



Exceeding Customer Expectations Across Every Channel

eTail Connect February 2015 Profiling Report



This report was created based on data gathered before eTail Connect February 2015 and informed by extensive research with industry experts by our event producer.

ABOUT OUR FEBRUARY ATTENDEES

- 80 retailer guests by invitation
- Average annual corporate turnover of £4.8 bn
- Over £5 bn online revenue represented by retailers at the event
- 5 out of the UK's top 10 retailers on the speaker faculty



JOB TITLES



OUR SPONSORS, FEBRUARY 2015



TOP PRIORITY PROJECTS



Omnichannel

“Customers don’t see any difference between channels, they only see your brand and their experience engaging with it”



Mobile

Understanding the customer journey: when, where and why people use mobile. Adapting content for mobile and optimising checkout to enhance conversion rates.



Fulfilment

Customer expectations are changing when it comes to delivery, and having just a single delivery option for your customers is a reason for them to purchase elsewhere. Offering a range of options to meet individual customers’ expectations, without damaging margins is a critical challenge for retailers.



(Big) Data Analytics

“Not having insight into customer can hold retailers back. If you can’t control your data, you can’t move fast enough”.



Personalisation

Segmentation/personalisation is the magic Big Data Solution which allows for a personalised user experience and gets retailers focused on the key issues impacting a customer’s buying decision.

INTERESTING MARKETS

Percentage of attendees interested in various markets



ADDRESSING THESE TOPICS AT ETAIL CONNECT

eTail Connect is neither a conference nor an exhibition; it is an invitation-only event, designed exclusively for leaders in eCommerce and Multichannel Retail. This September's agenda will cover all the key areas defining the industry in this year. Here's a special preview of our agenda highlighting how these topics will be covered at the event.

THINK TANKS

Informal discussions moderated by a industry innovator. You choose the roundtable based on your interests

- Personalisation
- Converting Mobile Traffic
- Discoverability
- Mobile In-Store
- Fulfilment
- Digital Customer Engagement
- Web to Store
- Order Management

SHOWCASES

Grouped around a common theme, our Showcases are an opportunity for retailers to share their successes and lessons learnt from recent initiatives. The topics are carefully selected for their ability to inspire controversy and generate passionate opinions from the participating speakers. Each speaker presents a case of innovation they've been driving in their own business.

ONE-TO-ONE MEETINGS

An integral part of your agenda is the one-to-one, consultative business meetings with leading solution providers. You choose who you want to meet based on the solutions your business needs. This unique aspect of eTail Connect serves to simplify and save you time for sourcing new technology solutions.

WHY ATTEND ETAIL CONNECT



A Personalised Agenda At eTail Connect you are in the driver's seat. The ability to tailor your program ensures that every moment on-site reflects your needs and interests

Invitation only attendance Access to eTail Connect is not available to all. Delegates are handpicked based on their ability to contribute at a strategic level, creating the ideal environment for idea generation

Interactive learning The interactive nature of eTail Connect creates animated discussion and debate, bringing you closer to reaching your organisational goals, and answering your specific challenges.



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