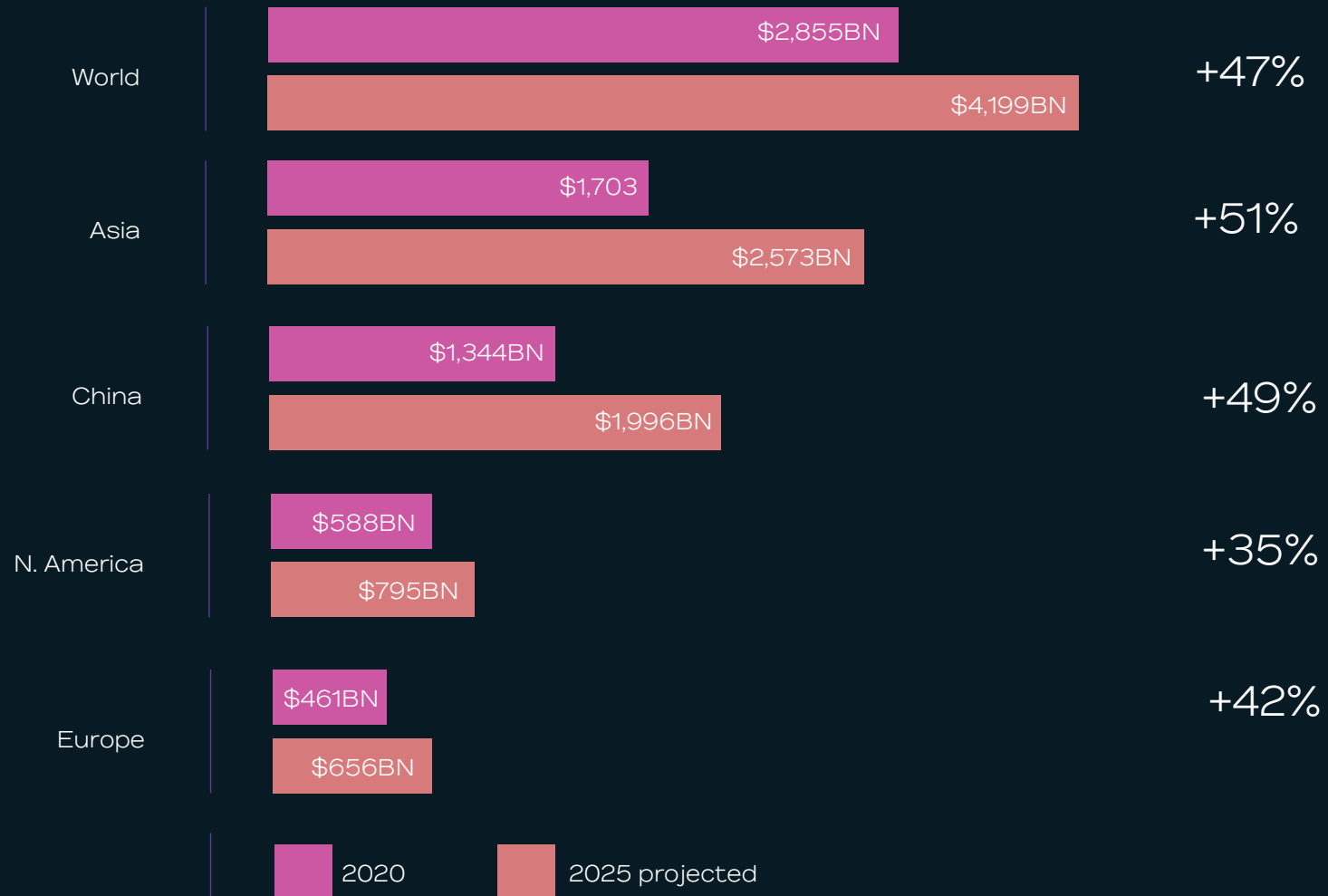
SPAIN  
10.9%

S KOREA  
28.9%

BRAZIL  
8.1%



# eCommerce in the major markets is growing... and is scheduled to grow even more



# What do we do?

Every business is now an eCommerce business with digital commerce touching all parts of the organization....

Strategy

IT and systems

Sales and operations

Product and pricing

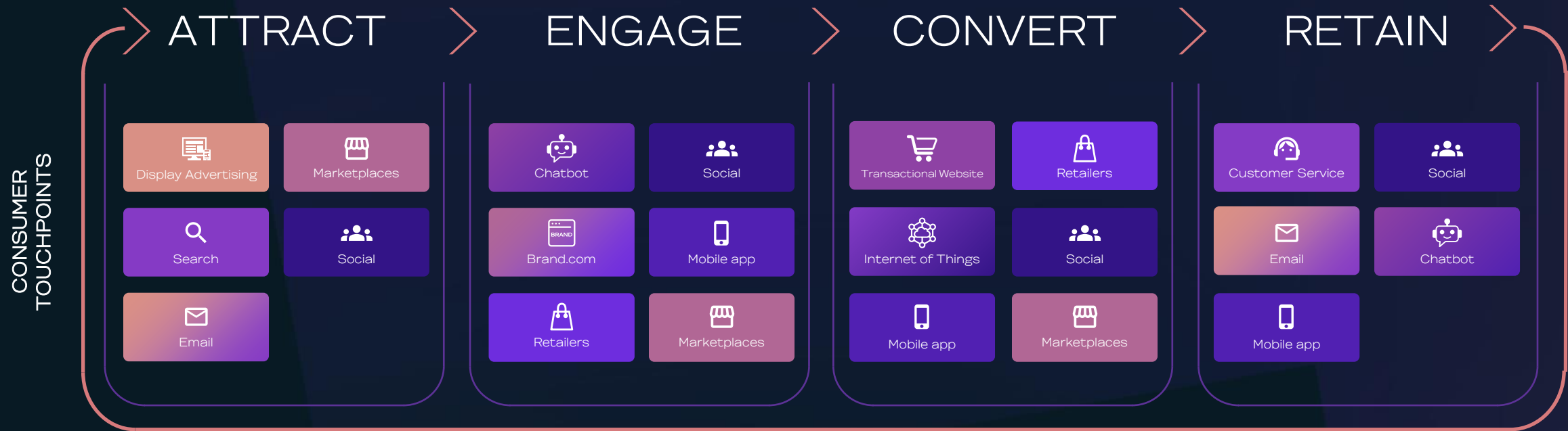
Supply chain and logistics

Marketing and advertising

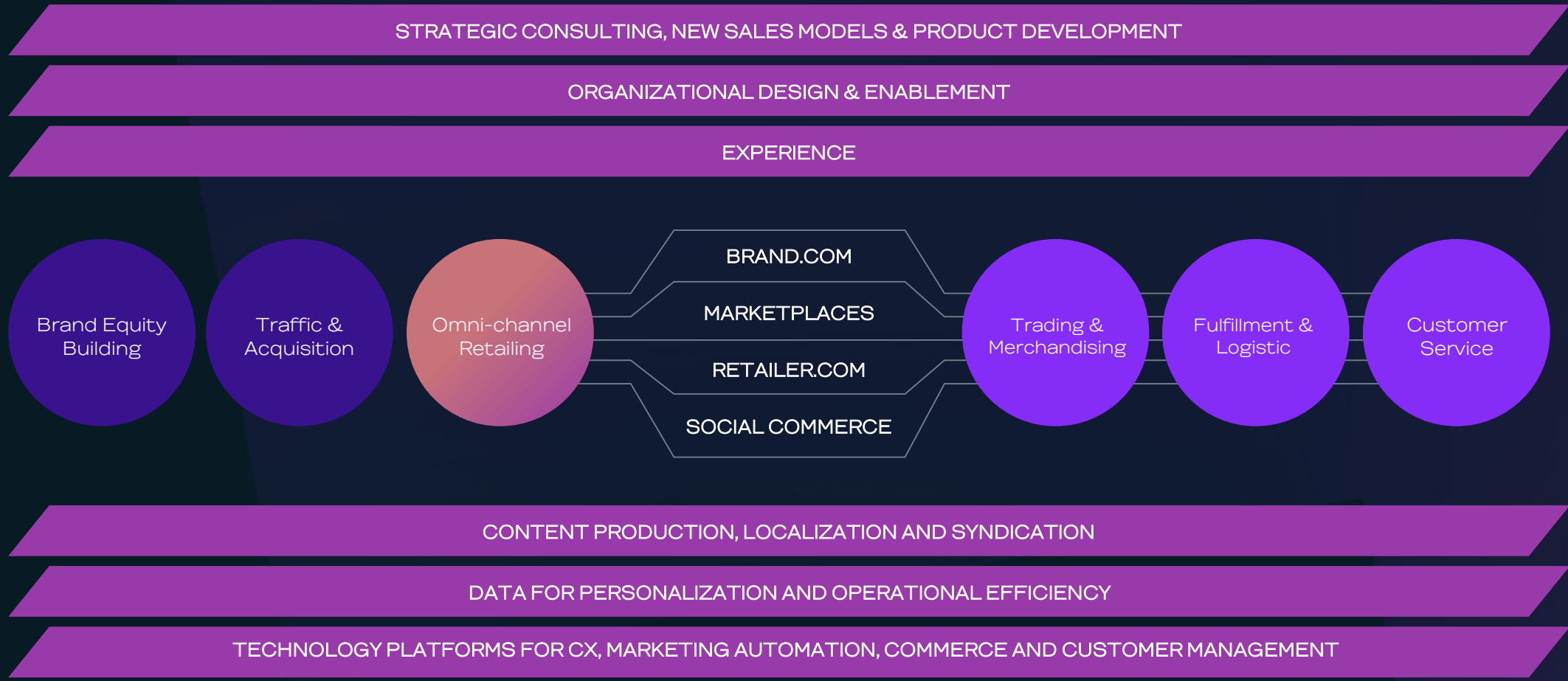
HR and recruitment

Channel strategy

eCommerce is no longer a subsection of these siloes, with a profound impact on everything – bringing marketing and the buy-button closer together.



# Our offer supports every area of the business... opening-up multiple budgets



# We sell to a variety of stakeholders



Which means that competition can come from all angles...

Consultancies

Deloitte.

accenture

McKinsey & Company

Capgemini

+ WUNDERMAN THOMPSON  
Commerce

Platform services

THG

infra.commerce

CommercelQ

System integrators

IBM

Infosys

tcs TATA CONSULTANCY SERVICES

Marketing agencies

IN CONNECTED MARKETING

MEDIA MONKS

factor-a<sup>®</sup>  
part of DEPT

ASCENTIAL  
Act today, win tomorrow.

Our clients range from retailers, to brands, to holding companies and span all sectors





# Technology

# Consumer journeys cover a multitude of touch points, delivered by a variety of technologies

## PROGRAM MANAGEMENT

TRIGGER

VALIDATION

SHORTLISTING

PRODUCT EVALUATION

ONLINE EVALUATION

CONFIRMATION

ONLINE PAYMENT

DELIVERY

POST PURCHASE

CUSTOMER ACQ & MEDIA TECHNOLOGY

CUSTOMER DATA + CRM

CUSTOMER EXPERIENCE TECHNOLOGY

COMMERCE TECHNOLOGY

ORDER MANAGEMENT TECHNOLOGY

PRODUCT INFORMATION TECHNOLOGY

## ANALYTICS, INTELLIGENCE & INTEGRATION

# It's a journey supported by relationships

## IDENTIFY

BI, AI, Analytics, Tracking, Insights, KPI Definition



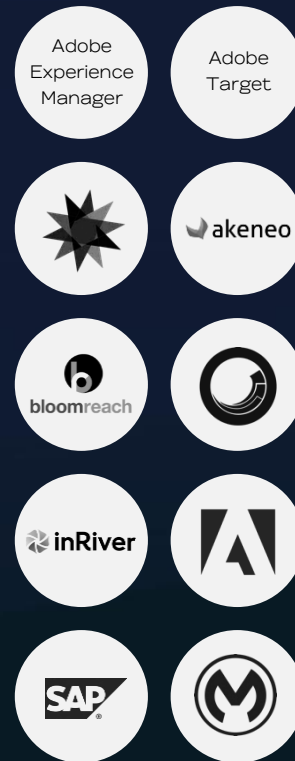
## ACQUIRE

Targeting, Lead Capture & Nurture, Customer Acquisition



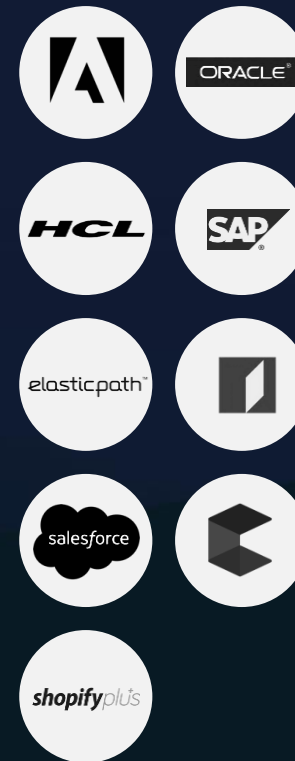
## EXPERIENCE

CMS, PIM, DMP, Search, Merchandise, Personalize



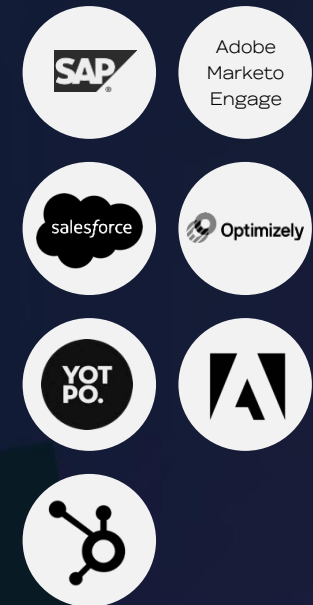
## COMMERCE

CPQ, Commerce, Order Management, fulfillment



## CUSTOMER

CRM, Loyalty, Rewards, Retargeting, KPI Measure & Refine



# The capabilities that brands need to succeed are complex

Unifying audience activation and margin improvement teams across channels for truly integrated consumer journeys

- Display Advertising
- Search
- Email
- Brand.com
- Retailers
- Marketplaces
- Social
- eComm Website
- Mobile app
- Chatbot
- Internet of Things
- Customer Service

## CONTENT & CAMPAIGNS

## DATA & INSIGHT

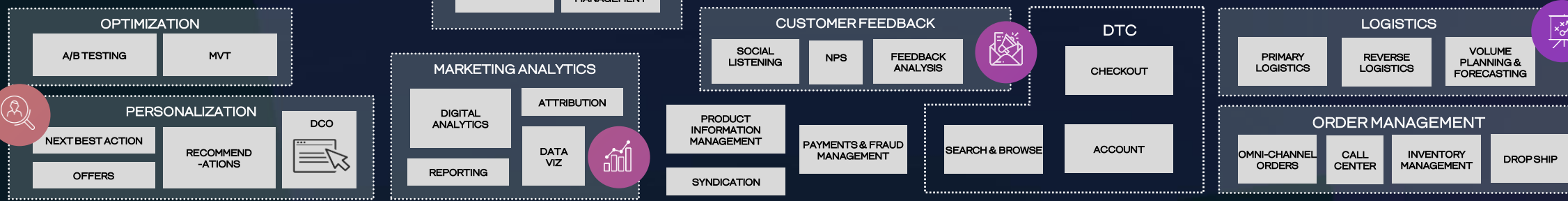
MARKETING

MARKETING



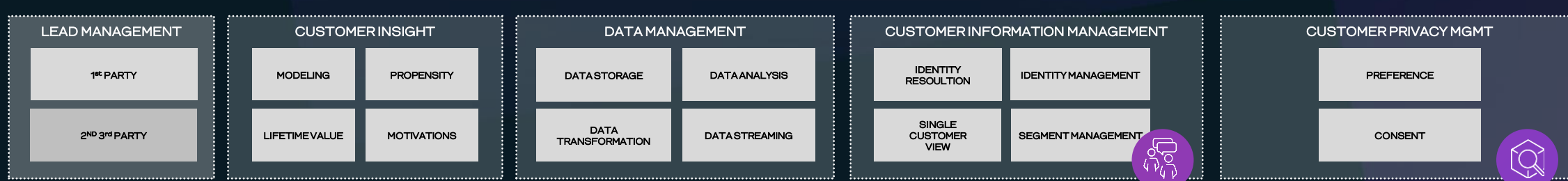
DECISIONING

COMMERCE



DATA

DATA



# What's the future?



We invest to stay ahead, and publish this in the market



**FUTURE SHOPPER 2019 (June 2019)**

15,000 base  
US, UK, Germany, France, Spain, Netherlands, Belgium, Czechia



**GENERATION ALPHA (September 2019)**

4,000 base  
US and UK



**READY OR NOT? (December 2019)**

503 base  
US and UK



**BLACK FRIDAY (January 2020)**

4,000 base  
US and UK



**FUTURE SHOPPER (B2C) 2020 (April 2020)**

16,000 base  
US, UK, Germany, France, Spain, Netherlands, Australia, China



**B2B FUTURE SHOPPER 2020 (June 2020)**

8,000 base  
US, UK, Australia, Spain,



**COVID, COMMERCE & THE CONSUMER (July 2020)**

4,000 base  
US and UK



**WELCOME TO THE MEGA PEAK (October 2020)**

2,000 base  
UK



**PEAK SELLING & THE PANDEMIC (February 2021)**

6,000 base  
US, UK, China



**LIVING IN THE LAP OF LUXURY ONLINE (March 2021)**

3,000 base  
US, UK, China



**FIGHTING FOR THE FUTURE OF FASHION (March 2021)**

2,000 base  
UK



**FUTURE SHOPPER (B2C) 2021 (July 2021)**

28,000 base  
Global, 17 markets



**B2B FUTURE SHOPPER (September 2021)**

600 base  
UK, US, China



**THE FORGOTTEN SHOPPER (October 2021)**

28,000 base  
Global, 17 markets



**SPACE COMMERCE (November 2021)**

4,000 base  
UK and US

# Key trends to focus on...

## Retailers as media owners

### The \$100 Billion Media Opportunity for Retailers

- \$100 billion high-margin annual revenue opportunity.
- Amazon leading the way (some estimate as much as \$26 billion in 2021 revenue),
- Other major retailers, including Walmart, Target, and Kroger, are moving fast to establish their own positions.

## AI Optimized supply chain

### Wunderman Thompson Acquires Leading AI-focused Tech Company Satalia

- Acquisition completed in August
- Satalia uses a combination of machine learning and optimization building technologies that help clients transform their business strategies and radically improve operational efficiency.

## Sustainability

### Wunderman Thompson Commerce launches Sustainable Commerce Practice

- Exclusive partnership with clean technology company, Vaayu, to create a Sustainable Commerce Practice.
- The practice will leverage the strategic partnership with Vaayu to provide retailers and brands tangible opportunities to deliver against their environmental commitments

# THANK YOU & QUESTIONS