



### Panel Discussion [Digital Commerce] Adapting to the Future of Online Shopping



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What's changed in how you think about digital commerce in Southeast Asia?















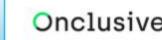






























#### Question 2

What are some of the most common friction points you see when brands go omnichannel?



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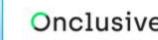






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#### Question 3

Digital shopping isn't just functional anymore. It's emotional. How do you build that 'Hershey moment' into a click-based world? Any formats that really landed for you?















































#### Question 4

What are some of the most exciting innovations you've seen around instore immersion or employee engagement?







































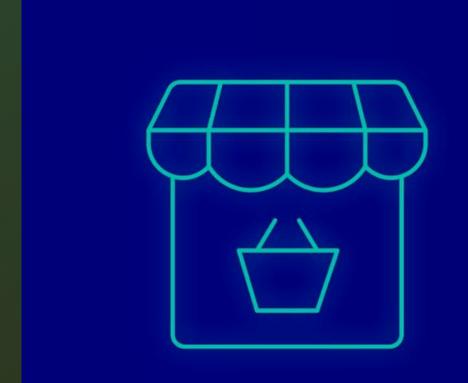






#### Question 5

In one sentence, how are you approaching Retail Media Networks in your strategies or programs?



41%

of marketers globally are planning to increase their advertising investment in retail media in 2025

Source: Kantar Media Reactions 2024



# (e) 48%

of respondents stated they are already running Commerce Media campaigns, and 65% of those who run campaigns said they have done so for over a year.



plan to increase commerce media investment in the next 12 months.

## KEY COMMERCE MEDIA TAKEAWAYS

The Marketers Lens: We surveyed marketing professionals to get their insights into Commerce Media.

Here's what we found:



of those surveyed said they have a commerce media-specific budget line (versus budget being tested from other channels).



The primary objective of commerce media remains sales/conversions (71% of respondents); however, more than half of respondents leverage it for brand awareness.



Scan to get the full report



on the wishlist for emerging commerce media capabilities is more advanced audience targeting (57% of respondents), followed by Al-driven optimization (47%)



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Question 6

If you had to bet on one big trend shaping the next 3 years of online commerce, what would it be and why?

