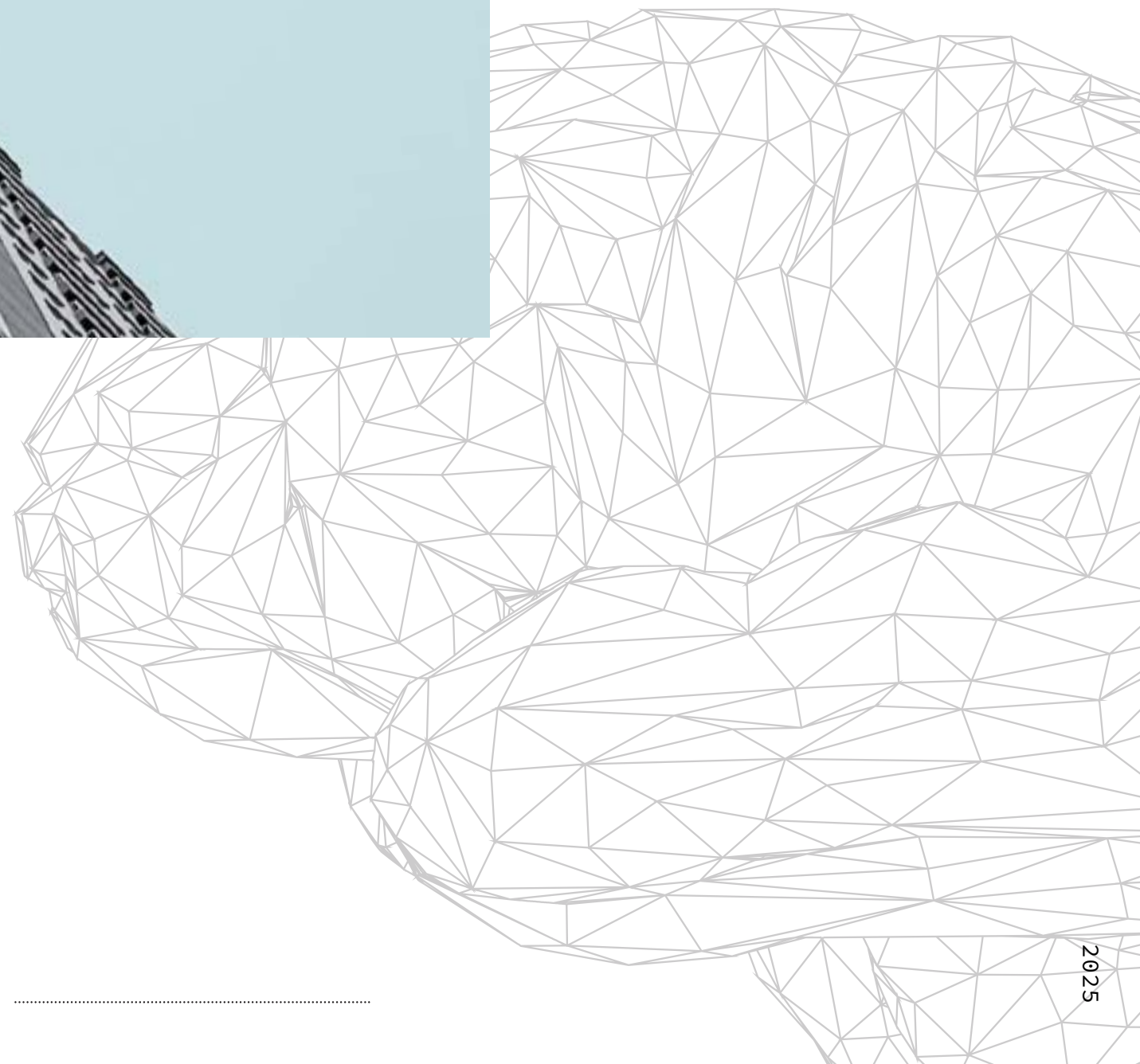




THE DIGITAL SHELF *Report*

A cross-retailer guide for evaluating
the landscape of digital capabilities

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64% of Shoppers
are influenced by digital activity

INTRO — DUCATION

Key Focus Areas

Mars United Commerce has established key criteria for evaluation grouped into 5 focus areas. The specific criteria represent tangible capabilities and tools relevant to self-service and retailer-provided digital shelf touchpoints that enable shoppers to discover, research, and/or purchase products within a retailer's ecommerce marketplace. Capabilities are explained in greater detail in the Glossary at the end of this report.

The digital shelf keeps shrinking. The impact of your PDP is expanding.

Despite all the talk about the “endless aisle” in ecommerce, product visibility on the digital shelf has always been narrower than it seems. Although the internet as a whole offers a near-endless array of options, shoppers are focused overwhelmingly on top search results. Relying heavily on the search engine to deliver relevant offerings — or else moving on — shoppers click one of the top three product listings 64% of the time (according to Amazon).

That's why nearly two-thirds of U.S. retail media spending is devoted to search advertising (per eMarketer), and why the maintenance of product detail pages on ecommerce websites is so critical to success. According to the ecommerce data experts at Profitero+ (a Mars United affiliate), 54% of shoppers say that product content influences their purchase decisions, and 59% say it has a strong impact on their overall brand perception. The PDP is also a foundational source of the content search engine algorithms use to form their results.

And now generative AI-driven search agents are poised to shrink the digital shelf even more, scouring product content from a variety of sources to narrow their results down to a single product recommendation (see page 11).

None of this is making PDP content obsolete. In fact, it's more vital than ever now that content needs to convert both shoppers viewing the page and others who aren't even visiting the retailer's website — but are letting a commerce-enabled agentic search engine do the work for them.

Winning the digital shelf, therefore, remains the bedrock for brand success, as both the final checkpoint on the ecommerce path to purchase and an increasingly critical step in the brick-and-mortar purchase journey.

(Profitero+ finds that 64% of shoppers are influenced by digital activity, regardless of where their purchase is ultimately made.)

From basic information about benefits and ingredients, to lifestyle images depicting usage occasions, to product comparison charts, brand content on the digital shelf gives shoppers and search bots alike the information they need to make intelligent and confident purchase decisions. Uninspiring content and outdated or missing product information, conversely, can turn away shoppers and keep the bots from ever recommending your brand.

Maintaining an optimal digital shelf, however, has proven challenging for many brands because of the complexity involved in creating — and then maintaining — the vast amount of content that's needed. Making the effort especially difficult is the fact that each retailer has its own set of guidelines and requirements for the type and amount of content that brands can present on their PDPs. And those guidelines change constantly. Each retailer's requirements, as well as the content-mining algorithms that drive search results within their ecosystems, evolve continuously, requiring brands to conduct ongoing audits and updates of their pages.

The goal of this Digital Shelf Report is to help brands and retailers succeed in ecommerce by keeping them up to date on the opportunities available at leading ecommerce websites. In this edition, we've expanded that mission by adding more coverage of key industry trends, insights into effective strategies, and recommendations for bringing the digital shelf to life.

Welcome to the new and improved Digital Shelf Report from Mars United Commerce.

01

Basic Content

Basic Content capabilities represent the descriptive information and imagery that define and spotlight a consumer product. Standard components of a product detail page (PDP) such as product title, carousel images, below-the-fold content, user-generated content, and brand stores are all classified as Basic Content.

02

Advanced Content

Advanced Content represents enhanced capabilities that move beyond simple product descriptions to enable shopper engagement. This content is used to keep shoppers on the PDP longer, teach them more about the product, and inspire emotional connections with the brand. Content types include interactive and 360-degree images, along with closed-caption video.

03

Sales Tools

Sales Tools are levers that amplify the discoverability, shoppability, and convertibility of products sold on the digital shelf. Tools like product badges, shoppable collections, and auto-replenishment are used to more easily engage, convert, and retain shoppers.

04

Artificial Intelligence & Extended Reality

These are shopper-facing tools that use advanced artificial intelligence and augmented/virtual reality technology to simplify and/or enhance the shopping experience in a variety of engaging ways.

05

Supplier/Vendor Services

These services are intended to provide suppliers/vendors (aka brands) with enhanced support to enable and maintain a competitive edge within the retailer's ecosystem. Services such as A/B testing, direct connection syndication, and content scorecards fall into this group.

MARKETPLACE UPDATE

How Retailers Are Adopting AI



Artificial intelligence is rapidly transforming the way consumers search for and buy products. While Google and other traditional search engines will remain dominant in the short term, a significant shift in product discovery is already underway.

AI-powered third-party platforms such as ChatGPT and Perplexity, along with emerging tools at leading ecommerce retailers led by Amazon and Walmart, are introducing conversational and even autonomous ways for shoppers to discover and purchase products that represent the future not only of search but of discovery as a whole — and perhaps even shopping. It won't be long before most (or all) ecommerce players have an agentic AI search tool of their own.

This growing influence on search behavior isn't the only way that agentic AI is impacting the digital shelf, of course. Retailers are implementing a variety of AI-enabled tools within their ecommerce and retail media platforms that make it easier, faster, clearer, and more effective for their brand partners to produce and manage content, activate marketing programs, and evaluate performance — with the intended goal always being identifiable sales growth. Here is a rundown of activity among the retailers covered in this report.

Shopper Engagement Initiatives

As is often the case in ecommerce, **AMAZON** led the way in 2024 by introducing the “Rufus” generative AI search tool and is now in the early stages of building an ad program that includes unique formats for conversational interfaces. Rufus uses only Amazon data to generate its recommendations — and Amazon thus far isn't allowing third-party AI search engines to access its ecosystem (see page 18).

WALMART has also been a first mover, rolling out a proprietary gen AI tool almost concurrently with Rufus. Still only available on the Walmart app, the tool has been christened “Sparky” and has added “super agent” capabilities to reorder past purchases, build occasion-based carts of relevant products, and even suggest recipes after examining the shopper's refrigerator. And in October, Walmart became the first major retailer to publicly announce plans to integrate with ChatGPT's Instant Checkout commerce functionality. (Target, Instacart, and DoorDash announced plans to build ChatGPT apps soon after.)

ALBERTSONS COMPANIES has deployed Google Cloud's Conversational Commerce agent to enhance the “Ask AI” tool the retailer launched last summer. Accessible via the search bar on the retailer's banner-specific apps, the agent determines shopper intent and preferences to engage in real-time conversations and deliver relevant results and recommendations (see page 16).

SHIPT has partnered with Perplexity's Comet browser to help its customers with cart-building by answering prompts through a scan of available inventory across the on-demand delivery service's 100+ retailer partners. (See page 28 for more initiatives.)

Launched in beta in November, **TARGET's** app is letting ChatGPT users tag the retailer specifically to ask questions, get recommendations, browse products, build multi-item baskets, check out, and select a fulfillment option. The app extends a partnership with OpenAI that also powers the Shopping Assistant and Gift Finder tools in Target's own ecosystem, as well as employee- and vendor-facing solutions (see page 30).

INSTACART released its ChatGPT app in early December, professing to be the first grocery partner to offer an embedded, end-to-end shopping experience and instant checkout within a ChatGPT conversation. The app already lets shoppers order multiple items, something ChatGPT's own Instant Checkout can't yet do (see page 28).

Back-Office Enhancements

Nearly every retailer evaluated in the Digital Shelf Report has already adopted AI solutions to improve the development, presentation, and effectiveness of brand content on PDPs and elsewhere in their ecosystems.

AMAZON is leading the way here, too, introducing a steady stream of AI-fueled upgrades that enhance and often automate content development chores: a recent agentic AI addition to its Creative Studio lets brands develop video and display ads through conversational prompts.

In other examples:

AHOLD DELHAIZE is working on a plan to embed agentic AI into Edge, its new in-house retail media platform, to help brands automate media planning, campaign activation, and measurement.

KROGER is using generative AI tools from several vendors to analyze behavior data and dynamically customize search results, display ads, and email promotions for specific customer segments.

DOORDASH is assessing brand content to detect SKUs with low-quality scores, correct information, and categorize products appropriately. The process optimizes experiences like “buy it again,” cross-merchant fulfillment, and search (see page 20).

GOPUFF's in-house retail media platform employs machine learning to analyze 1,000+ real-time variables and 10 years of historical customer data to fuel objective-based buying, audience targeting recommendations, and bid optimization, among other tasks.

UBER has embedded AI technology into its platform that helps restaurant partners generate menu descriptions, enhance product images, and summarize customer reviews at scale.

MARKETPLACE UPDATE

How Marketers Are Adopting AI

The potential benefits of artificial intelligence for the strategic planning and tactical activation of commerce marketers are practically limitless. AI is transforming search, shopper engagement, and digital shelf strategies in numerous ways by enabling conversational, personalized, and now agentic shopping experiences.

Lest we not forget, AI also is improving, accelerating, and automating countless back-office functions such as content creation, personalization, distribution, and analysis — enhancing both internal activity and work with retailer partners. Here are just three broad ways that are already having a significant impact:

1. New data and capabilities:

Increasingly tools are integrating AI-powered technologies to help drive workflow efficiencies and automation while also changing the game for how data and insights can be gathered, aggregated, and analyzed.

There are numerous opportunities to integrate new capabilities that enable efficiencies and scale workflows. Data can be analyzed more deeply and accurately to improve planning and drive stronger results. Solution providers including Profitero+ have tools that leverage AI to better assess and manage content.

2. Reshaped content framework:

The way content is planned, executed, and tracked is being redefined. The importance of accurate and consistent content will intensify. More content will be required as well, with a greater emphasis placed on personalized, connected, and compelling outputs tailored to specific commerce environments and targeted to specific shoppers. AI can help with all these things.

Brand content now not only needs to meet industry standards — as complete, compliant, and competitive — but must also address three other competencies:

Compelling: Optimized to best convert shoppers.

Connected: Aligned with full-funnel marketing activity.

Customized: Personalized for each audience, retailer, and AI agent.

3. Game-changing agentic search:

Shoppers will increasingly rely on generative AI agents to help them discover, evaluate, and purchase products. These agents use every element of product content to deliver personalized recommendations. Traditional keyword-based search is being disrupted by AI-powered conversational engines that understand context, intent, and user history. That makes “GEO” (“generative engine optimization”) as important as SEO.

Here are some easy ways for brands to get started:

- Ensure that your content is AI-readable, containing FAQs, expert reviews, and rich text descriptions.
- Participate in AI ecosystems: build a ChatGPT plugin or submit product feeds directly.
- Emphasize third-party content from AI-trusted sources such as expert websites and social media influencers.
- Embed your PDPs with the structured data and clean metadata that are catnip for search algorithms.
- Monitor how AI platforms like ChatGPT and Perplexity describe your brand. (There are tools that can help.)

The emergence of third-party search agents makes it critical for brands to also diligently maintain complete and accurate content on their own websites, which in many cases are now part of the source material being used for recommendations. Brands with direct-to-consumer capabilities (or aspirations) even have the opportunity to integrate their own ecommerce-enabled websites with Instant Checkout. Either way, the need for brands to maintain accurate, updated, and compelling content on their websites is now paramount to success.

Best Practices in Data Analytics: KPIs to Watch

Sales growth is, of course, the ultimate measurement of effective digital shelf activation. But here are some additional methods of evaluation we use with clients to determine how well their content development and shopper engagement efforts are working.

Content Quality Score:

Most leading retailers provide brand partners with a scorecard that measures how well their PDPs meet content best practices (for titles, descriptions, images, attributes, etc.). High-quality content will improve search visibility and conversion rates by enhancing the shopper experience. Aiming for a content quality score of 95 or higher ensures that PDPs are complete, accurate, optimized for search, and containing the detailed information necessary for shoppers to make informed decisions.

Attribute Completeness:

Providing content for all required and recommended product attributes improves the content quality score, increases relevance within that retailer's ecosystem, and now also provides AI assistants with the accurate information needed to inform their responses.

Buy Box Win Percentage:

Tracking the winner of the Buy Box for your brand's SKUs provides visibility into pricing competitiveness, inventory health, and the impact of third-party sellers. It also helps protect brand equity by identifying any 3P sellers who might be corrupting your content.

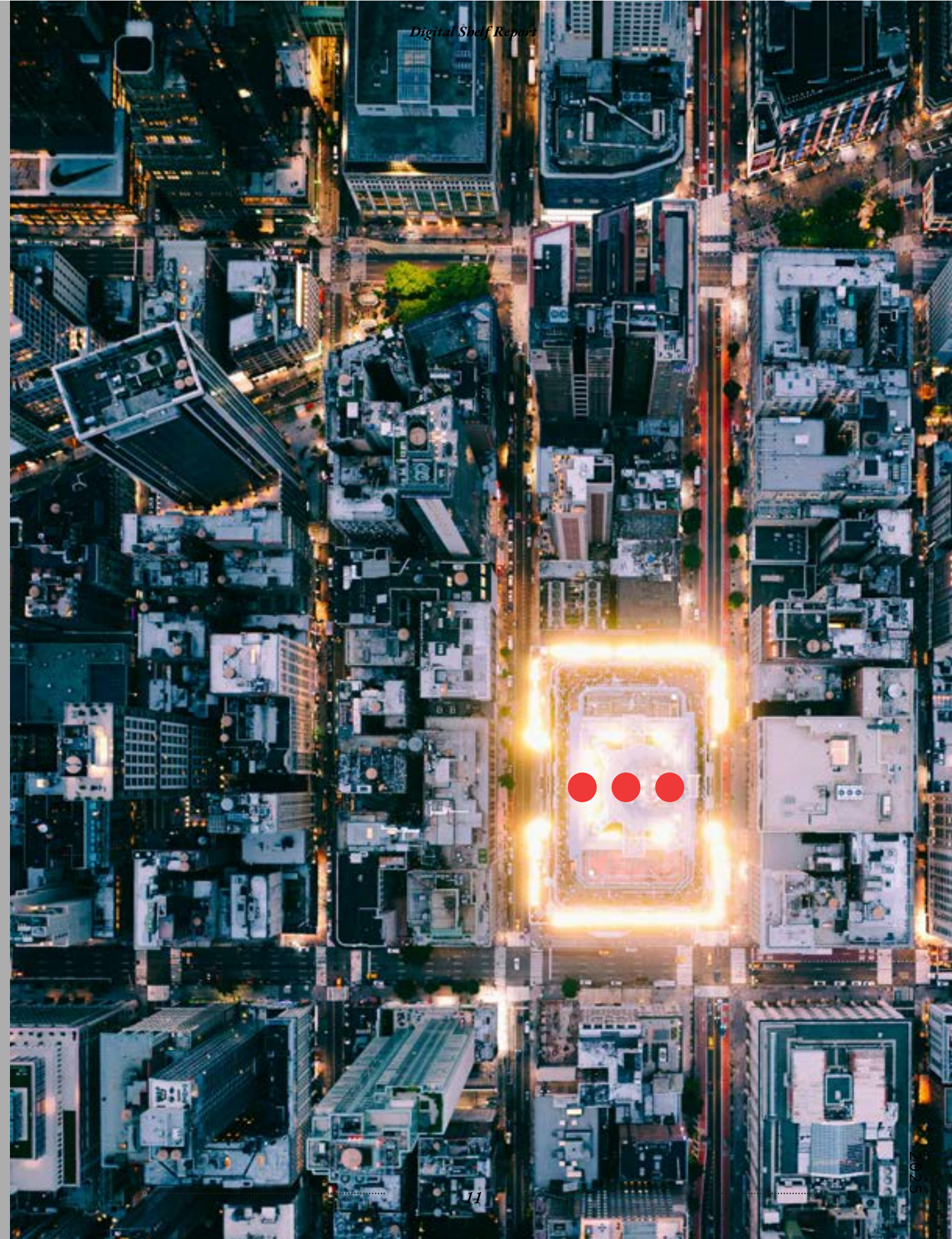
Ratings & Reviews:

Measure the volume, recency, and sentiment of your customer feedback. Ratings & reviews directly influence shopper trust and, therefore, conversion rates and organic ranking. Closely monitoring them helps uncover product issues, reputation risks, and opportunities for engagement and improvement.

Keyword Optimization:

Evaluating how effectively your product listings are aligned with high-value and trending search terms helps ensure that your brand remains visible in results, connects with the right audiences, and stays competitive as trends evolve.

Brands looking for efficient and effective ways to monitor these and other critical digital shelf metrics should consider ecommerce partners such as Profitero+ (an affiliate of Mars United), which offers automated tracking and analytics through end-to-end solutions that connect technology with managed services.



Using the Assessment Tool



Retailer **fully supports** this capability.



Retailer **does not support** this capability.



Provides **limited support** for this capability.



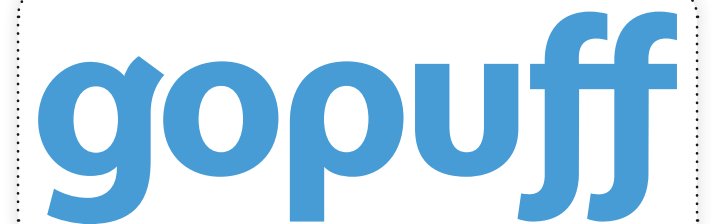
This capability is managed **service only**.



Capability being **tested** for future rollout.

Retailers are assigned the appropriate symbol to indicate the level of support they're providing for each capability, service, or feature covered in this report. The key above defines the five support levels covered in our assessment. Also look for the "NEW" tag, which indicates a change in support level since the last edition of the Digital Shelf Report.

Cross-Retailer Assessments





Custom Mobile Hero Image



5+ Secondary Carousel Images



Videos in Image Carousel



Above-the-Fold (ATF) Copy



Back-End Keywords



Below-the-Fold (BTF) Copy



Basic Product Comparison Chart



Basic Brand Store



User-Generated Content (UGC)



Basic Content



Premium BTF Content



Enhanced Brand Store



Interactive Images



360-Degree Images



Video w/ Closed Captioning



Advanced Content



Auto-Replenishment Options



Best Seller Badges



Brand Registry Enrollment



Digital Sampling



Hyperlinked Byline to PDP Content



Live Shopping



Membership Program



Parity Across Shopper Devices



Product Badges



Product Selector



Shop by Fulfillment Type



Shoppable Collections



Social Sharing



Sales Tools



AI: Sponsored Prompts



AI: Sponsored Search Results



AI: Ratings & Reviews Summary



AI: Search Results



AI: Shopping Assistant



Data on AI Usage



Shopper Support Chatbot



AR: Virtual Try-On



AR: Virtual Tryout



VR: Shopping Environment



AI & Extended Reality Tools



A/D Testing of PDP Content



Content Development Services



Content Optimization Services



Content Scorecard Recommendations



Content Syndication via API



GenAI Image/Video Creator Tool



Retailer-Owned Content Scorecard



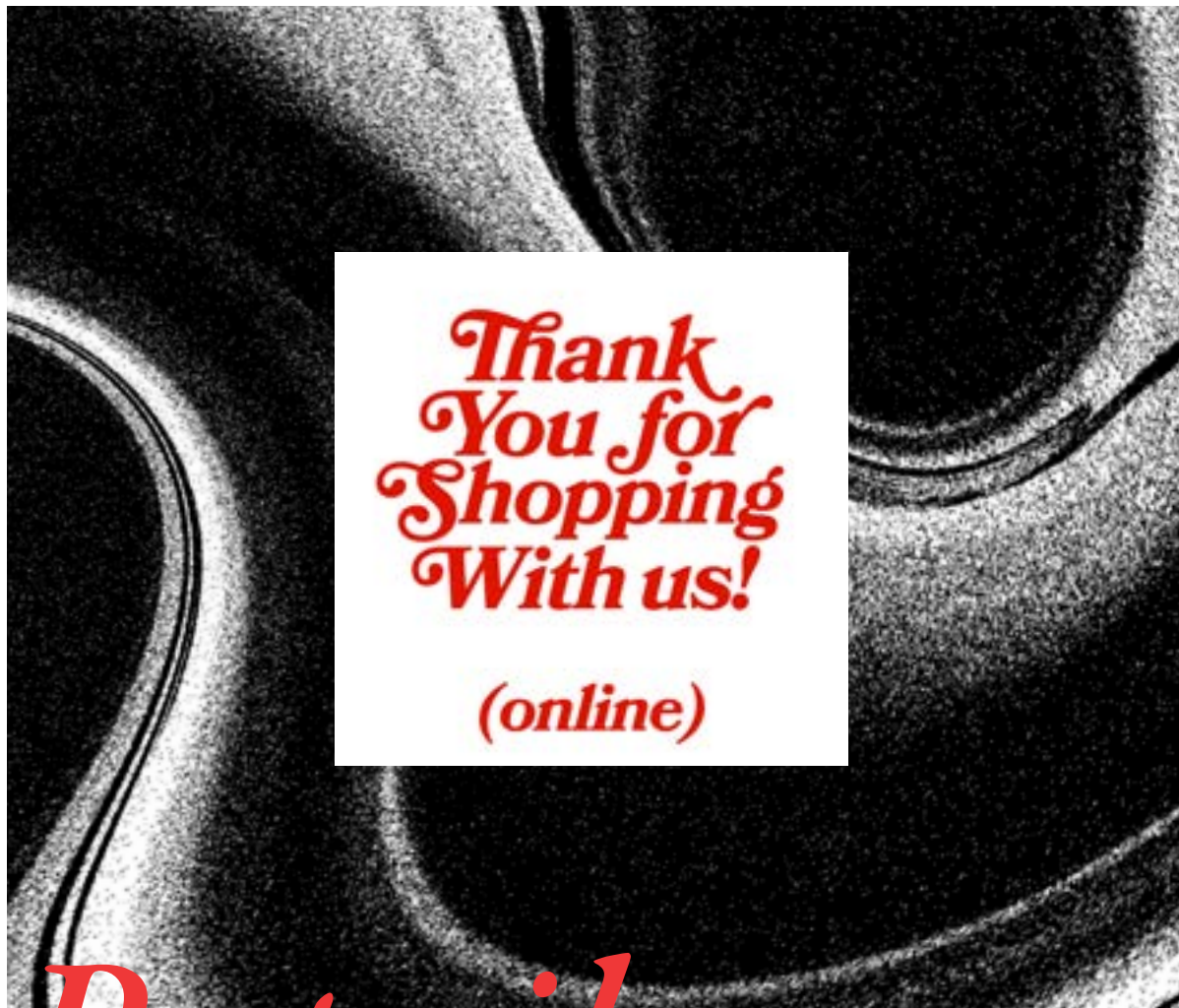
Retailer-Owned Performance Reporting



Supplier & Vendor Services



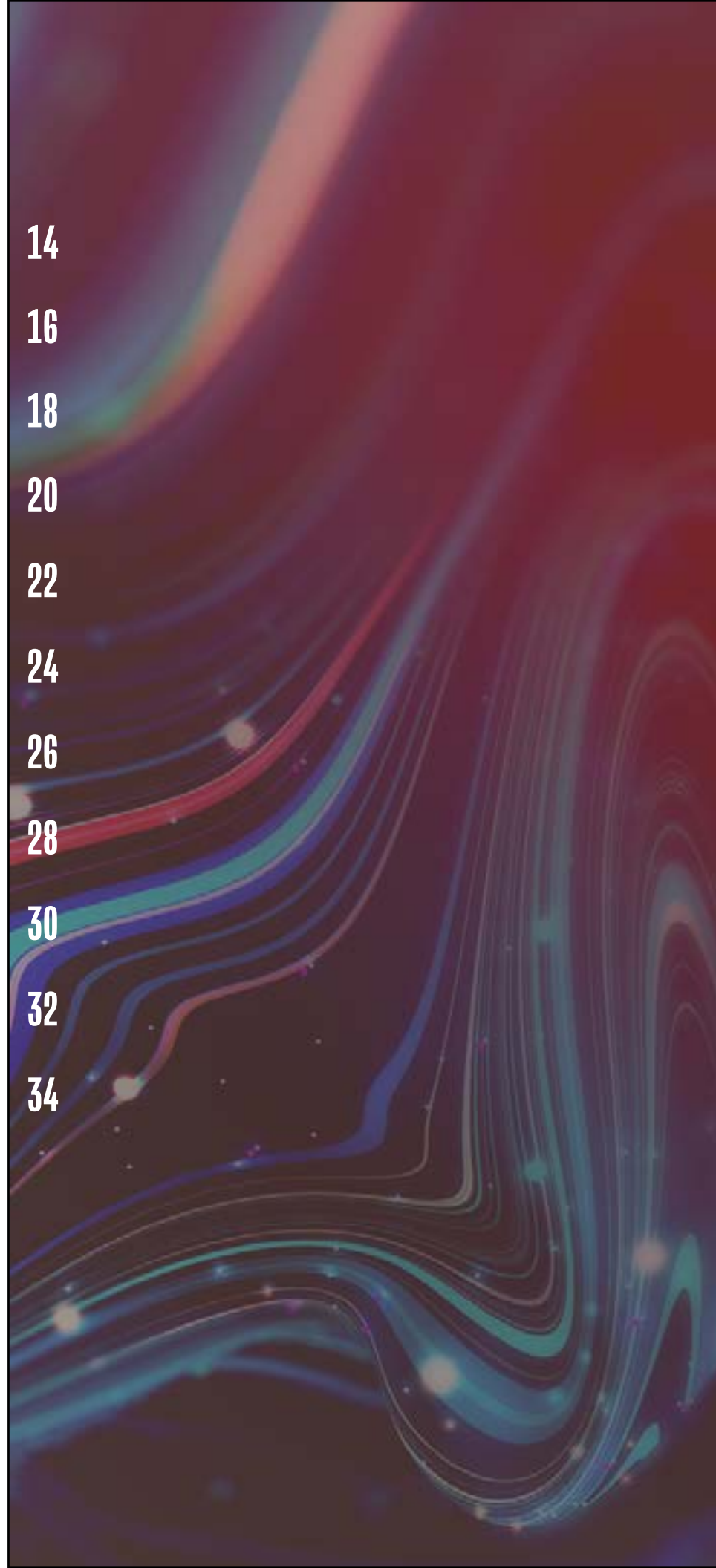
FW/25



Retailer SNAPSHOTS

Evaluated Retailers

Ahold Delhaize	14
Albertsons	16
Amazon	18
DoorDash	20
Gopuff	22
Instacart	24
Kroger	26
Shipt	28
Target	30
Uber	32
Walmart	34



01



RETAILER/MARKETPLACE

Stopandshop.com | Giantfoodstores.com
 Giantfood.com | Hannaford.com | Foodlion.com
 Martins.com

RECENT DEVELOPMENTS

Ahold Delhaize USA completed the chainwide integration of Food Lion and Hannaford into PRISM, the back-end ecommerce platform that connects shopper data across chains and modalities to align ecommerce activity. Having data contained within a single platform gives shoppers a more cohesive, personalized journey and advertisers on the AD Retail Media network a clearer view across the company to leverage more inventory and better ad placements to deliver stronger performance.

Among technology updates, AD USA has utilized machine learning algorithms to enhance the shopping experience through improved category experiences, search results, and product recommendations. These capabilities have created a more relevant and personalized experience for shoppers, which can increase traffic to product detail pages and drive stronger conversion.

Elsewhere, ADUSA expanded its Instacart partnership by implementing FoodStorm at the Food Lion, The Giant Co., Giant Food, and Martin’s banners. The FoodStorm system expands made-to-order capabilities in perimeter departments including bakery, deli, and floral.

ON THE HORIZON

In January 2026, AD Retail Media will launch a proprietary in-house advertising platform dubbed “Edge.” Powering on-site display, sponsored search and in-store digital screens, Edge is custom-built for the grocery sector. The platform creates new opportunities for consumer-packaged goods (CPG) partners to reach the more than 26 million customers who interact with Ahold Delhaize USA brands each week with a transparent, intuitive, and measurable way to unlock faster speed-to-market and optimize ad performance across physical and digital channels. With direct influence over the platform and roadmap, Ahold Delhaize USA will continue to evolve the platform over time to further enhance the customer and partner experience.



EST. 2016

PARTNERS: Bazaarvoice | Syndigo

AUDIENCE: 72 million shoppers per week



MARKETING TOOLS

- 360-degree Images
- 5+ Secondary Carousel Images
- Above-the-Fold (ATF) Copy
- Backend Keywords
- Basic Brand Store
- Enhanced Brand Store
- Basic Below-the-Fold (BTF) Content
- Premium Below-the-Fold (BTF) Content
- Below-the-Fold (BTF) Content Comparison Chart
- Custom Mobile Hero Images

- Interactive Images
- User-generated Content (UGC)
- Video with Closed Captioning
- Video in Image Carousels

SALES TOOLS

- Auto-Replenishment Options
- Best Seller Badges
- Brand Registry Enrollment
- Digital Sampling
- Hyperlinked Byline Product Detail Page (PDP) Content
- Live Shopping

- Membership Program
- Parity Across Shopper Devices
- Product Badges
- Product Selector
- Shop by Fulfillment Type
- Shoppable Collections
- Social Sharing



AI & EXTENDED REALITY

- AI: Sponsored Prompts
- AI: Sponsored Search Results
- AI: Ratings & Reviews Summary

- AI: Search Results
- AI: Shopping Assistant
- Data on AI Usage
- Shopper Support Chatbot

- AR: Virtual Try-On
- AR: Virtual Tryout
- VR Shopping Environment

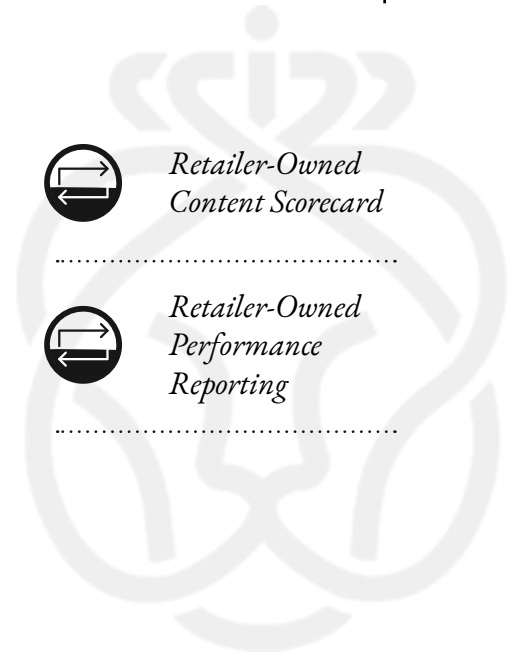


SUPPLIER & VENDOR SERVICES

- A/B Testing of PDP Content
- Content Development Services
- Content Optimization Services

- Content Scorecard Recommendations
- Content Syndication via API
- GenAI Image/Video Creator Tool

- Retailer-Owned Content Scorecard
- Retailer-Owned Performance Reporting





RETAILER/MARKETPLACE

Albertsons.com and all other banner-specific ecommerce websites operated by Albertsons Companies.



EST. 1939

PARTNERS: Neptune Retail Solutions, PowerReviews, Salsify, Syndico, Vestcom

AUDIENCE: 37 million shoppers per week

RECENT DEVELOPMENTS

Albertsons became the first retailer to adopt Google Cloud’s Conversational Commerce agent, an AI solution that engages searchers conversationally to offer product recommendations, answer questions, and streamline transactions. The Conversational Commerce agent analyzes information provided by Albertsons and brands to compile answers to shopper queries.

By leveraging Google Cloud’s AI, machine learning, and data analytics capabilities, Albertsons hopes to:

- Personalize the shopping experience through tailored product recommendations, optimized search results, and targeted promotions based on the shopper’s purchase history and preferences.
- Improve operational efficiency by employing data-driven insights to optimize inventory management, supply chain logistics, and store operations.
- Enhance the digital experience by improving online grocery ordering, delivery services, and mobile app functionality.

The best way for brands to ensure the accuracy of the Conversational Commerce agent’s responses is to review, update, and complete Albertsons’ required and recommended attribute guidelines. Brands should start the process with top-selling items to stay ahead of the competition and protect share of voice.

ON THE HORIZON

Installation of an in-store screen network in partnership with digital signage specialist Stratacache should continue, assuming that the pilot undertaken in two regions this summer proves effective. The test involved large-format digital screens in high-traffic locations such as entrances and the produce department that will better align the online and offline environments — and the digital and physical shelves — for Albertsons shoppers.



MARKETING TOOLS

- 360-degree Images
- 5+ Secondary Carousel Images
- Above-the-Fold (ATF) Copy
- Backend Keywords
- Interactive Images
- User-generated Content (UGC)
- Video with Closed Captioning
- Video in Image Carousels

- Membership Program
- Parity Across Shopper Devices
- Product Badges
- Product Selector
- Shop by Fulfillment Type

SALES TOOLS

- Basic Brand Store
- Enhanced Brand Store
- Basic Below-the-Fold (BTF) Content
- Premium Below-the-Fold (BTF) Content
- Below-the-Fold (BTF) Content Comparison Chart
- Custom Mobile Hero Images
- Auto-Replenishment Options
- Best Seller Badges
- Brand Registry Enrollment
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- Live Shopping

- Shoppable Collections
- Social Sharing

AI

AI & EXTENDED REALITY

- AI: Sponsored Prompts
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- GenAI Image/Video Creator Tool
- Retailer-Owned Content Scorecard
- Retailer-Owned Performance Reporting



RETAILER/MARKETPLACE

Amazon.com

RECENT DEVELOPMENTS

A new AI-powered “Help Me Decide” tool analyzes a shopper’s browsing, search, and shopping history to deliver personalized suggestions that clearly explain why a recommended product is the best option, including relevant attributes, insights from customer reviews, and connections to the shopper’s past purchases. Designed to help shoppers quickly choose between similar options, the Help Me Decide button automatically appears at the top of PDPs after shoppers have viewed several similar items but haven’t yet made a purchase. It’s also accessible by tapping “Keep shopping for” on Amazon.com’s home page. Searchers who don’t like the first suggested option can click to receive an upgraded pick or a budget-friendly alternative.

Meanwhile, a “Buy for Me” feature launched last April lets shoppers on the Amazon app purchase products that aren’t available from the retailer’s own inventory directly from external brand websites. An AI agent handles the entire transaction.

ON THE HORIZON

Among the hot-off-the-presses advertising updates announced at the annual Amazon unBoxed event earlier this month was the introduction of an all-in-one AI agent into the Creative Studio platform to help brands “experiment, ideate, develop, edit, and enhance creative assets,” according to the company.

Also unveiled at unBoxed, new AI-powered prompts for sponsored product and sponsored brand campaigns will use first-party signals to present relevant product information to shoppers at ideal times.



EST. 1994

PARTNERS: All services/capabilities are Amazon-owned.

AUDIENCE: 310 million active users worldwide



MARKETING TOOLS

- ✓ 360-degree Images
- ✓ 5+ Secondary Carousel Images
- ✓ Above-the-Fold (ATF) Copy
- ✓ Backend Keywords
- ✓ Basic Brand Store
- ✓ Enhanced Brand Store
- ✓ Basic Below-the-Fold (BTF) Content
- ✓ Premium Below-the-Fold (BTF) Content
- ✓ Below-the-Fold (BTF) Content Comparison Chart
- ✓ Custom Mobile Hero Images

- ✓ Interactive Images
- ✓ User-generated Content (UGC)
- ✓ Video with Closed Captioning
- ✓ Video in Image Carousels

SALES TOOLS

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- ✓ Best Seller Badges
- ✓ Brand Registry Enrollment
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- ✓ Shopper Support Chatbot

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- ✓ AR: Virtual Tryout
- ✗ VR Shopping Environment



SUPPLIER & VENDOR SERVICES

- ✓ A/B Testing of PDP Content
- ✓ Content Development Services
- ✓ Content Optimization Services
- ✓ Content Scorecard Recommendations
- ✓ Content Syndication via API
- ⚙️ GenAI Image/Video Creator Tool
- ✓ Retailer-Owned Content Scorecard
- ✗ Retailer-Owned Performance Reporting



RETAILER/MARKETPLACE

DoorDash.com

RECENT DEVELOPMENTS

New on the retail front is a Catalog Manager tool that lets brand partners view and audit catalog content such as product photos and descriptions through the Ads Manager platform.

Additionally, DoorDash is embracing AI to match CPG items across different merchants and third-party content sources. The goal is to identify SKUs that have low-quality content scores, correct erroneous information, and better place products into appropriate categories. These activities, in turn, optimize experiences such as “buy it again,” cross-merchant fulfillment, and search to help brands expand reach and drive stronger campaign performance by gaining consistency in product imagery and copy across retailer platforms.

ON THE HORIZON

DoorDash will continue to scale AI efforts across its shopper, brand, and “Dasher” employee interfaces. Another key advancement to soon expect is a “list view” feature in Catalog that will allow advertisers to toggle between the traditional card format and a new table-like visual that supports advanced filters, search, sorting, and download capabilities. This new viewing format will help brand teams quickly identify top sellers or inaccuracies and monitor items featured in active campaigns.



EST. 2017

PARTNERS: Bazaarvoice, Ibotta, Salsify, SKUvantage, Syndigo, 1WorldSync

AUDIENCE: 42 million active users

DOORDASH

MARKETING TOOLS

360-degree Images

5+ Secondary Carousel Images

Above-the-Fold (ATF) Copy

Backend Keywords

Basic Brand Store

Enhanced Brand Store

Basic Below-the-Fold (BTF) Content

Premium Below-the-Fold (BTF) Content

Below-the-Fold (BTF) Content Comparison Chart

Custom Mobile Hero Images

Interactive Images

User-generated Content (UGC)

Video with Closed Captioning

Video in Image Carousels

SALES TOOLS

Auto-Replenishment Options

Best Seller Badges

Brand Registry Enrollment

Digital Sampling

Hyperlinked Byline Product Detail Page (PDP) Content

Live Shopping

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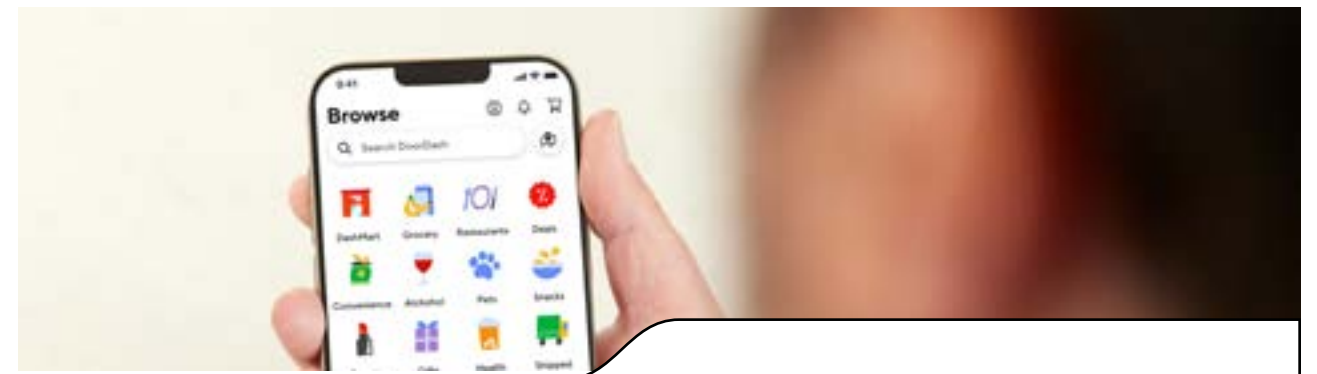
Data on AI Usage

Shopper Support Chatbot

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VR Shopping Environment



SUPPLIER & VENDOR SERVICES

A/B Testing of PDP Content

Content Development Services

Content Optimization Services

Content Scorecard Recommendations

Content Syndication via API

GenAI Image/Video Creator Tool

Retailer-Owned Content Scorecard

Retailer-Owned Performance Reporting





RETAILER/MARKETPLACE

Gopuff.com

RECENT DEVELOPMENTS

Gopuff is boasting that the updated website it unveiled this fall is “redefining the future of shopping” by delivering a personalized experience adapted to each customer’s unique lifestyle, location, and shopping habits. Alongside a redesigned layout, revamped navigation menu, and fresh visuals, the site’s new capabilities include:

- Personalized recommendations based on purchase history, and customized birthday offers.
- Hyper-local insights on best-selling items, as well as a live heatmap that shows other local shoppers who are placing orders.
- Real-time local inventory and order tracking, with item-by-item packing updates.
- A “Nutrition” tab that displays an item’s calorie, fat, sodium, carbohydrate, and protein content, along with dietary attributes such as “vegan” or “gluten free.”
- Multilingual search options.

While the updates are intended primarily for the website shopping experience, Gopuff plans to integrate some of the new features into its mobile app in the coming months.

ON THE HORIZON

Gopuff is collaborating with Disney to build a unique snack delivery environment in its ecosystem that’s intended to provide a complete entertainment experience for consumers while driving engagement and purchase for brands. Dubbed a “virtual concession stand,” the experience lets consumers buy “snacks, sweets, and sips” while streaming content on the Disney+, Hulu, and ESPN+ streaming services. Shoppable ads will take viewers to a dedicated site to place orders for delivery on demand by Gopuff.



EST.

PARTNERS: Inmar Intelligence, Salsify

AUDIENCE: 1.8 million active users

gopuff

MARKETING TOOLS

- 360-degree Images
- 5+ Secondary Carousel Images
- Above-the-Fold (ATF) Copy
- Backend Keywords
- Basic Brand Store
- Enhanced Brand Store
- Basic Below-the-Fold (BTF) Content
- Premium Below-the-Fold (BTF) Content
- Below-the-Fold (BTF) Content Comparison Chart
- Custom Mobile Hero Images
- Interactive Images
- User-generated Content (UGC)
- Video with Closed Captioning
- Video in Image Carousels

SALES TOOLS

- Auto-Replenishment Options
- Best Seller Badges
- Brand Registry Enrollment
- Digital Sampling
- Hyperlinked Byline Product Detail Page (PDP) Content
- Live Shopping
- Membership Program
- Parity Across Shopper Devices
- Product Badges
- Product Selector
- Shop by Fulfillment Type
- Shoppable Collections
- Social Sharing

AI

AI & EXTENDED REALITY

- AI: Sponsored Prompts
- AI: Sponsored Search Results
- AI: Ratings & Reviews Summary
- AI: Search Results
- AI: Shopping Assistant
- Data on AI Usage
- Shopper Support Chatbot
- AR: Virtual Try-On
- AR: Virtual Tryout
- VR Shopping Environment



SUPPLIER & VENDOR SERVICES

- A/B Testing of PDP Content
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- Retailer-Owned Content Scorecard
- Content Development Services
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- Content Optimization Services
- GenAI Image/Video Creator Tool



RETAILER/MARKETPLACE

Instacart.com

RECENT DEVELOPMENTS

When it comes to agentic AI, Instacart actually beat everyone to the punch back in 2023 by introducing a ChatGPT plug-in allowing shoppers to ask food-inspiration and recipe-related questions to receive responses that contain shoppable suggestions, with all the required ingredients easily added into their shopping cart for order and delivery.

In early December, the grocery technology company released its ChatGPT app, professing to be the first grocery partner to offer an embedded, end-to-end shopping experience and instant checkout within the context of a ChatGPT conversation. The capability was initially available on desktop and mobile web but expected to roll out to iOS and Android smartphones soon after.

The app is surfaced by ChatGPT when users begin a prompt with the Instacart name. Users can then install the app into ChatGPT by signing into their Instacart account. The app already allows shoppers to order multiple items, something that ChatGPT’s own Instant Checkout tool can’t yet do.

Elsewhere, Instacart launched a suite of business features designed to help retailers leverage Instacart technology to enhance ecommerce capabilities and personalize the customer experience on their own websites without requiring shoppers to visit the Instacart marketplace. They include:

- Account oversight:** A partner-facing dashboard helps retailers manage order activity and spend.
- Multi-user management:** Partners can customize permissions for specific team roles like admins, buyers, and approvers.
- Shopping guides:** Streamlined workflows make it easier for team members to find frequently ordered or recommended items.
- Controls and reconciliation:** Business managers can set spend limits, approve order workflows, and export bulk receipts for recordkeeping.
- Bulk ordering:** Businesses can shop by the case to simplify large-scale purchases.
- Instacart+ sharing benefits:** Businesses can share their Instacart+ subscription across team members and earn 2% cash back on orders over \$250 placed with Instacart+ benefits applied.

ON THE HORIZON

Instacart has established a new partnership with restaurant on-demand delivery service Grubhub; consumers can now order from Instacart’s grocery store partners through the Grubhub app. The collaboration gives Instacart access to Grubhub’s extensive customer base, expanding its market presence and increasing reach for its retail partners. And it significantly broadens Grubhub’s offerings beyond restaurant meals to include a wide selection of groceries, household essentials, and convenience items. It should be a priority for CPGs to verify that brand and product detail information throughout their Instacart catalogs is accurate and consistent to take advantage of the initial launch.



EST. 2012

PARTNERS: Salsify, Syndigo; 1,800+ partnering retailers

AUDIENCE: 14.4 million active users



MARKETING TOOLS

- 360-degree Images
- 5+ Secondary Carousel Images
- Above-the-Fold (ATF) Copy
- Backend Keywords
- Basic Brand Store
- Enhanced Brand Store
- Basic Below-the-Fold (BTF) Content
- Premium Below-the-Fold (BTF) Content
- Below-the-Fold (BTF) Content Comparison Chart
- Custom Mobile Hero Images

- Interactive Images
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- Social Sharing

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- AR: Virtual Tryout
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RETAILER/MARKETPLACE

Kroger.com and all other banner-specific ecommerce websites operated by the Kroger Family of Companies

RECENT DEVELOPMENTS

Kroger’s strategic commitment to expanding and optimizing its ecommerce operations was exemplified this spring through the creation of a new ecommerce business unit led by Chief Digital Officer Yael Cosset, who previously served as Chief Information Officer. The new unit aligns all teams that contribute to the online customer experience. Ecommerce sales were \$13 billion in fiscal 2024, accounting for roughly 9% of total company revenue. Online sales rose 16% in the second-quarter of fiscal 2025 (ended Aug. 16), as delivery orders exceeded pickup for the first time.

ON THE HORIZON

Kroger is actively working to improve the customer experience by leveraging its store network to accommodate faster order delivery, which includes a comprehensive review of its automated fulfillment network designed to improve efficiency and more extensive partnerships with on-demand services DoorDash, Instacart, and Uber.

Kroger will be among the first retailers to adopt Instacart’s new Cart Assistant technology, which will be embedded into store mobile apps to help shoppers build carts faster and plan meals more easily. “Interacting with an AI agent makes shopping and meal planning as simple as a conversation,” Cosset said in a release announcing the partnership.

While Instacart will remain Kroger’s primary delivery fulfillment partner, the grocer also extended its pact with DoorDash to likewise make its complete store inventory available while integrating promotions and loyalty program discounts into that ODD provider’s ecosystem. Kroger and DoorDash also plan to collaborate on joint innovation, beginning with retail media advertising opportunities, shopper insights for brand partners, and new delivery models that leverage Kroger’s store network and DoorDash’s technology to help brands grow and engage customers in more relevant ways.

Kroger and Uber Eats also forged a full-assortment deal that also integrates the latter’s restaurant-ordering options into the grocer’s shopping app.



EST. 1883

PARTNERS: Salsify, Syndigo

AUDIENCE: 11 million daily shoppers



MARKETING TOOLS

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RETAILER/MARKETPLACE

Shipt.com

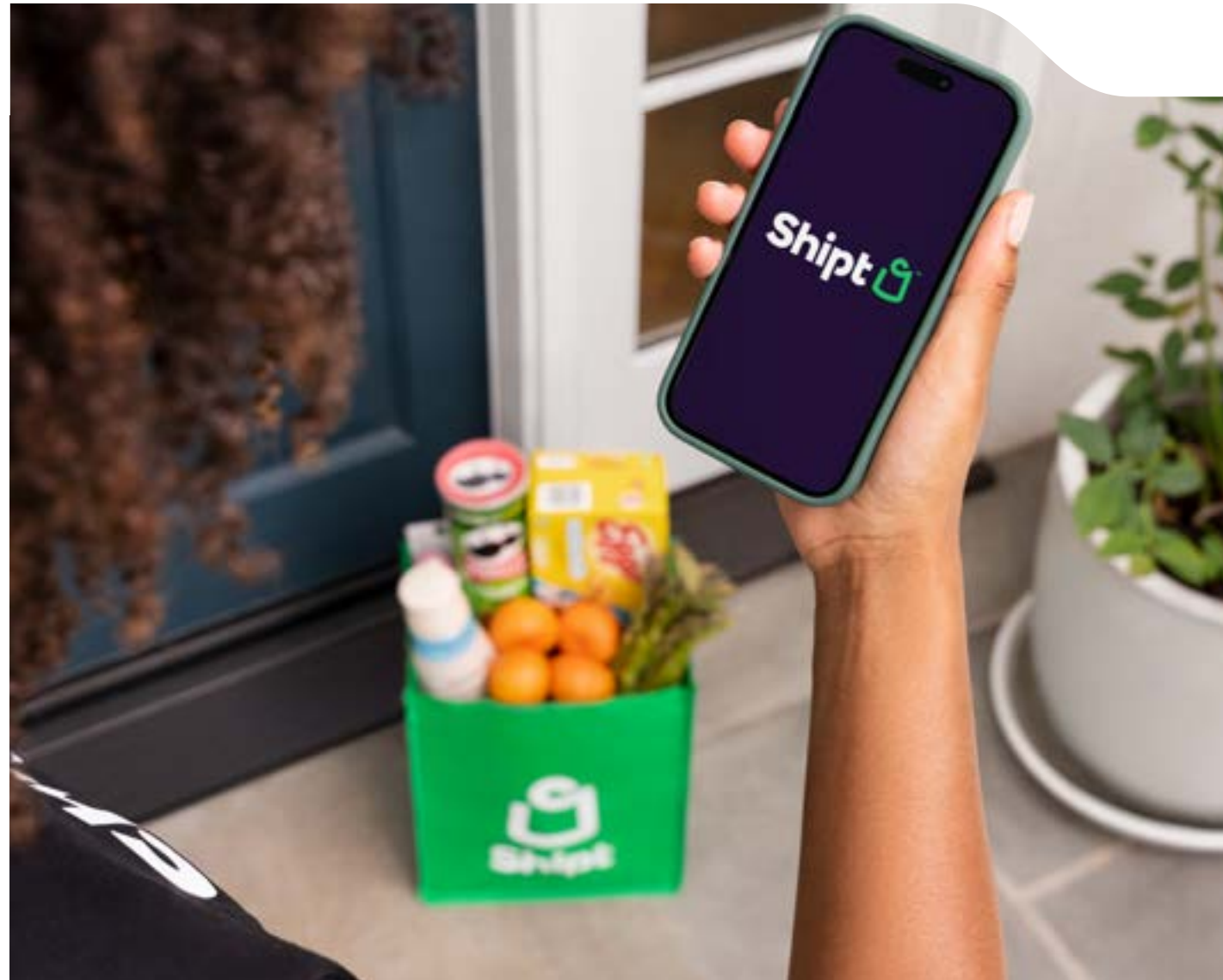
RECENT DEVELOPMENTS

Shipt is embracing new technologies for the benefit of both shoppers and its internal team. They're utilizing the power of AI for catalog enrichment and the generation of high-quality images of fresh items (such as produce or bulk goods) that lack product photography to ensure PDP content accuracy and improve shopper satisfaction. This technology also lets brands A/B test various visuals to determine which images drive greater engagement and increase conversion rates.

Internally, Shipt is leveraging new technologies to enhance efficiency. On the operations side, the company has been experimenting with AI tools to improve trend analysis, such as identifying how special requests shift during holidays or regional events. On the design front, it's using generative AI to maintain a consistent brand style across campaigns and scale content more quickly across channels. While it is still in the test-and-learn phase in some areas, there is strong momentum across the company to explore these new capabilities. Brands should check with their Shipt contact about partner-testing opportunities.

ON THE HORIZON

Shipt will continue to embrace AI in meaningful ways, implementing innovative solutions to optimize both the customer experience and internal workflows. Google's Gemini AI chatbot will be tapped to provide instant shopper support; behind the scenes, AI solutions from newly acquired Symbiosis will help Shipt work smarter and faster by providing powerful, scalable tools that improve efficiency.




EST. 2014


PARTNERS: Bazaarvoice, Neptune Retail Solutions, Salsify, Syndigo


AUDIENCE: Not disclosed


Shipt


MARKETING TOOLS


 360-degree Images


 5+ Secondary Carousel Images


 Above-the-Fold (ATF) Copy


 Backend Keywords

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 Enhanced Brand Store

 Basic Below-the-Fold (BTF) Content


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SALES TOOLS


 Auto-Replenishment Options

 Best Seller Badges

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RETAILER/MARKETPLACE

Target.com

RECENT DEVELOPMENTS

Just in time for Black Friday, Target launched the ChatGPT app it unveiled in early November. The app’s beta experience enables multi-item purchases in a single transaction (something ChatGPT’s own Instant Checkout tool can’t yet do), fresh-food shopping, and flexible fulfillment options. Forthcoming updates will add personalized recommendations, full-assortment access, and seamless checkout through existing Target accounts.

“We’re proud to be one of the first retailers bringing shopping into this new channel,” said Prat Vemana, Target’s Chief Information and Product Officer. “Technology is helping define Target as a company that doesn’t just use AI — but runs on AI.”

In other recent news, CEO Michael Fiddelke is prioritizing growth in core product categories such as apparel and home goods in a bid to reverse recent sales declines by capitalizing on the retailer’s established brand recognition in these key segments.

In other recent activity, Target has been experimenting with online bundling of everyday essentials like coffee and snacks to gauge demand for bulk buying. It’s also pairing complementary items — such as electric toothbrushes with replacement heads — to encourage larger basket sizes, per Bloomberg.

Target is testing a factory-direct shipping model that allows suppliers to ship directly to shoppers. The model closely resembles the strategy used by Temu and Shein to keep prices low.

ON THE HORIZON

The focus on apparel and home goods is being driven in part by the newly developed generative AI platform, “Target Trend Brain.” This AI-fueled tool is delivering data-driven trend insights in fashion, home goods, and other categories to help Target designers and merchants accelerate the product development process. On the flip side, the retailer is deprioritizing hardlines including sporting goods, TVs, laptops, bicycles, and printers, utilitarian items offering less opportunity for the unique design flares that Target’s core shoppers often seek. The retailer is instead focusing on “Fun101” items like water bottles and tech accessories that better accommodate creative designs and unique styles that reflect personal shopper tastes.

As it accumulates and assimilates more content and shopper data, Target Trend Brain may be expanded to additional categories and inform future strategic shifts.



EST. 1962

PARTNERS: Bazaarvoice, LTK, Salsify, Syndigo

AUDIENCE: 30 million weekly shoppers



MARKETING TOOLS

- 360-degree Images
- 5+ Secondary Carousel Images
- Above-the-Fold (ATF) Copy
- Backend Keywords
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- Basic Below-the-Fold (BTF) Content
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- Live Shopping

- Membership Program
- Parity Across Shopper Devices
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- Product Selector
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- Shoppable Collections
- Social Sharing



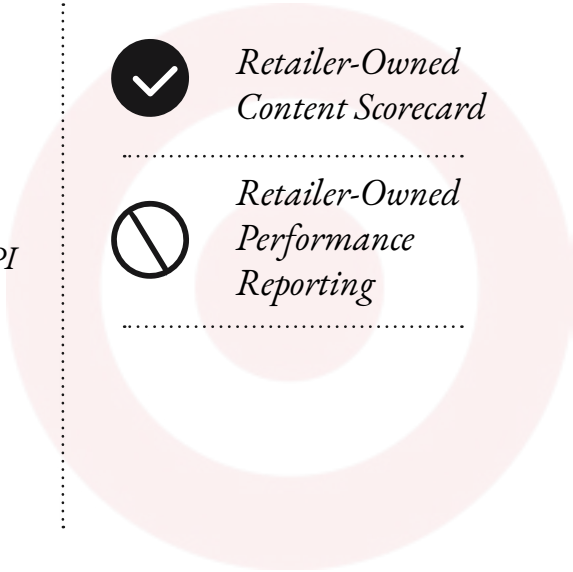
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Uber

RETAILER/MARKETPLACE

Uber | UberEats

RECENT DEVELOPMENTS

Uber Advertising is enhancing its performance capabilities via more “See It, Buy It” opportunities through a partnership with Instacart’s Carrot Ads, an AI-enabled digital ad platform that places ads on the ecommerce sites of retailer partners. It also is expanding the Uber One Offers suite with targeted offers to its most loyal customers that are designed to unlock higher ROI for brands.

Measurement opportunities have also expanded with the launch of third-party verification for non-programmatic Journey Ads through new partner Integral Ad Science. This gives advertisers independent validation of viewability, invalid traffic, and brand safety. Additionally, the Uber One loyalty program has added “holdout testing” to its A/B test options to measure long-term campaign impact.

In other new engagement opportunities, brands can now tap into a new “Welcome Sponsorship” storytelling format on JourneyTV in-car tablets that creates premium brand moments at the very start of an Uber ride. This early touchpoint places brands front and center when rider attention is highest. JourneyTV also now offers curated content spanning entertainment, lifestyle, sports, culture, and other options, allowing for meaningful sponsored ride offers that can help brands drive full-funnel growth.

ON THE HORIZON

The Uber Eats grocery and retail ecosystem continues to grow, with a new Dollar General partnership bringing more than 14,000 of the retailer’s flagship-brand and pOpShelf locations to the platform. Other recent retailer launches have included Aldi (over 2,500 stores), Best Buy (800), Sephora, Dick’s Sporting Goods, and Five Below. Additional retail media initiatives to look for in 2026 are expanded offsite offerings, deeper sales and category share insights, new-to-brand targeting, and expanded shoppable display inventory.



EST. 2022

PARTNERS: Adobe, Flywheel, Google DV360, Instacart Carrot Ads, LiveRamp, Pacvue, Place Exchange, Skai, The Trade Desk, Yahoo DSP

AUDIENCE: 189 million active users

Uber

MARKETING TOOLS

360-degree Images

5+ Secondary Carousel Images

Above-the-Fold (ATF) Copy

Backend Keywords

Basic Brand Store

Enhanced Brand Store

Basic Below-the-Fold (BTF) Content

Premium Below-the-Fold (BTF) Content

Below-the-Fold (BTF) Content Comparison Chart

Custom Mobile Hero Images

Interactive Images

User-generated Content (UGC)

Video with Closed Captioning

Video in Image Carousels

SALES TOOLS

Auto-Replenishment Options

Best Seller Badges

Brand Registry Enrollment

Digital Sampling

Hyperlinked Byline Product Detail Page (PDP) Content

Live Shopping

Membership Program

Parity Across Shopper Devices

Product Badges

Product Selector

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Social Sharing

AI

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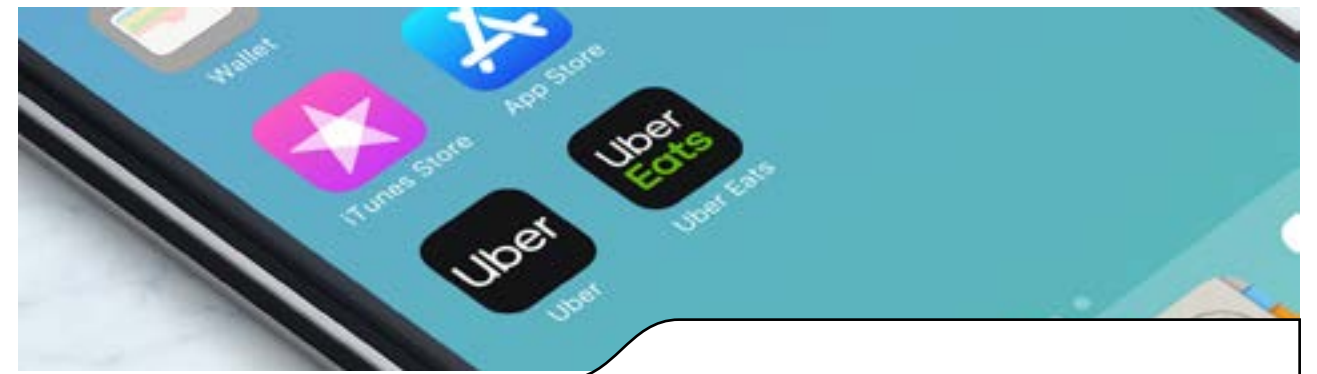
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Retailer-Owned Performance Reporting





RETAILER/MARKETPLACE

Walmart.com

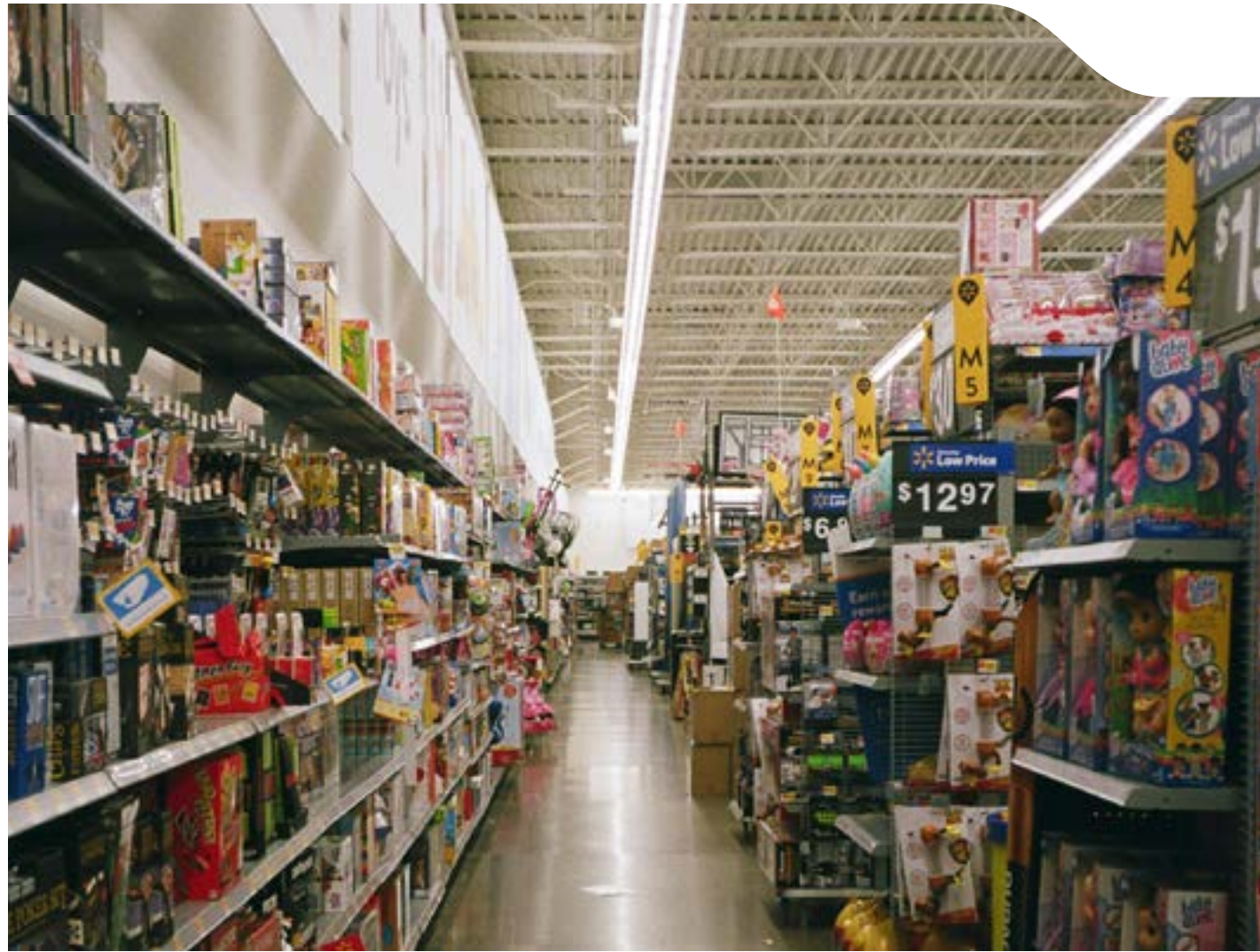
RECENT DEVELOPMENTS

The importance of ecommerce continues to grow at Walmart, which enjoyed a 27% increase in online sales in its most recent fiscal quarter. Chief Financial Officer John Rainey attributed the growth in part to a 40% rise in the ranks of third-party marketplace sellers, who are bringing “higher-profile, in-demand brands that our customers are searching for but not typically distributed at Walmart, elevating our profile as a digital shopping destination.” Ecommerce growth also reflects a double-digit increase in store-fulfilled pickup and delivery, according to the company.

Among recent capability upgrades, Walmart launched a rich media feature in the Supplier One platform that gives brands control over 360-degree spin images and product videos that can be employed on the website to increase visibility and engagement while improving the shopper experience.

ON THE HORIZON

Walmart is expected to continue what has been a relentless recent focus on innovation that, according to Jason Goldberg, Chief Commerce Strategy Officer at Publicis Groupe, is “what the AI playbook should look like for a retailer.” All eyes will be on the retailer as it builds a symbiotic working relationship with ChatGPT while also building out both the Sparky shopper-facing agentic AI tool and “Marty,” the back-office agent designed to improve engagement for sellers, suppliers, and advertisers by streamlining the onboarding process, managing orders, and creating ad campaigns, among other tasks.



EST. 1962

PARTNERS: Bazaarvoice, Salsify, Syndigo, TrueCommerce

AUDIENCE: 255 million shoppers

Walmart

MARKETING TOOLS

- 360-degree Images
- 5+ Secondary Carousel Images
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Glossary

123

360-degree spin images

A drag-to-rotate 360-degree view of a product from all sides and angles in a single image on a PDP.

Aa

A/B Testing of PDP Content

The in-platform ability to test different versions of brand content against each other to compare performance through post-flight metrics.

AI – Ratings & Reviews Summary

A generative AI-created summary of shopper product reviews on the PDP, clickable to specific content within reviews for additional information.

AI – Search Results

Advanced AI technology designed to generate richer or personalized product recommendations.

AI – Shopper Chatbot

AI-driven customer assistance tools that help shoppers find products more easily via interactive chat functionality.

ATF (Above-the-Fold) Copy

The text-based product information at the top of a PDP that is visible without scrolling (“above the fold”), including product title, bullet points, and description.

Auto-Replenishment

“Subscribe & Save” replenishment services that offer shoppers price discounts and special offers for signing up to receive ongoing delivery of a product.

Bb

Back-End Keywords

Product attributes and other keywords added on the back end of a PDP to optimize the product’s search visibility.

Best Seller Badge

A callout on product listings that identifies items with higher rankings based on sales.

Brand Registry

Services that provide brand protection against counterfeit products.

Brand Store (Advanced)

An expanded brand store that spans multiple pages and interactive modules.

Brand Store (Basic)

A single landing page dedicated to a brand’s portfolio featuring interactive modules such as unique image and text layouts, rich media, and product comparison charts.

Browse by Department & Category

Functionality that lets shoppers filter searches by various nodes, including department and category.

BTF Content (Basic)

Additional marketing content on a PDP that is visible after scrolling (“below the fold”), including unique image and text layouts and product comparison charts.

BTF Content (Premium)

The use of additional modules and customization tools compared with basic BTF content.

Cc

Chatbots

AI-driven customer assistance tools that help shoppers find products more easily using natural language.

Content Development Services

Assistance from the retailer in the development of new digital shelf content that is specific to the goals and objectives of a brand.

Content Optimization Services

Optimization of a brand’s existing content for the digital shelf (carousel images, brand store, etc.).

Content Syndication via API

Advanced technology that can improve search results and generate personalized product recommendations.

Ff

Fulfillment Type

Options for shoppers to receive orders placed online: ship to home, curbside pickup, in-store pickup, drone delivery, etc.

Gg

Gen AI: Copy Creator Tools

Generative AI-powered tools provided by the retailer for creating PDP copy for use on the platform.

Gen AI: Image/Video Creator Tools

Generative AI-powered provided by the retailer for creating product images and videos for use on the platform.

Generative AI

A type of artificial intelligence that creates content, such as text, images, code, or video, by learning patterns from existing data.

Hh

Hyperlinked Byline

A link on a PDP that directs shoppers to another page (e.g., Brand Store/Shop, collection, results listing page) to find more comprehensive information.

Ii

Interactive Images

Hot spots, GIFs, and other interactive features used to enhance viewer engagement.

Ll

Live Chat Consulting

A service providing shoppers with real-time support to answer questions, assist with orders, or handle other issues.

Live Shopping

Livestream events on the retailer’s own site or third-party platform that let brands engage with viewers and facilitate purchase, commonly sponsored by a brand and/or led by an influencer.

Mm

Membership Program

A subscription service that offers members rewards like free shipping, early access to sales, special promotions, personalized deals, etc.



Glossary

Mm

Mobile Hero Image

The first product image a page viewer sees on a mobile device, designed to be especially visually appealing.

Pp

Parity Across Devices

The delivery of a consistent, shopping-conducive experience across desktop, mobile app, and mobile web activity.

Product Attributes

A set of characteristics that define the physical characteristics of a product (pack size, style, flavor, etc.).

Product Badges

Callout designations that highlight key features or selling points about a product (“Best Seller,” “non-GMO,” “Plant-based,” etc.).

Product Comparison Chart

A capability that lets brands build a chart comparing features and attributes across similar products, designed to simplify shopper decision-making.

Rr

Retailer-Owned Content Scorecard

A retailer-operated scoring model that provides brands with data about their PDP content compliance across specific attributes.

Retailer-Owned Performance Reporting

A retailer-owned scoring model that provides brands with data about the impact of various digital shelf elements, such as brand-page visits or PDP dwell time.

Ss

Secondary Carousel Images

The additional images featured in a PDP’s carousel after the hero image.

Shoppable Collections

The ability to promote new product lines, seasonal items, etc., as a group to foster product discovery.

Social Sharing

Tools that let shoppers share products from a PDP through external digital channels.

Uu

User-Generated Content (UGC)

Ratings & reviews, testimonials, videos, or other content supplied by consumers who have purchased and/or used the product.

Vv

Video Closed Captioning

The use of ADA-compliant overlaid text in product videos to expand engagement opportunities.

Virtual Shopping Environments

Enhanced shopping experiences using 3D augmentation or simulated virtual reality experiences.

Virtual Try-On

An effective form of augmented reality that utilizes a device’s camera to visualize the considered product on the shopper. (“See it on yourself.”)

Virtual Tryout

An effective form of augmented reality that utilizes a device’s camera to visualize a considered product within the shopper’s physical space. (“See it in your space.”)

Meet the team



Ethan Goodman
President, Digital Commerce,
Publicis Commerce



Tyrel Beutler
SVP, Ecommerce



Emily Baynard
VP, Ecommerce



Melissa Wightman
VP, Ecommerce



Michael Bond
VP, Ecommerce

KEY CONTRIBUTORS



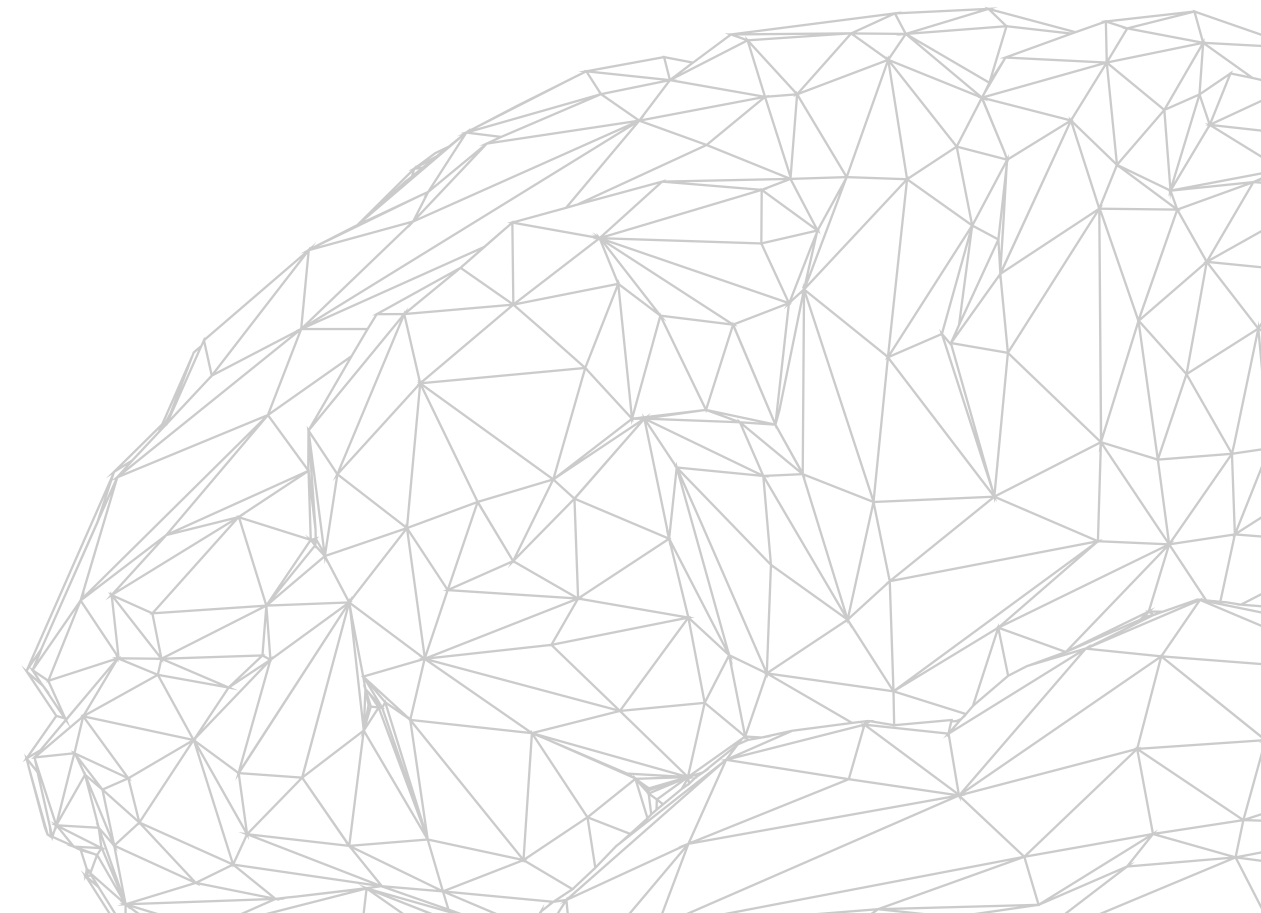
Marissa Rook
Director, Ecommerce



Lindsey Simcik
Director, Digital Shelf



James Scarsella
Associate Creative Director



WELCOME TO
MARS UNITED
COMMERCE

We're the Connected Commerce company that leads brands and retailers to *growth* through shoppers. Everywhere.

OUR MISSION EVERY DAY

Make our clients' business *better today* than it was yesterday.

RETAIL MEDIA

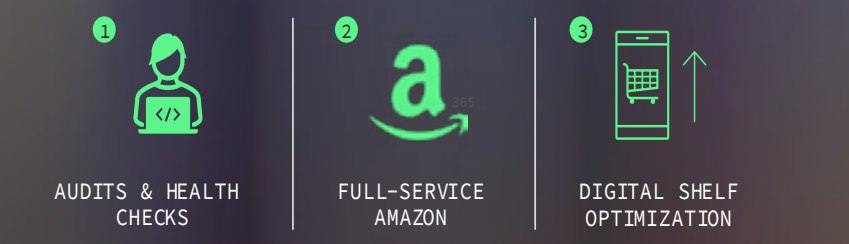
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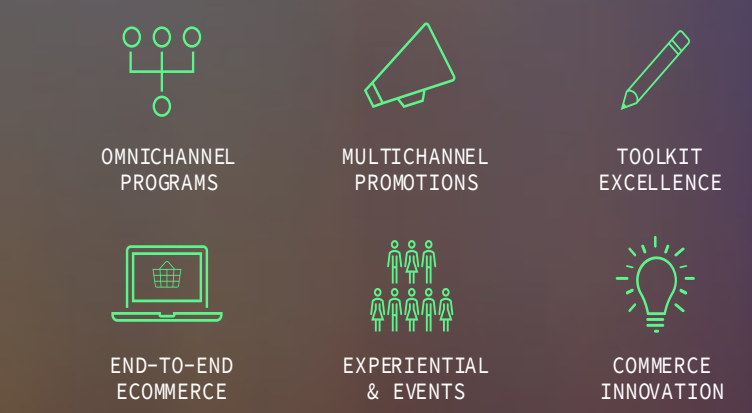
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