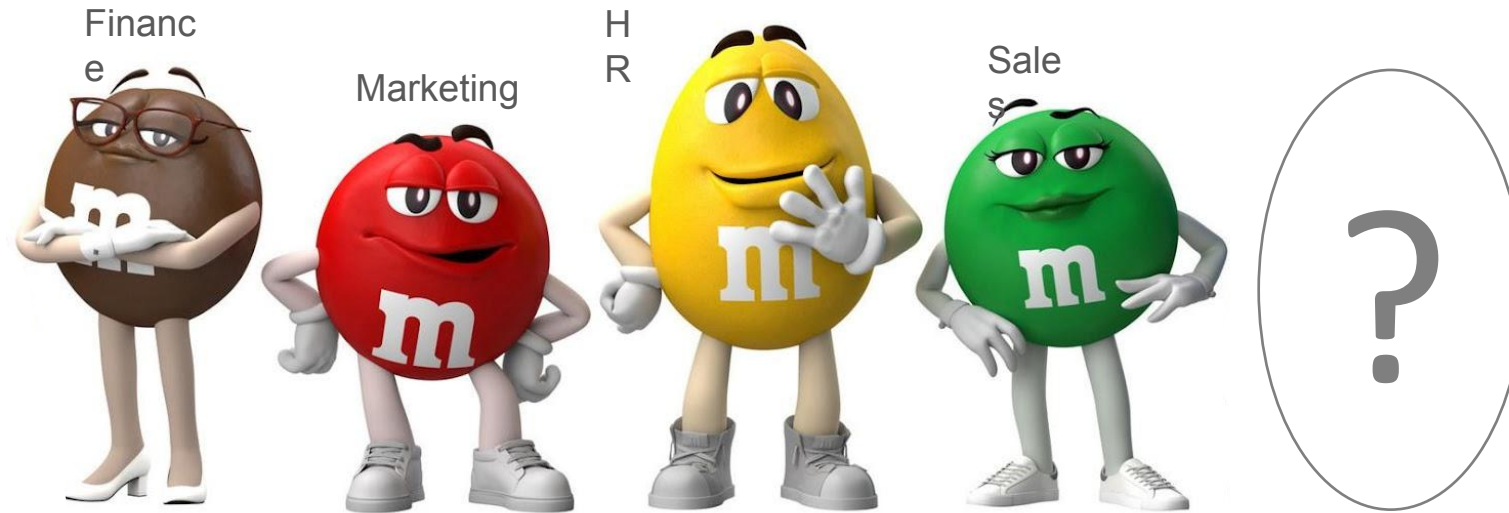


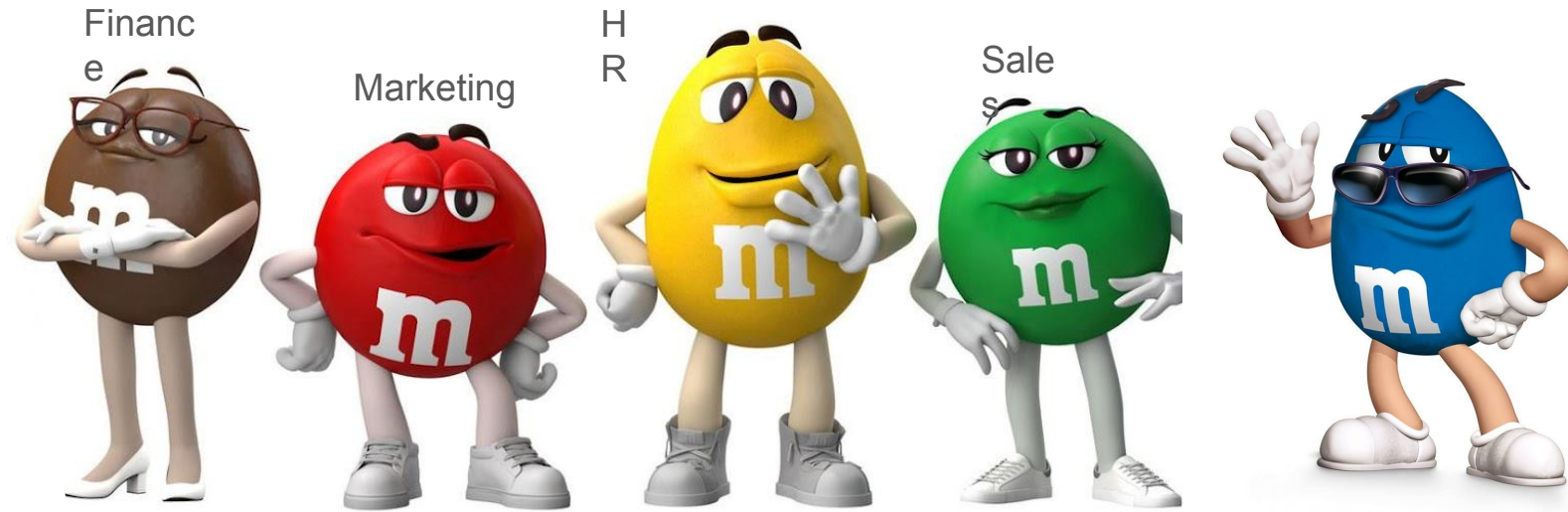




2020

1-5 % D Commerce contribution





2024

10 % ++ D Commerce contribution



70%

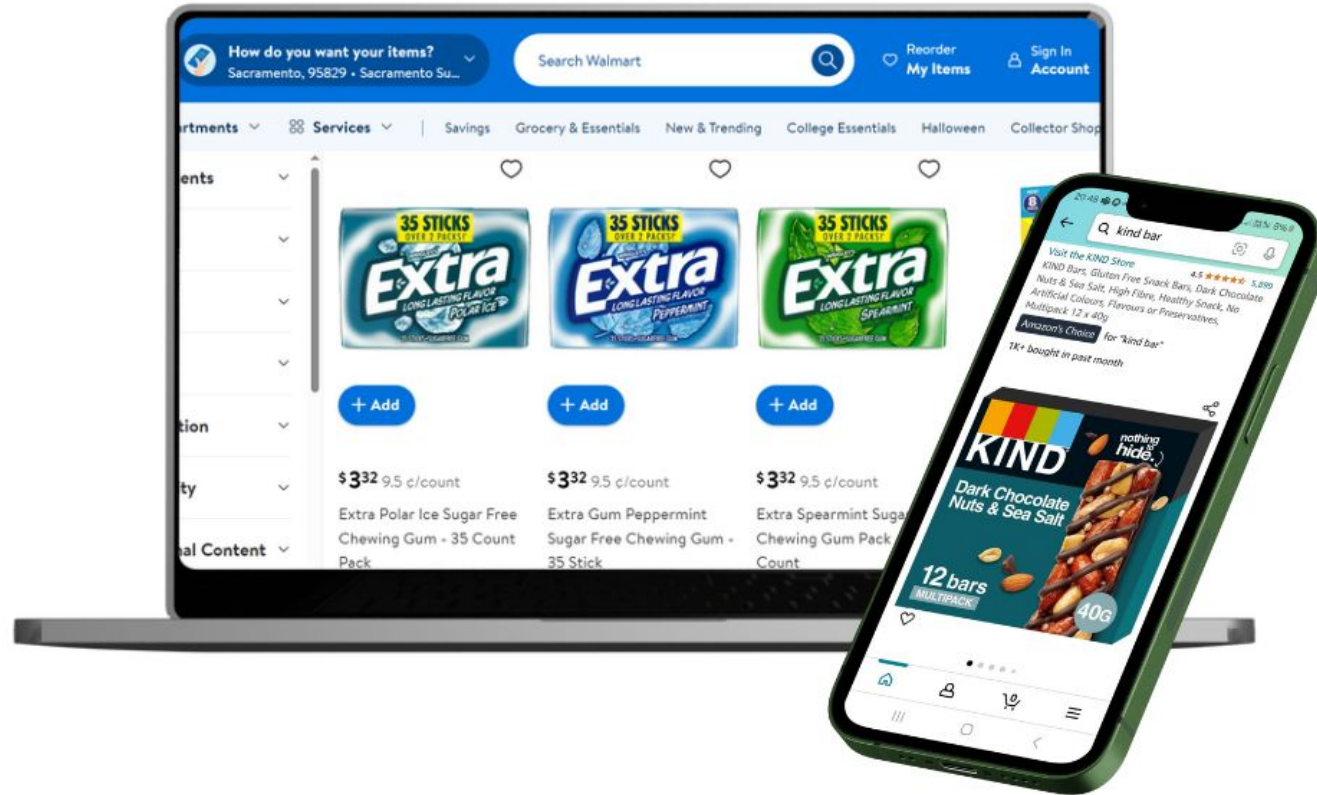
shopping will be digitally
influenced by 2027
making it a key channel.



23%

Shopping will be on DCom by
2027. Mars aspires to grow 3X
staying inline

Source : Forrester 2023



D Com often where shopping will start and concluded.

Digital Shelf

Winning at the “New Consumer Frontier” with AI and Automation



Swagat Choudhury
Global Director – Perfect Digital Store,
MARS WRIGLEYS



MARS WRIGLEY

Global Director Perfect Digital Store (Feb 2024 – Present)



DIAGEO

ducts (2017 – 2024)



The world
we want
tomorrow
starts with
how we do
business
today
MARS



140,000+ Associates

are united and guided by Five Principles of Mars, which span geographies, languages, cultures and generations



1911

Frank C. Mars made the first Mars candies in his Tacoma, Wash., kitchen

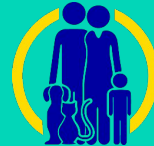


Markets
worldwide



Global HQ in
McLean, VA

glassdoor
**BEST PLACES
TO WORK**



Private,
family-owned
company



\$47B+
NET SALES



170+

Mars brands are enjoyed
in 170+ markets
worldwide

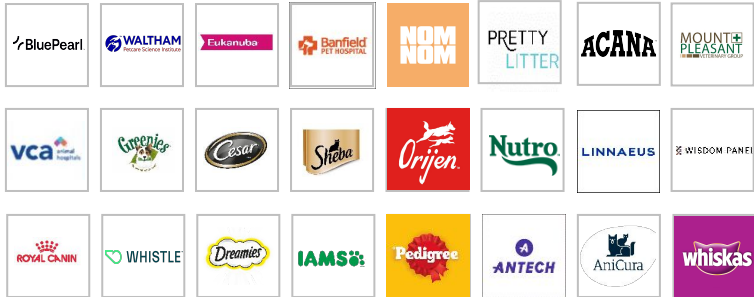


**Billion Dollar
Brands**



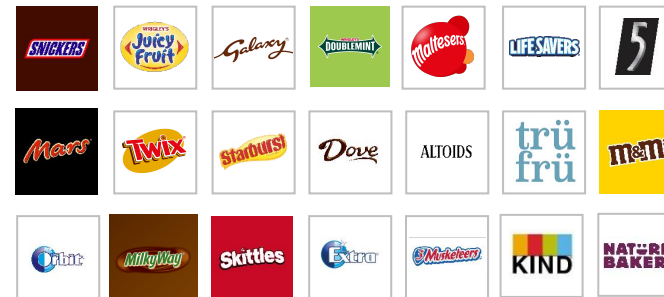
MARS
Petcare

*A Better
World For Pets*



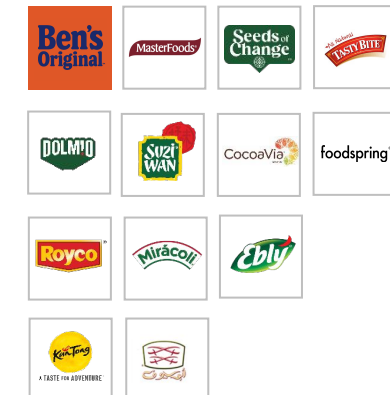
MARS
Snacking

*Inspire moments
of everyday
happiness*



MARS

Food & Nutrition



MARS

Note: Net sales reflect fiscal year ended December 31, 2022 in accordance with U.S. GAAP

@swagatchoudhury2022

Consumers..



browse and search a lot
100 bn visits

entertain a lot
100 bn visits

socialize a lot
30 bn visits

shop online a lot
10+ bn visits



Meta – 15 Bn

Tik Tok – 2.1 Bn



Amazon – 2.7 Bn

Walmart– 0.7 Bn

eBay – 0.5 Bn



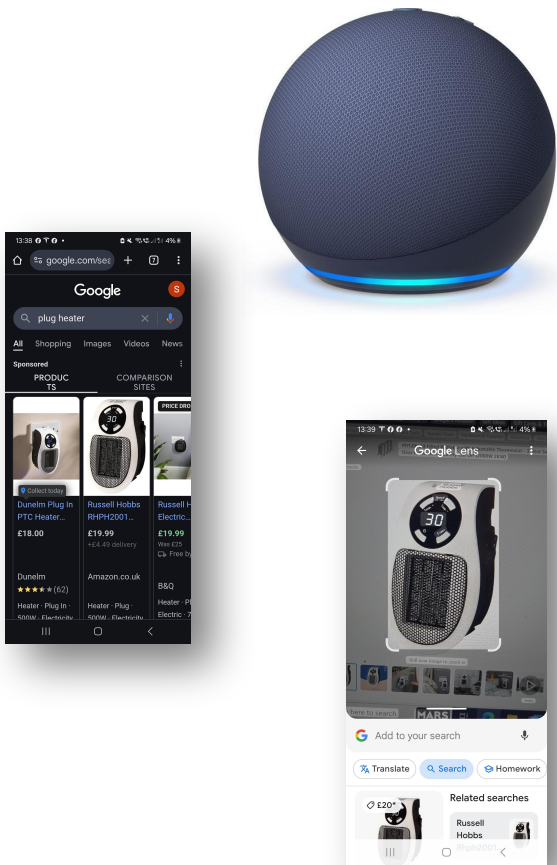


M&M Neck Pillow Blue Travel
£12.99
eBay
Free shipping



Cool thing you
don't need.
Or do you ???

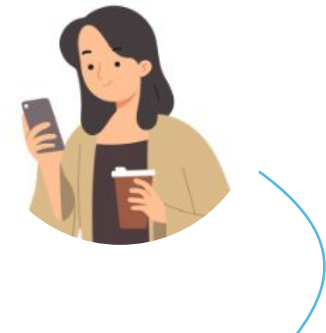
what will you do??



Where will It lead you ?

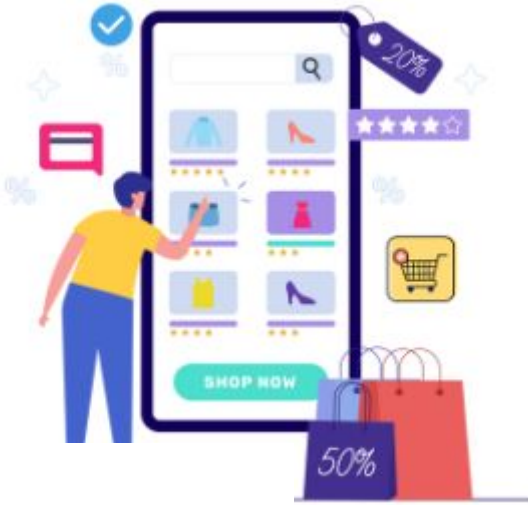


A lot of them are buying or influenced to buy later



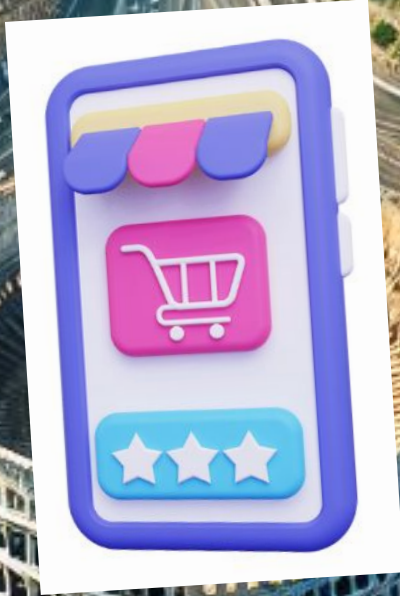
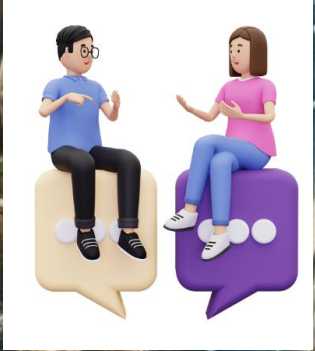
The real value of Digital Commerce

	SAMSUNG	 Nestlé	 PEPSICO	 P&G	★ Heineken®
Revenues (2023)	\$40bn (Consumer)	\$102bn	\$91.4bn	\$83.9bn	€36.4bn
Online %	25%	17.1%	13%	17%	26%
Online \$	\$10bn	\$17.4bn	\$11.9bn	\$14.2bn	€9.5bn
Digital Influence % *	65%	35%	25%	45%	40%
Total Digital Value	\$26bn	\$35.7bn	\$22.8bn	\$37.7bn	€14.5bn

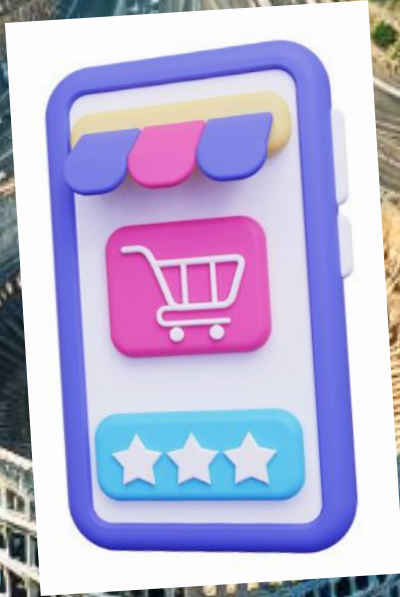
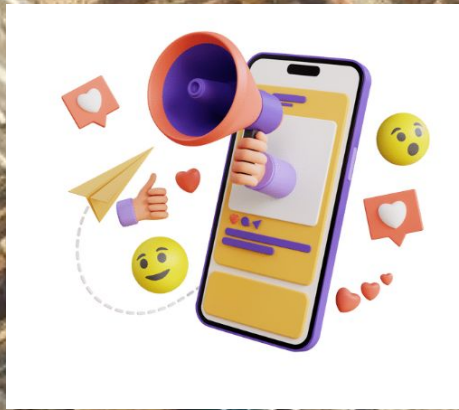


* Conservative digital % influence based on 10+ years of research from Deloitte, McKinsey, Forrester, Publitas, Invesp, Statista & Profitero





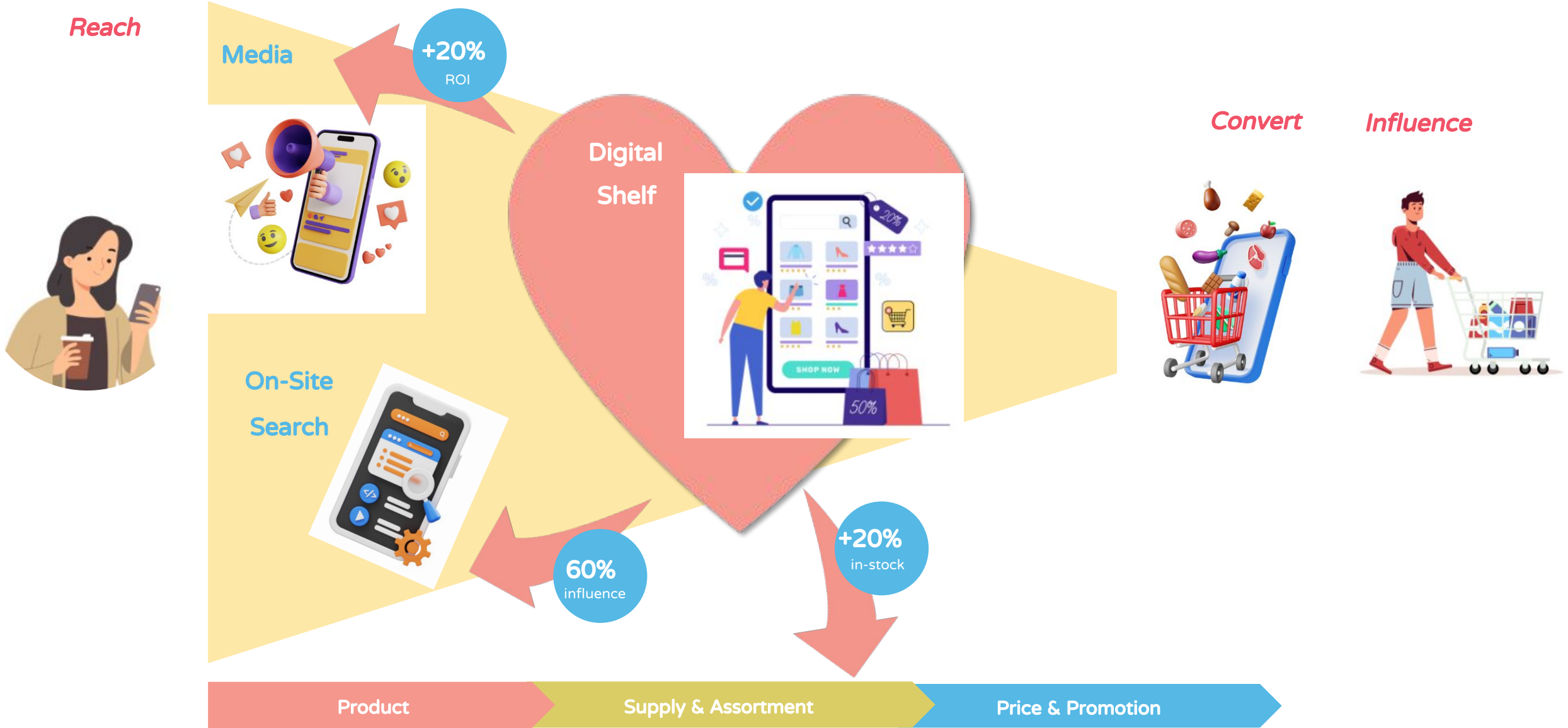
*Every
Road
Leads
To.....*



Or

And +

Digital Shelf is in heart of e Commerce



Shopping for oranges....



1 location , 2 variants

On Digital Shelf an orange is no longer an orange

I am omnipresent



Infinite Army



Never Out Of Stock



Key factors to drive for digital shelf experience

Available



Findable



Credible



Likeable



Actionable





Availability

One-time purchase:

£8⁷⁵ (£0.88 /100 g)

FREE delivery Tuesday, 18 June
on your first order to UK or
Ireland. [Details](#)

Or fastest delivery **Tomorrow,
16 June**. Order within **2 hrs 30
mins**. [Details](#)

📍 Delivering to London EC1N –
[Update location](#)

In stock

Quantity: 1



Add to Basket

Buy Now



Sales



Share of Search



3 Weeks Revenue Loss

Share of search loss

Optimization Efforts



Findable – A10 Algorithm



Credible + Likeable



1
Title

3
Secondary
Image

2
Primary
Image

4
Description

5
Available

KIND Bars, Gluten Free Snack Bars, Dark Chocolate Nuts & Sea Salt, High Fibre, Healthy Snack, No Artificial Colours, Flavours or Preservatives, Multipack 12 x 40g

Visit the KIND Store
4.6 ★★★★★ 5,836 ratings | Search this page

Amazon's Choice

About this item

Type	Energy
Flavour	Dark Chocolate Nuts & Sea Salt
Product benefits	High Fiber
Number of items	12
Unit count	40.0 gram
Brand	KIND

- Delicious dark chocolate, crunchy nuts & sea salt for a sweet & salty flavour experience
 - Perfect for an at home, work, gym, lunchbox or on the go snack
 - Contains: Almonds, Peanuts, Soya, May contain: Milk, Other Nuts
 - Gluten-free, High fibre, No artificial colours, flavours or preservatives, Kosher
 - Suitable for vegetarians
- See more product details

One-time purchase:

£15⁰⁰ (£375.00 / kg)

FREE delivery Wednesday, 19 June on your first order to UK or Ireland. Details

Or fastest delivery Tomorrow, 17 June. Order within 11 hrs 19 mins. Details

Delivering to London EC1N – Update location

In stock

Quantity: 1

Add to Basket

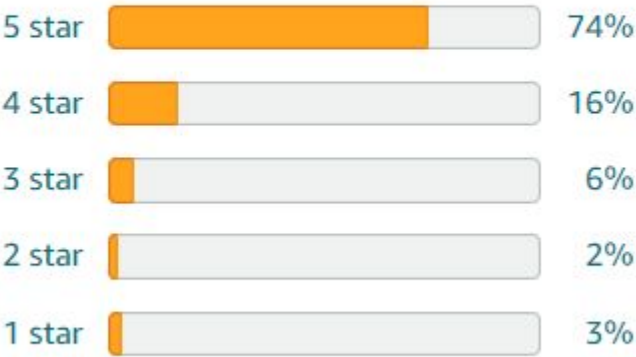
Buy Now

Dispatches from Amazon
Sold by Amazon
Returns See Returns Policy
Payment Secure transaction

Customer reviews

★★★★☆ 4.6 out of 5

5,836 global ratings



Zero tolerance for fake reviews

Customers say

Customers like the value, calories, taste and quality of the snack food bar. They mention that it's a slightly healthier alternative to biscuits or cakes, packed with protein and needed calories. They also love the caramel and sea salt flavour. However, some customers have reported that the expiry date is very short.

AI-generated from the text of customer reviews

- ✓ Taste

✓ Value

✓ Quality

✓ Calories

✗ Expiry date

Reviews with images

[See all photos >](#)



Empress

★★★★☆ **Delicious**

Reviewed in the United Kingdom on 9 May 2024

Flavour Name: Almond & Coconut | **Verified Purchase**

A great snack in general & if you want to cut down on the cakes & biscuits & up your gym game. Cost could be lower however as the portion is quite small. Will be buying again.

Helpful

Report



Zoe Jersey

★★★★★ **Tasty nutty snack bars**

Reviewed in the United Kingdom on 14 April 2024

Flavour Name: Peanut Butter Dark Chocolate | **Verified Purchase**

Love these for a healthy ish snack. Love the nuts and dark chocolate, not too sweet. Good value.

Helpful

Report

Actionable



*Constant digital shelf
reporting – Digital Shelf
Crawl & Analytics*



Execute sonic speed –PIMs



Source:Sonic Running Wallpapers - Wallpaper Cave

©swagatchoudhury2022

AI and Automation to your rescue

Written content brief:
1 Brand X 10 Skus X 10
Markets X 10 Retailers X
Ingest all occasion
keyword X 4 languages
= 10 Mn word =



PDS Content Automation – Written Content



PIM base
content



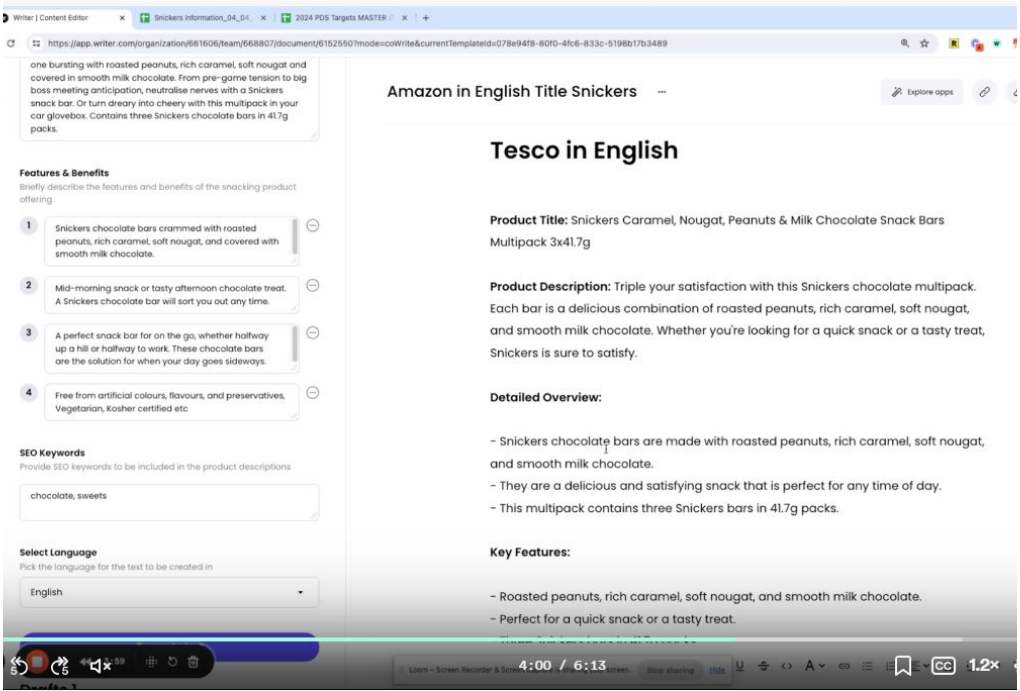
Content & Guideline



Keywords



Brand
Tone



Ready instantly



For all language



For all retailers



Efficiency (Time
+Cost)



Consistency &
Compliance

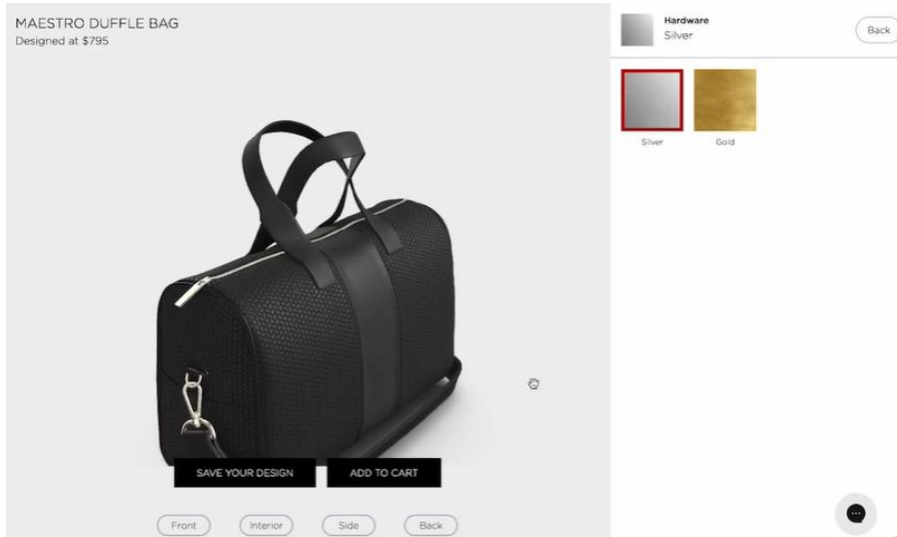


We create 100s of version of same visual content somewhere in the world every year.

Each one looks different, costs us in silo (in time and money)



PDS Content Automation – Visual Content



Digital Twins can :



Get standard PDS
images click away



For any pack, variant
and even new
innovations



Mitigating new shoots
– cost , time , carbon



Agile to test and learn



Content
merchandisers
be like...

Image Source:
<https://www.image-us.pplusstatic.com/SONIC-3.jpeg> (1920x1080)
(eldinero.com.do)

©swagatchoudhury2022

Content Distribution

From Chaotic,
disconnected
distribution

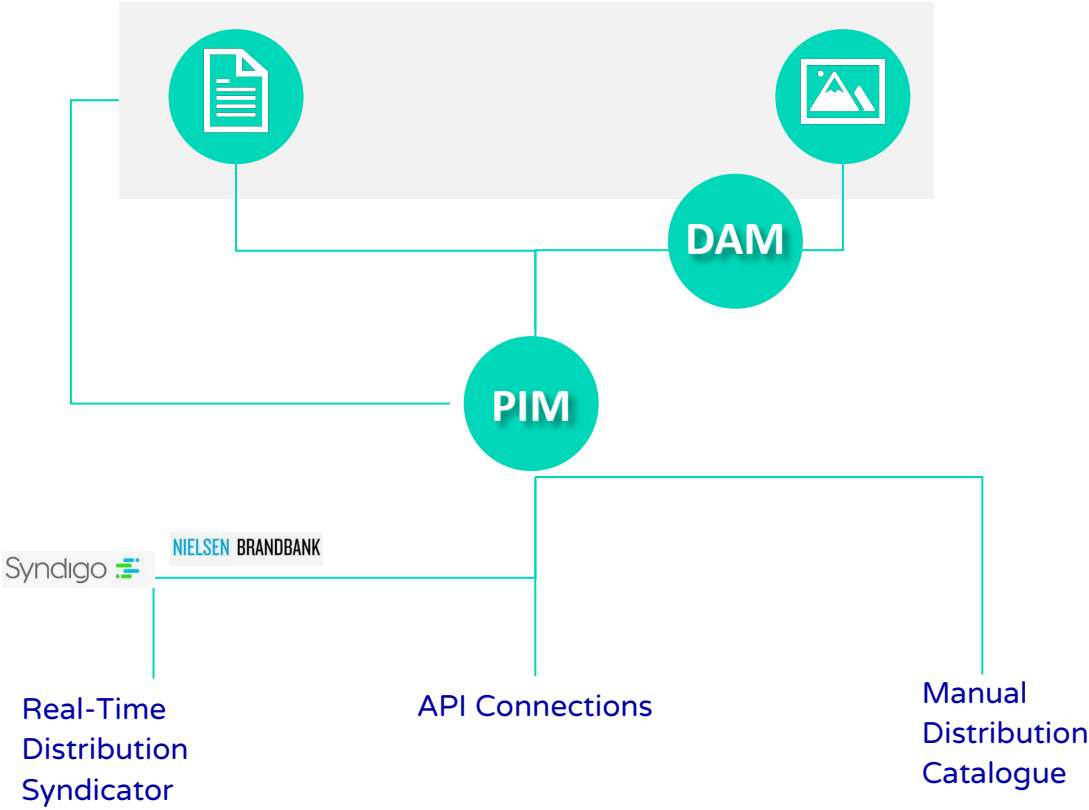
Content Creation



Content
Distribution



To streamlined systematic execution



Do you have time for 378k actions per week ?

A BRAND THAT SELLS
300 Products

JUGGLING
30 Variables

ACROSS
Just 6 Retailers

THAT CHANGE
7 Days/Week

NEEDS TO TAKE

378,000

ACTIONS PER WEEK



Digital Shelf Analytics Automating millions of data points



Know your availability status real-time

PDS Content Quality

Reviews & Ratings Insights

Performance insights

AI will do the hard work

Spot the difference , every
day for 1000 SKUs!!

On Live PDS



On PIM

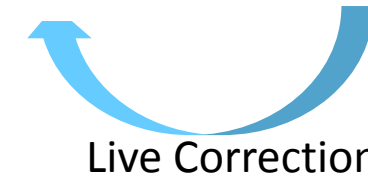


& autocorrect it

On Live PDS

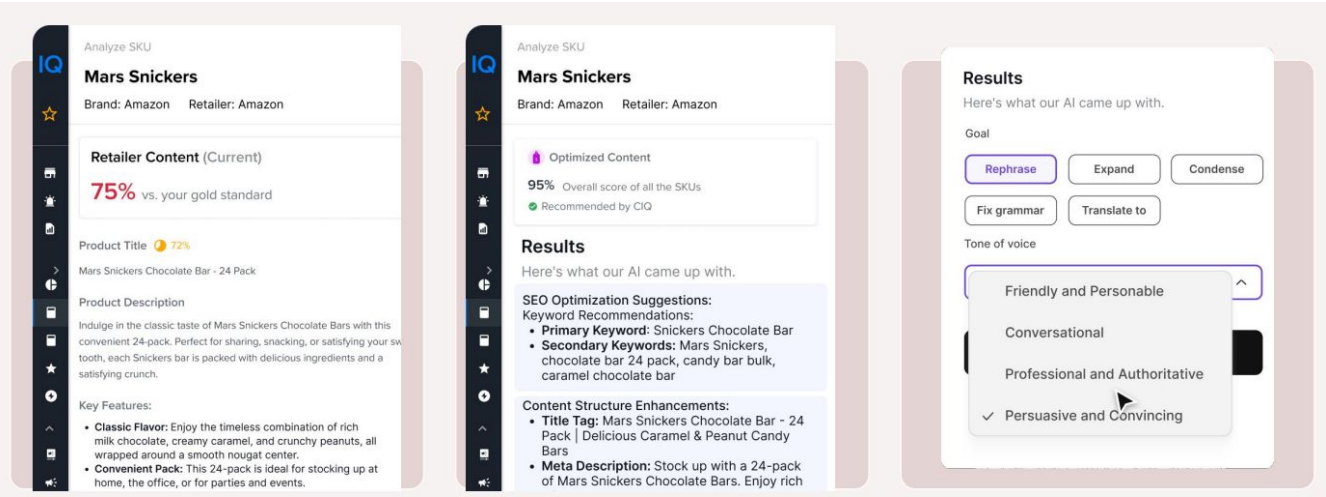


On PIM

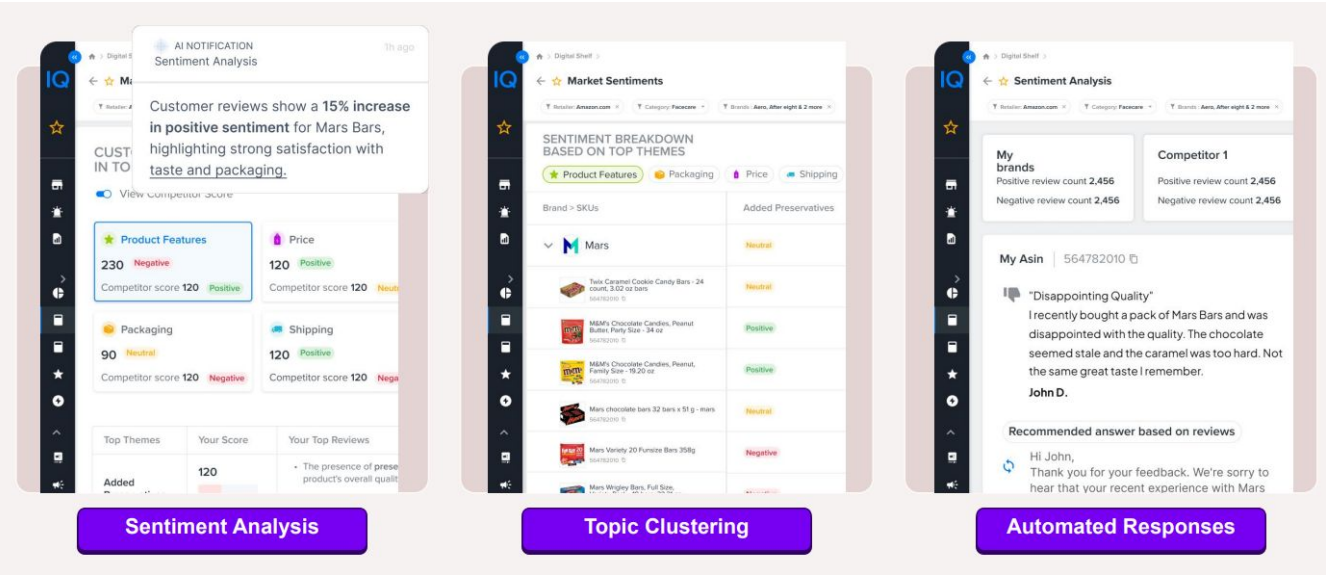


Live Correction

And AI will help us get smarter

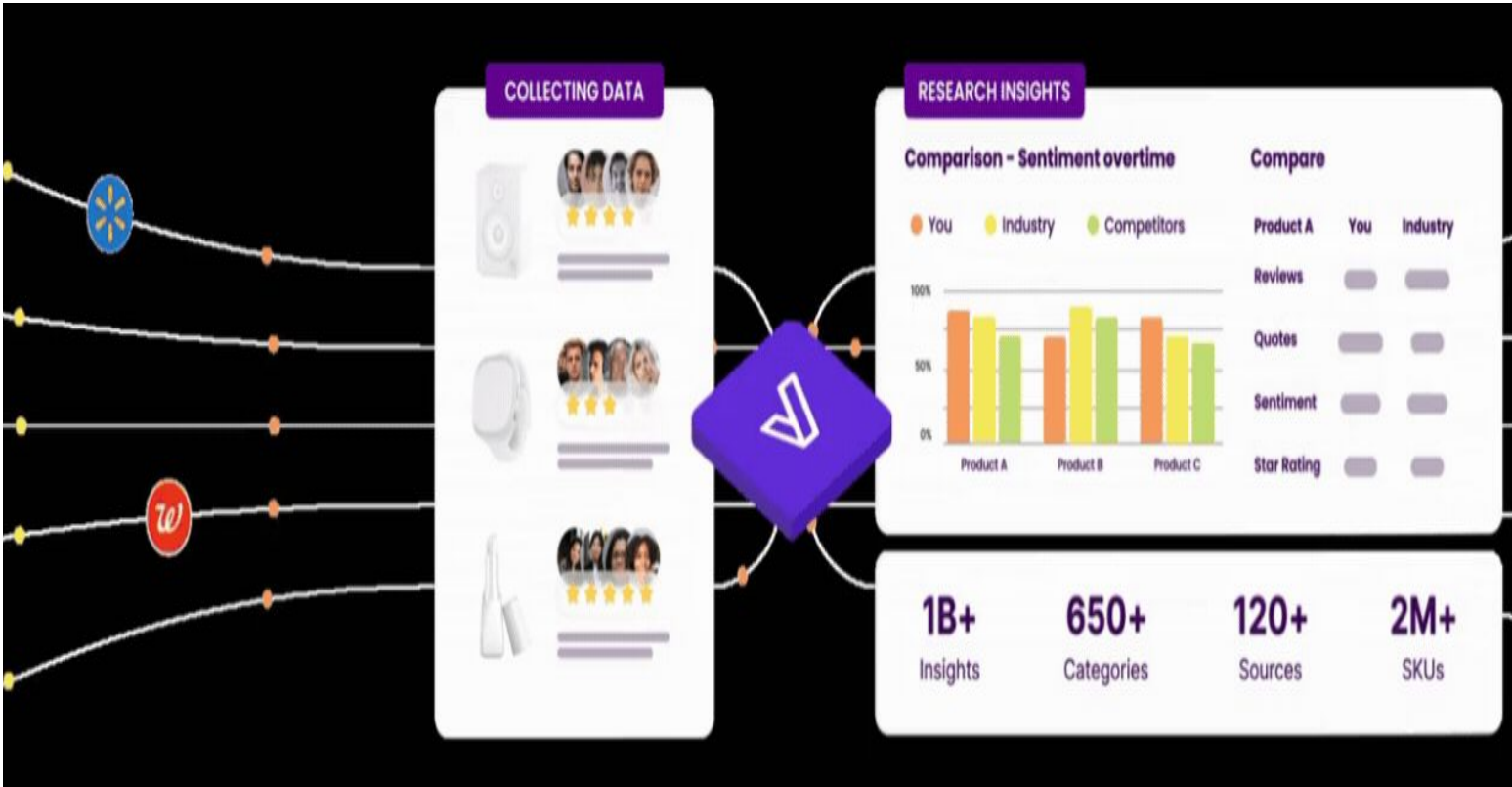


Written content recommendation



Reviews insights

Review insights with AI



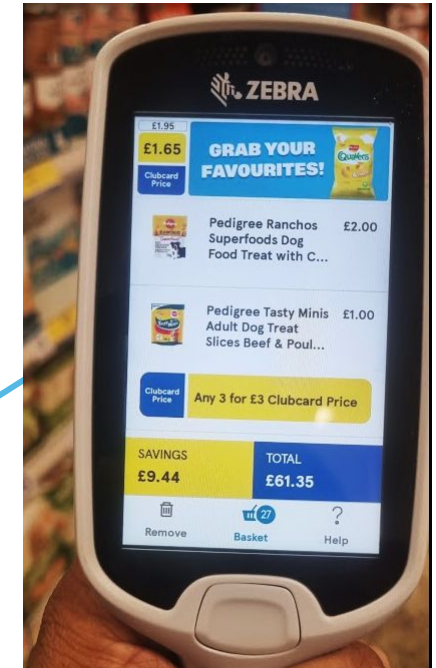
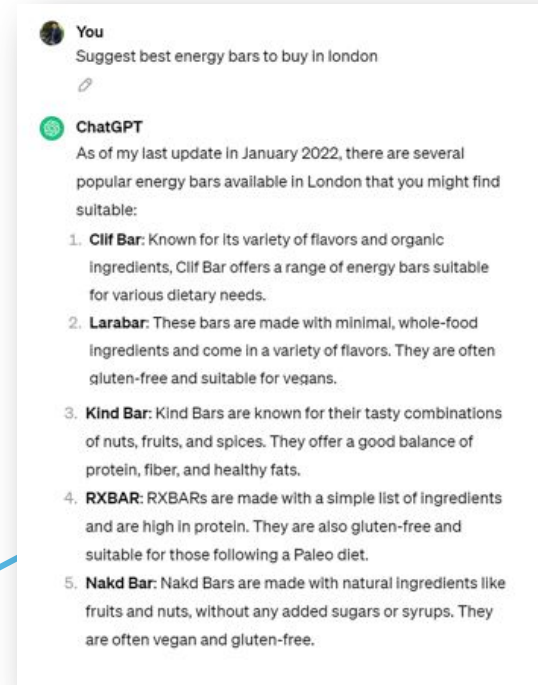
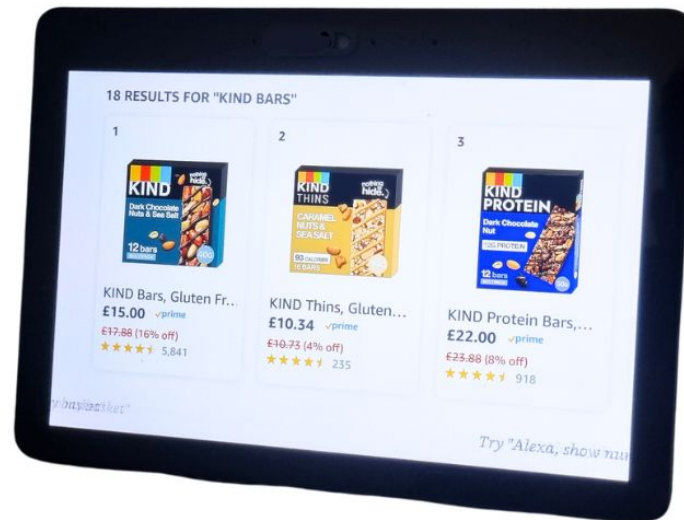
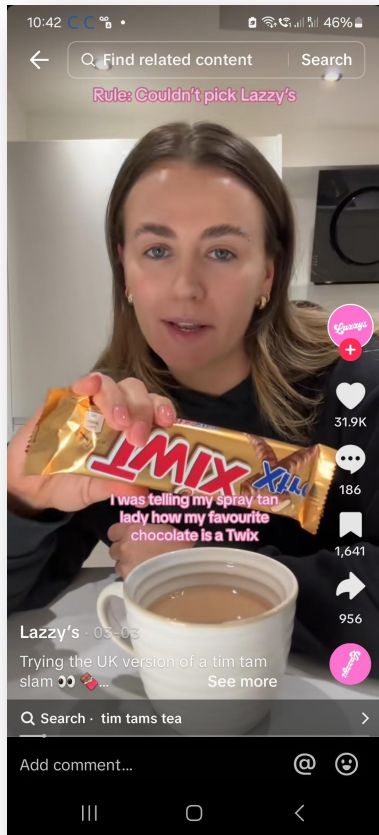
Listening to reviews with AI can help :

Optimize as per consumer reviews

Learn for innovation

Consumer insight dipstick

And where is future of digital shelf?



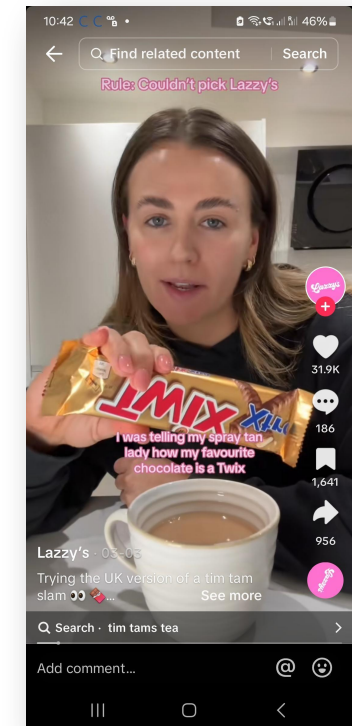
All roads lead
here



Technology will
give you super
human powers



Stay curious to
the future of
digital shelf



Thank You