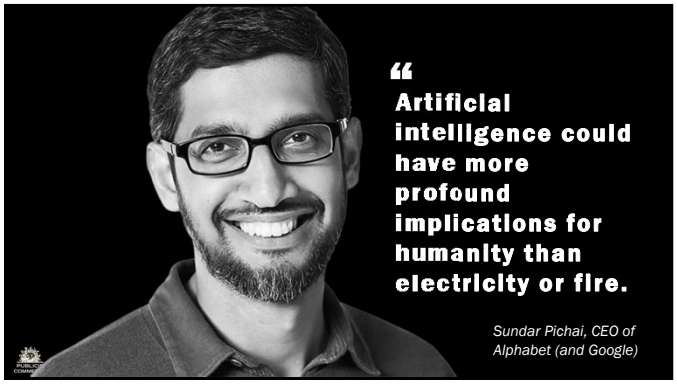
PUBLICIS
COMMERCE
Commerce
Disrupted
August 2025

1

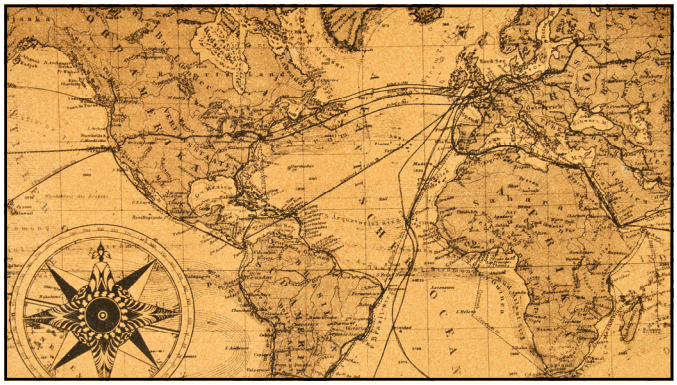
Jason "Retailgeek" Goldberg
Chief Commerce Strategy Officer, Publicis Groupe
@retailgeek
Scot Wingo
CEO of GetSpiffy & Co-Founder of ChannelAdvisor
@scotwingo
Listen on Apple Podcasts
Jasonandscot.com
THE JASON & SCOT SHOW

2


"Artificial intelligence could have more profound implications for humanity than electricity or fire.
Sundar Pichai, CEO of Alphabet (and Google)

3

4

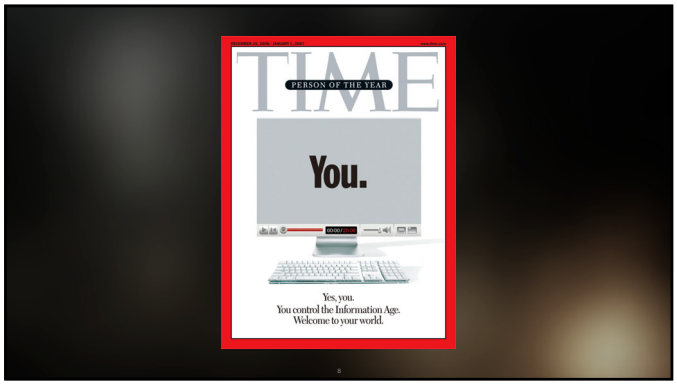


5

6

THE
DA VINCI CODE

7


TIME
PERSON OF THE YEAR
You.
Yes, you.
You control the Information Age.
Welcome to your world.

8

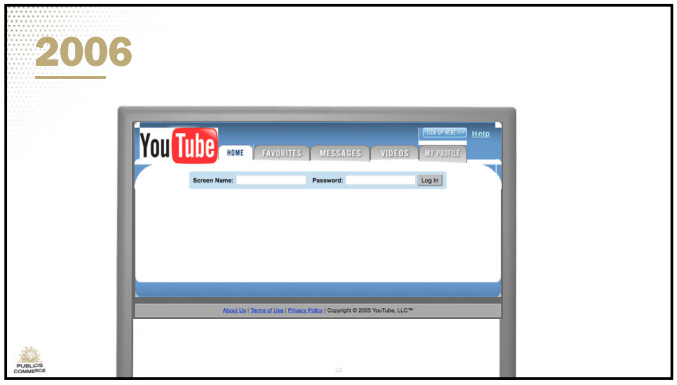
9

BLOCKBUSTER
SHARPER IMAGE
LINENS 'N THINGS
radioshack
KB toys
mervyns
Brookstone
SPORTS AUTHORITY
A&P
BORDERS
COMPUSA
circuit city

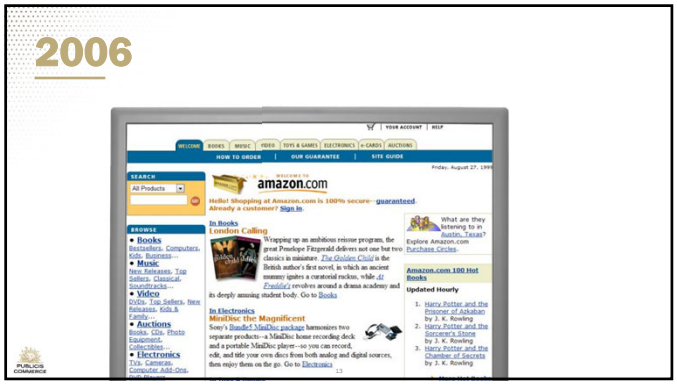
10

2006
[thefacebook]
[Welcome to Thefacebook]
Thefacebook is an online directory that connects people through social networks at colleges.
We have opened up Thefacebook for popular consumption at Harvard University.
You can use Thefacebook to:
Search for people at your school
Find out who are in your classes
Look up your friends' friends
See a visualization of your social network
To get started, click below to register. If you have already registered, you can log in.
Register
Login

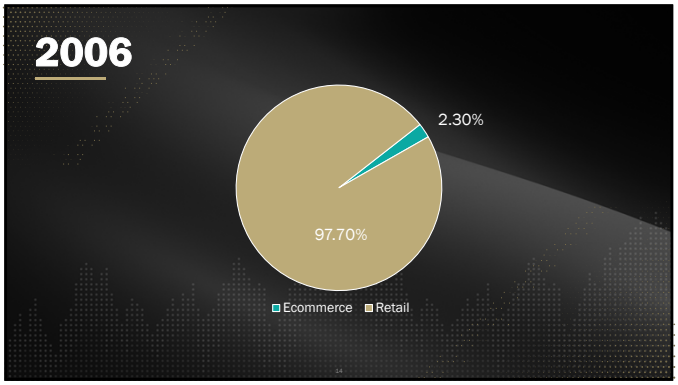
11


2006
YouTube
HOME
FAVORITES
MESSAGES
VIDEOS
MY PROFILE
Help
Screen Name:
Password:
Log In

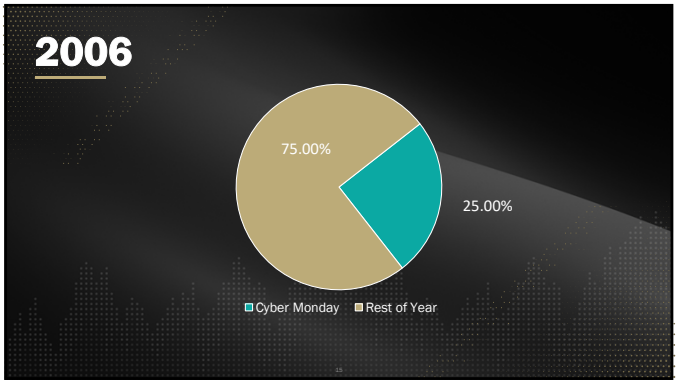
12


2006
amazon.com

13


2006
2.30%
97.70%
Ecommerce
Retail

14


2006
75.00%
25.00%
Cyber Monday
Rest of Year

15

2006

"Don't talk to strangers on the internet."

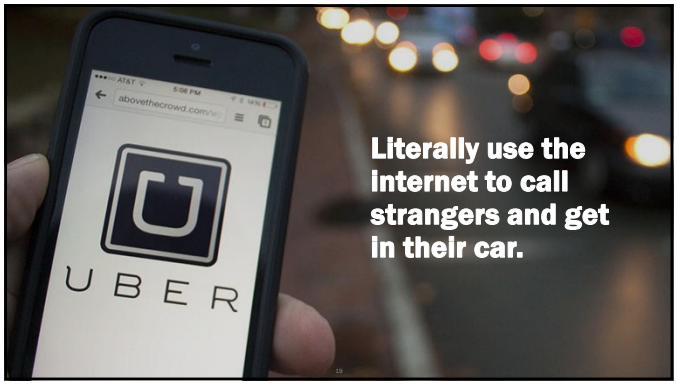
16

2006

"Never get in a stranger's car."

17

18


UBER
Literally use the internet to call strangers and get in their car.

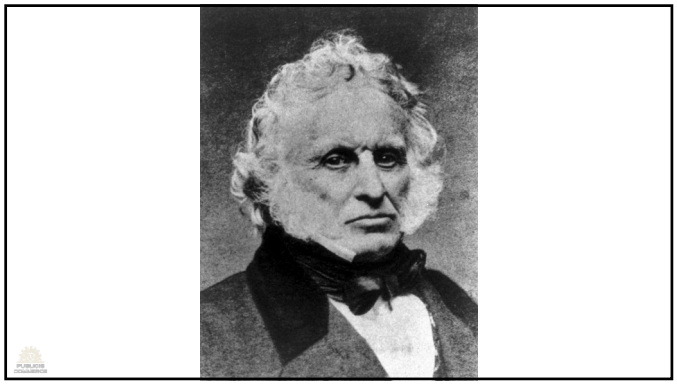
19

DISRUPTED

20

Disruption is Hard for Incumbents

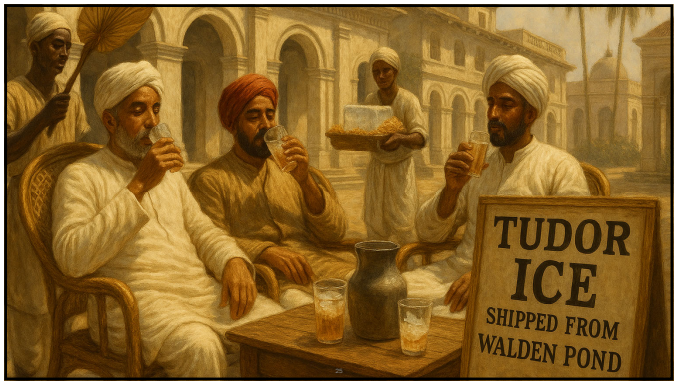
21



22

23

24

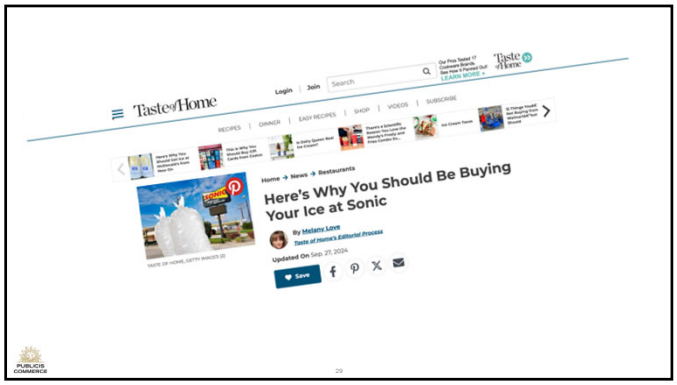


25

26

27

28


Taste of Home
Here's Why You Should Be Buying Your Ice at Sonic
Save

29

TODAY
Starbucks is rolling out a new type of ice and some fans aren't cool with it
Customers are divided on the debut of Starbucks' nugget — or pellet — ice.
STARBUCKS COFFEE

30

EUHOMY
Home
Nugget
Ice

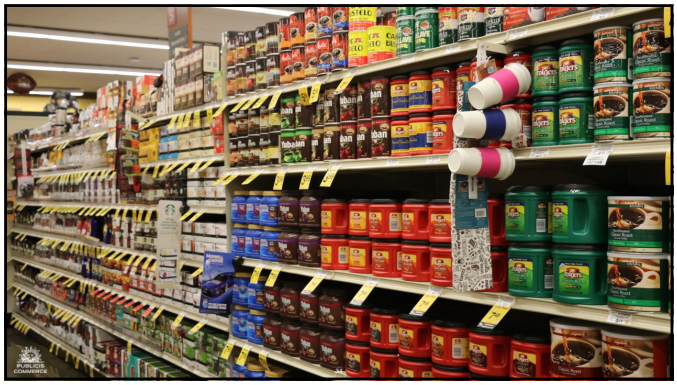
31

Discovery Disrupted

32

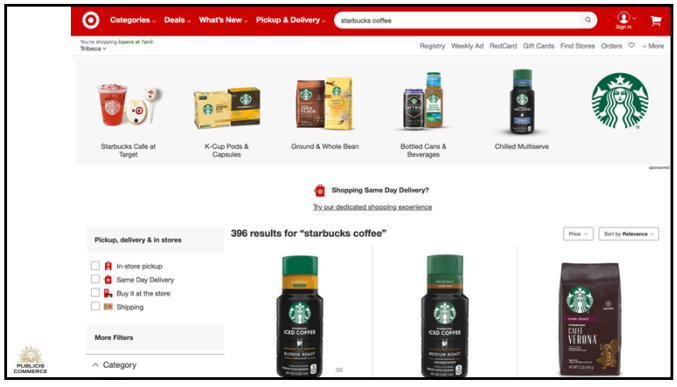
First Moment
of Truth

33

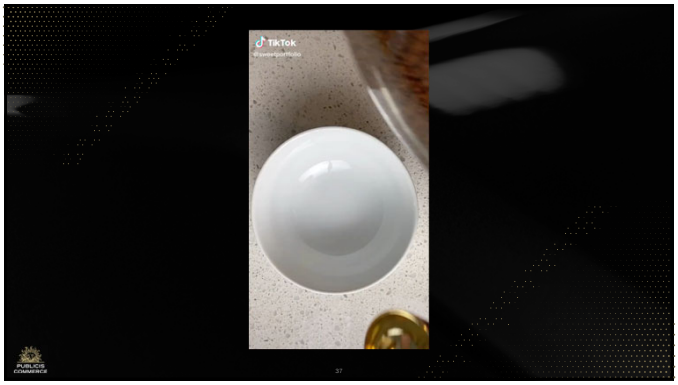


34

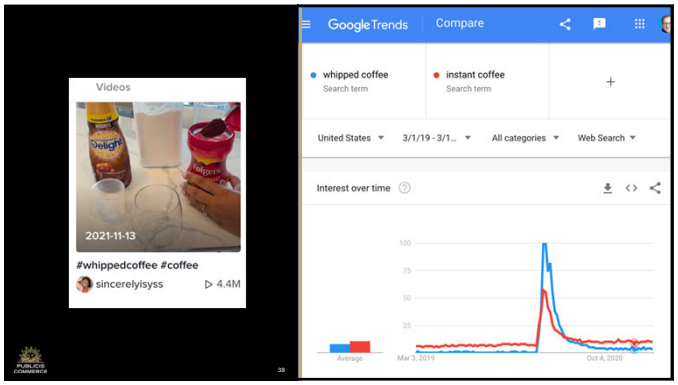
35


Categories
Deals
What's New
Pickup & Delivery
starbucks coffee
Registry
Weekly Ad
RedCard
Gift Cards
Find Stores
Orders
More
Starbucks Cafe at Target
K-Cup Pods & Capsules
Ground & Whole Bean
Bottled Cans & Beverages
Chilled Multiserve
Shopping Same Day Delivery?
Try our dedicated shopping experience
Pickup, delivery & in stores
396 results for "starbucks coffee"
In-store pickup
Same Day Delivery
Buy it at the store
Shipping
More Filters
Category

36



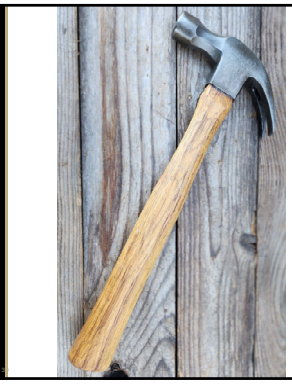
37



38

Stanley

1843



39

Stanley

1843

40

41

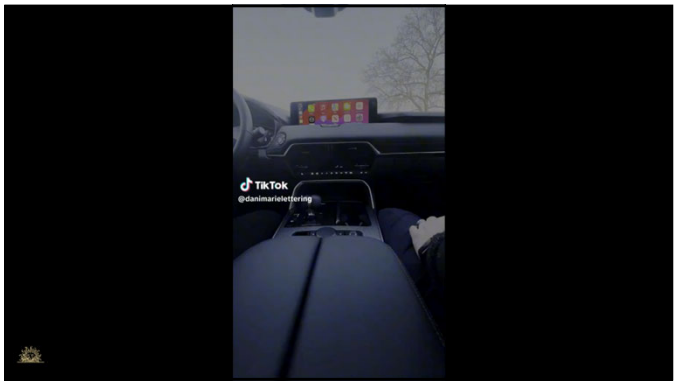
$73M

2019

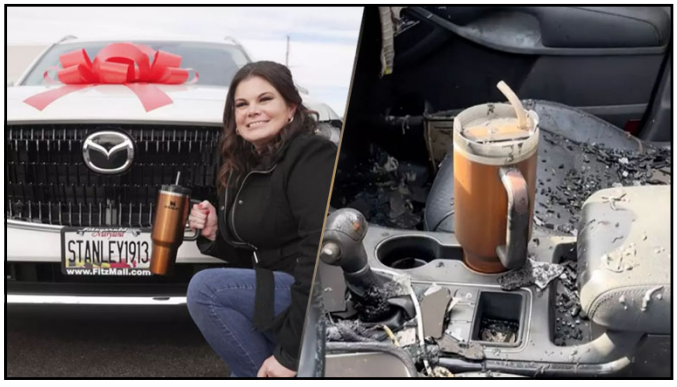
42

Danielle Lettering

43



44



45

$73M
2019
$750M
2023

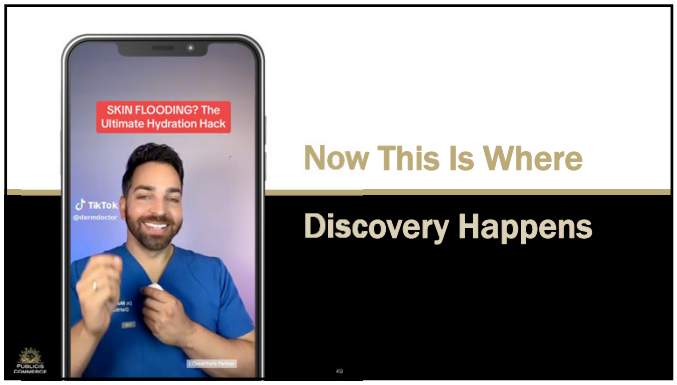
46

Micro Influencers
I want an influencer in every zipcode
Fernando Fernandez
CEO Unilever

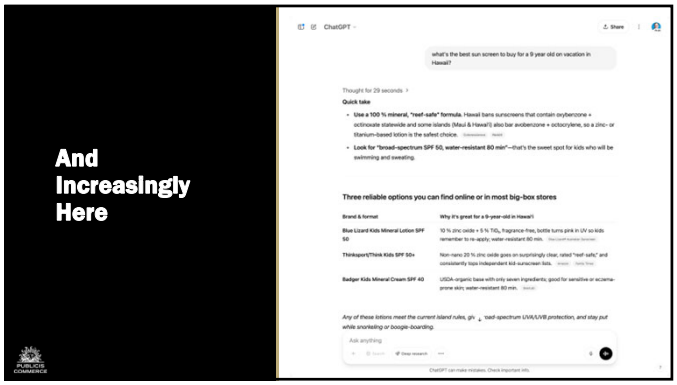
47

This Used to Be Discovery
Sun Care

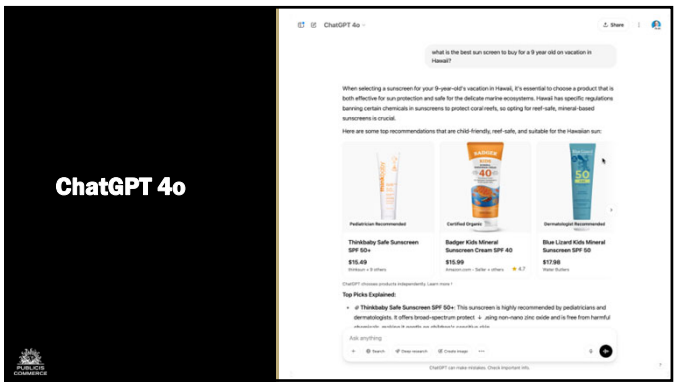
48


SKIN FLOODING? The Ultimate Hydration Hack
TikTok
@dermdoctor
Now This Is Where
Discovery Happens

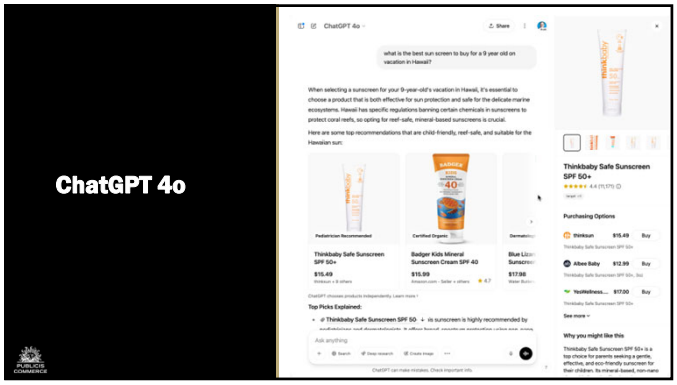
49


And Increasingly Here
ChatGPT
Share
what's the best sun screen to buy for a 9 year old on vacation in Hawaii?
Thought for 29 seconds
Quick take
Use a 100 % mineral, "reef-safe" formula. Hawaii bans sunscreens that contain oxybenzone + octinoxate statewide and some islands (Maui & Hawai'i) also bar avobenzone + octocrylene, so a zinc- or titanium-based lotion is the safest choice.
Look for "broad-spectrum SPF 50, water-resistant 80 min"—that's the sweet spot for kids who will be swimming and sweating.
Three reliable options you can find online or in most big-box stores
Brand & format
Why it's great for a 9-year-old in Hawai'i
Blue Lizard Kids Mineral Lotion SPF 50
Thinksport/Think Kids SPF 50+
Badger Kids Mineral Cream SPF 40
Ask anything
ChatGPT can make mistakes. Check important info.

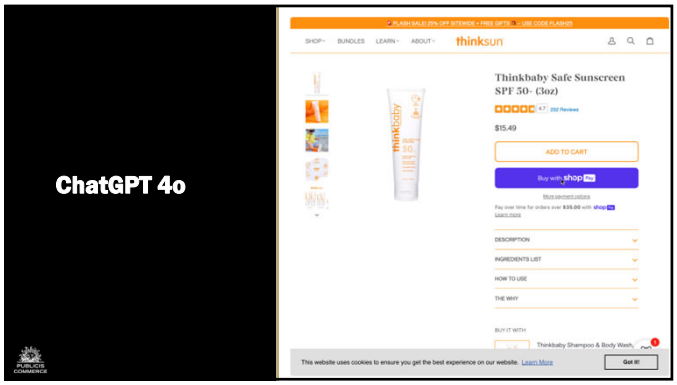
50


ChatGPT 4o
ChatGPT 4o
Share
what is the best sun screen to buy for a 9 year old on vacation in Hawaii?
When selecting a sunscreen for your 9-year-old's vacation in Hawaii, it's essential to choose a product that is both effective for sun protection and safe for the delicate marine ecosystems. Hawaii has specific regulations banning certain chemicals in sunscreens to protect coral reefs, so opting for reef-safe, mineral-based sunscreens is crucial.
Here are some top recommendations that are child-friendly, reef-safe, and suitable for the Hawaiian sun:
Thinkbaby Safe Sunscreen SPF 50+
$15.49
Badger Kids Mineral Sunscreen Cream SPF 40
$15.99
Blue Lizard Kids Mineral Sunscreen SPF 50
$17.98
Top Picks Explained:
Thinkbaby Safe Sunscreen SPF 50+: This sunscreen is highly recommended by pediatricians and dermatologists. It offers broad-spectrum protect + ...ding non-nano zinc oxide and is free from harmful
Ask anything
ChatGPT can make mistakes. Check important info.

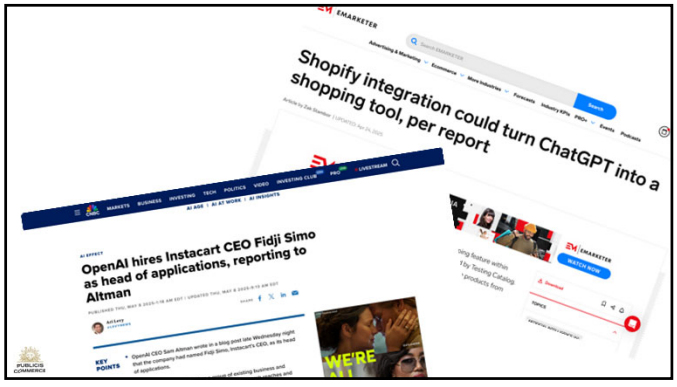
51


ChatGPT 4o
what is the best sun screen to buy for a 9 year old on vacation in Hawaii?
Thinkbaby Safe Sunscreen SPF 50+
Purchasing Options

52


ChatGPT 4o
thinksun
Thinkbaby Safe Sunscreen SPF 50+ (3oz)
$15.49
ADD TO CART

53


Shopify integration could turn ChatGPT into a shopping tool, per report
OpenAI hires Instacart CEO Fidji Simo as head of applications, reporting to Altman

54

Or
Perplexity

55

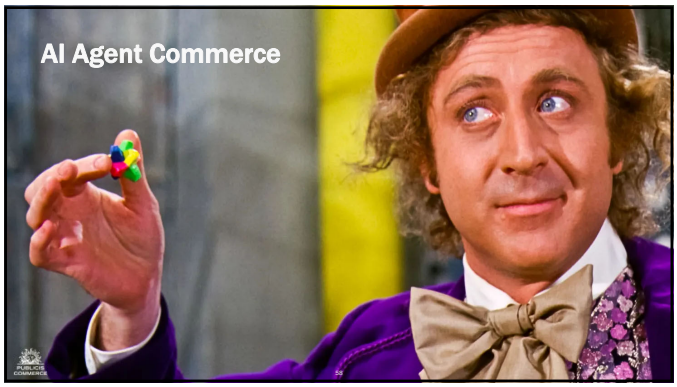
Or
Perplexity

Michelle Cutter
to me
Jun 9, 2025, 8:25 PM (8 days ago)

Hey Jason,
I wanted to get back to you on this.
No, we're not an official partner, but I did find the right person there to start the conversation to hopefully mitigate some of these issues. It's interesting that they only use certain feed providers - they are just moving fast and breaking things along the way.
It's a bit concerning how fast this is moving without the proper controls in place....they could really impact brand equity.
Would love to hear what you're seeing too!
Really appreciate you giving us visibility to it.
Michelle

56

57



58

Auto-Replenishment

59

Auto-Replenishment

60

Auto-Replenishment

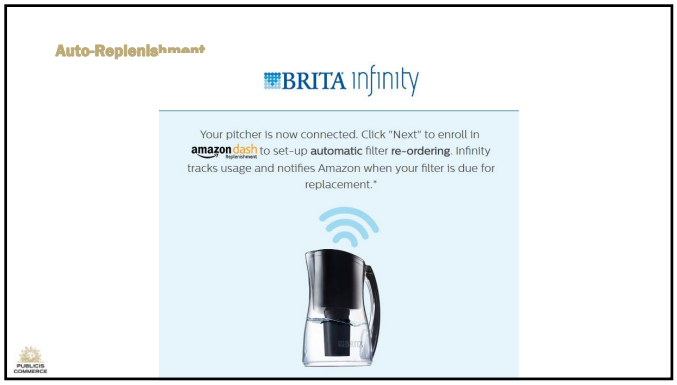
61

Auto-Replenishment

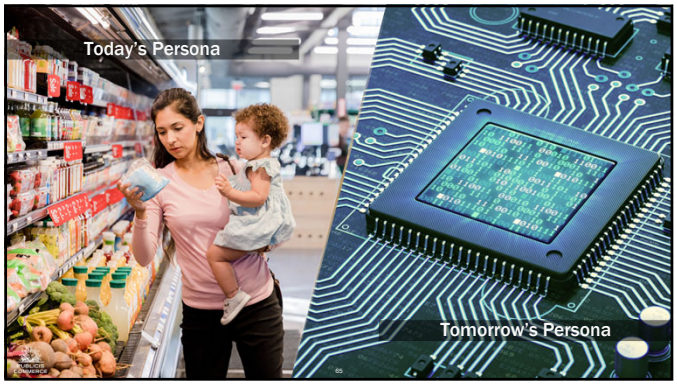
62

Auto-Replenishment

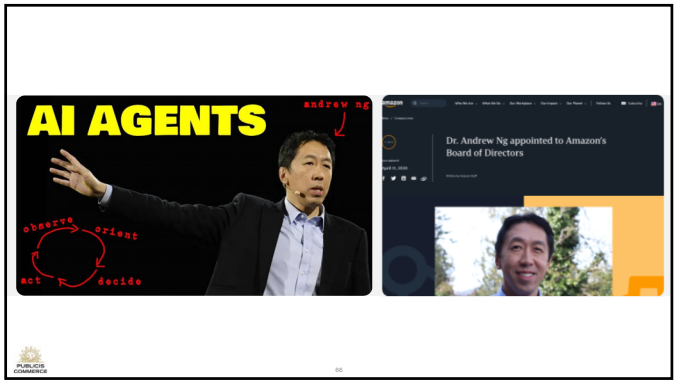
63


Auto-Replenishment
BRITA infinity
Your pitcher is now connected. Click "Next" to enroll in amazon dash to set-up automatic filter re-ordering. Infinity tracks usage and notifies Amazon when your filter is due for replacement.*

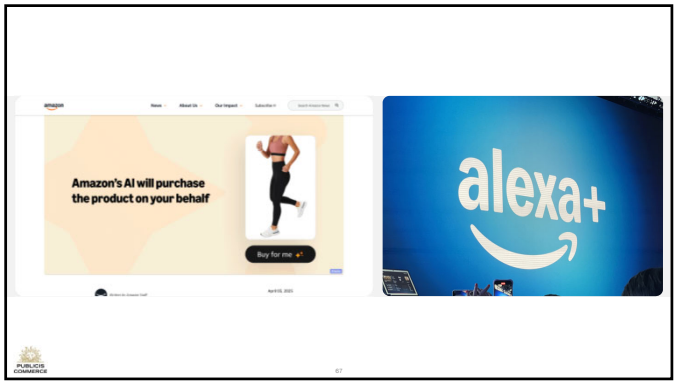
64


Today's Persona
Tomorrow's Persona

65


AI AGENTS
andrew ng
observe
orient
act
decide
Dr. Andrew Ng appointed to Amazon's Board of Directors

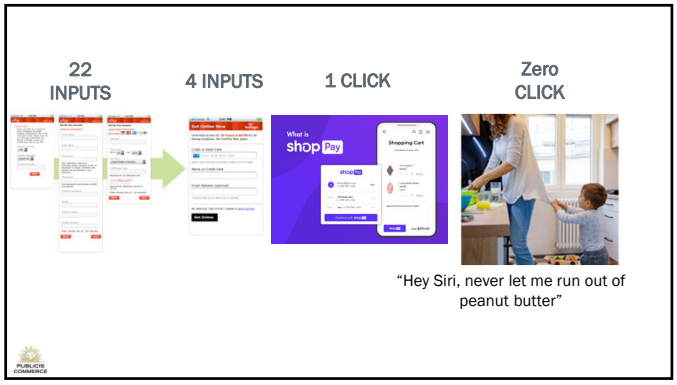
66


Amazon's AI will purchase the product on your behalf
Buy for me
alexa+

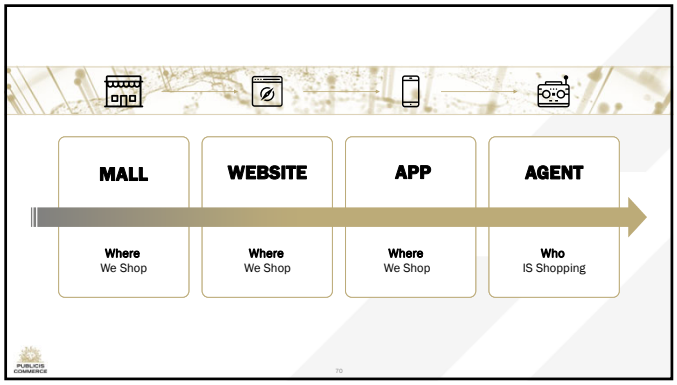
67

"Hey Siri, Leila and are getting married. I want Matt, Steve, and Jeff in my wedding party, plan my wedding."
Agentic Ai

68


22 INPUTS
4 INPUTS
1 CLICK
Zero CLICK
What is shop Pay
"Hey Siri, never let me run out of peanut butter"

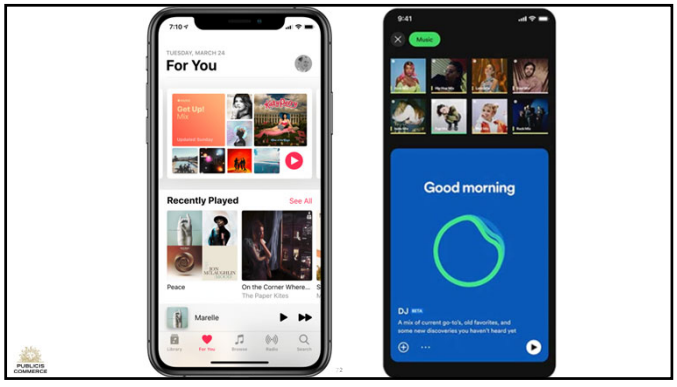
69


MALL
WEBSITE
APP
AGENT
Where
We Shop
Where
We Shop
Where
We Shop
Who
IS Shopping

70

TOWER RECORDS
Billboard
Thin Lizzy
Renegade
COLUMBIA HOUSE
Rush me these
8 CDs
SONY

71


For You
Recently Played
See All
Peace
On the Corner Where...
The Paper Kites
Marelle
Good morning
DJ

72

We'll have to use AI as well

73

PRESS RELEASE

Target to Roll Out Transformative GenAI Technology to its Store Team Members Chainwide

CUSTOMER STRATEGIST JOURNAL

Wearable AI tech gives Tractor Supply employees instant answers

With new tool, employees gain "an expert in their ear" to help customers faster

What's Working in Retail AI

- Coding / Development
- Associate co-pilots (Target's Store Companion) reduce onboarding and escalation load.
- Product enrichment boosts discovery.
- Fit guidance reduces returns (Bold Metrics, Google virtual try-on).
- Conversational search improving conversion (Amazon Rufus, Walmart).

74

Key AI Challenges

- Messy product & customer data: taxonomies, attributes, identity resolution are prerequisites.
- Governance: grounding AI in approved content to avoid hallucinations.
- Measuring ROI via business metrics (returns, conversion, deflection) with control groups.
- Change management: adoption is 80% of success.

75

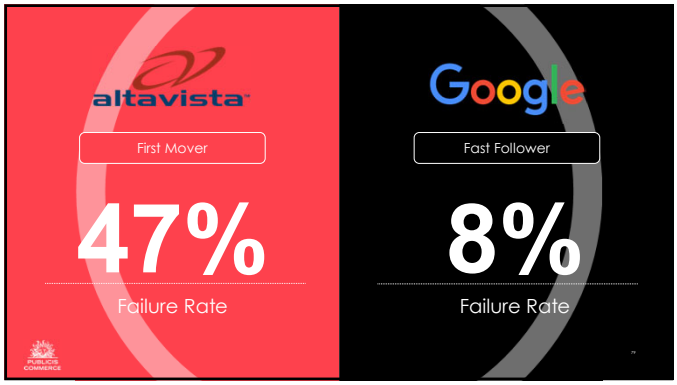
Recap
01 Disruption Is Coming
02 AI will change our Customers
03 AI will change us

76

NATIONAL GEOGRAPHIC

77

78


altavista
First Mover
47%
Failure Rate
Google
Fast Follower
8%
Failure Rate

79

PUBLICIS COMMERCE
Happy Commercing!

80