

## JANUARY

- » **POST-HOLIDAY MARKETING** – The holidays are over, so now what? How do you keep new customers you gained and keep loyalists happy? We'll look at post-holiday tactics to keep interest and engagement strong.
- » **SECURITY** – Keeping your data safe is imperative to your business. Learn how to set site security priorities and about the latest advances in security technology to help prevent a cyberattack.
- » **BLOCKCHAIN** – Blockchain is altering the way retail and ecommerce supply chains operate, creating transparency and security across partners. Learn how it works and what you need to do to prepare.

## FEBRUARY

- » **CATALOG** – What is the state of the catalog in 2019? How is it changing and remaining relevant in a digital era? Learn why it remains a valuable marketing tool.
- » **DATA + ANALYTICS** – The wealth of data being generated across channels helps retailers provide powerful customer experiences. We'll examine ways to collect, monetize and analyze your data.
- » **SHIPPING CAPACITY** – With demand continuing to rise and capacity growing scarce, retail and ecommerce shippers are getting creative when it comes to meeting their transportation needs. Learn how companies are handling the crunch.

## MARCH

- » **EMAIL** – Your email marketing strategy connects all your channels and brings them right to the inbox. This report will look at the various approaches to email marketing as well as the latest trends.
- » **CROSS-BORDER** – Thinking about going cross-border with your business? This report will look at how some of today's top retailers have taken advantage of foreign market opportunities, and how you can do the same.
- » **FULLFILLMENT NETWORK STRATEGY** – Many merchants find themselves scrambling to get to these magic numbers: reaching 90% of the country with two-day delivery. This report will cover all the options for helping you get there.

## APRIL

- » **SOCIAL MEDIA** – Social media is helping retailers find and sell to customers in a familiar and popular medium. We'll look at best practices and how you can leverage it to drive new business.
- » **SUBSCRIPTION PROGRAMS** – Subscription selling is growing in popularity and more retailers are finding creative ways to give customers an element of surprise and delight each month. This report will look at what's involved and how can you launch a successful subscription program.
- » **WAREHOUSE AUTOMATION** – Ecommerce growth quickly leads to growing pains when manual picking can't keep pace with demand. This report will cover the latest automation options available as well as implementation best practices.

## MAY

- » **THE FUTURE OF MARTECH** – How is technology is changing the way retailers reach and interact with customers across channels? From social to mobile, online to in store, this report will look at data, analytics and personalization.
- » **SHOPPING CART** – The shopping cart is the "moment of truth" in the customer journey. We'll look at ways to remove friction and increase conversion in the critical checkout process.
- » **PACKAGING SUSTAINABILITY AND PROTECTION** – Ecommerce companies today need to incorporate branding, protection and sustainability in their packaging. This report will explore how companies are working to balance these demands.

## JUNE

- » **MOBILE MARKETING** – Grabbing customer's attention on mobile is not easy. We'll explore the tools and strategies marketers are leveraging to rise above the digital din and engage shoppers in the medium they're most comfortable with.
- » **VR, AI, ML, AR** – Retailers are tapping into cutting-edge technologies to offer enhanced shopping experiences and gain deeper customer insights. This report will look at each technology, its benefits and where it's headed.
- » **BOPIS: DOING IT RIGHT** – Customers love the store pickup option and so do retailers who save on shipping. But the process can fall down. This report will cover BOPIS best practices and winning use cases.



## JULY

- » **MARKETING TO MILLENNIALS AND GEN Z** – Millennial and Gen Z shoppers are looking for instant gratification and love retailers who are genuine and get them. We'll look at how marketers can be more effective in selling to these two groups.
- » **VOICE SHOPPING** – Google, Amazon, Microsoft and others are leveraging voice technology to change the way customers shop. This report will look at how voice shopping is changing the way customers search and buy.
- » **IS THE ECOMMERCE LOCKER REVOLUTION HERE YET?** – Pickup lockers for ecommerce are all the rage in Europe and elsewhere, but what is happening domestically? This report will examine the growing trend, adoption and available solutions.

## AUGUST

- » **PERSONALIZATION** – Giving your customers a personalized shopping experience can make or break your business as that's what consumers are expecting. This report will look at tools and tips to improve data-driven relevance.
- » **THE FUTURE OF SEARCH** – Leveraging the power of search is critical – but how do you rise to the top of the results pages? This report will look at the changing dynamics of search and where it's headed.
- » **AI AND MACHINE LEARNING IN THE FC** – These emerging technologies are helping automate and streamline various functions, improve shipping times and order fulfillment and reduce costs. This report will examine both the benefits and the challenges.

## SEPTEMBER

- » **CATALOG** – We'll take a second look at the state of catalog marketing. This report will peek ahead to 2020 and beyond, examining the role catalogs will play in the marketing mix going forward.
- » **PAYMENTS** – The proliferation of online payment options is making the shopping experience more friction-free, and customers crave an easy Amazon-like experience. This report will look at the latest trends and tips.
- » **RETURNS AND REVERSE LOGISTICS** – As the volume of returned goods continues to rise, merchants are struggling to address the flow in a cost-effective manner. This report will cover the latest advances and approaches in ecommerce returns.

MARKETING

ECOMMERCE

OPERATIONS &  
FULLFILLMENT

## OCTOBER

- » **USER-GENERATED CONTENT** – Ratings, reviews and social media images are all creative ways to leverage user-generated content. This report will look at how UGC can help you build your audience and draw in new buyers.
- » **MARKETPLACES** – Partnering with the right marketplace can lead to great success, but which do you choose? This report will look at the range of options, when a marketplace approach makes sense and maintaining brand control.
- » **THE RISE OF WAREHOUSE ROBOTS** – Robotic solution providers for ecommerce fulfillment are sprouting like crazy, including autonomous vehicles as well as picking arms. This report will examine the players, capabilities and impacts.

## NOVEMBER

- » **PRODUCT RECOMMENDATIONS** – Recommendations are an important aspect of offering a personalized customer experience while driving incremental sales. This report will look at tools, technologies and best practices.
- » **EXPERIENTIAL ECOMMERCE** – Retailers need to think beyond listing pages and descriptions to reach today's buyers. This report will look at the state of experiential ecommerce and provide lessons and examples from leading brands.
- » **PACKAGING FOR PROFITABILITY** – Merchants need to keep packaging right-sized to avoid costly charges from carriers who will punish them for shipping too much air. This report examines how you can avoid waste and drive out costs.

## DECEMBER

- » **LOYALTY PROGRAMS** – A great loyalty program makes it possible to deliver value and relevance. It enhances foot traffic and gets customers to your site. This report looks at the latest trends in loyalty.
- » **LIVE CHAT/CHATBOTS** – Live chat is now the norm for connecting with customers where it's most convenient. This report will look at the evolution of live chat and how it's reshaping the customer experience.
- » **BUILDING THE RIGHT FULFILLMENT NETWORK** – With transportation costs rising and warehouse space and labor tight, how do you ensure the greatest customer reach at the lowest cost? Merchants and experts sort out the trends, options and winning combinations.