

Digital Offers, Digital Commerce: External Perspectives

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Goal for this session

Discuss opportunities for web standards in commerce

To help start the conversation...

- Hear general industry perspectives on eCommerce and digital offers

Session Outline

- Introduction
- Retailer/Standards View of Commerce
- Deeper Dive – Digital Offers Lifecycle
- Open Discussion – *Opportunity Search*

U.S. Convenience Store Factoids

- 154,535 Stores
- 549 B in Sales for 2016
- 160 Million transactions a day, *every day*
(US population = 321 Million)
- 80 % sell motor fuel
- 63% are single-store operators

Why does Conexxus care about digital offers & e-commerce?



Historically, Convenience Stores...

- Don't do paper coupons well
- Are successful with promotions
- Are successful with loyalty
- Sell age restricted products



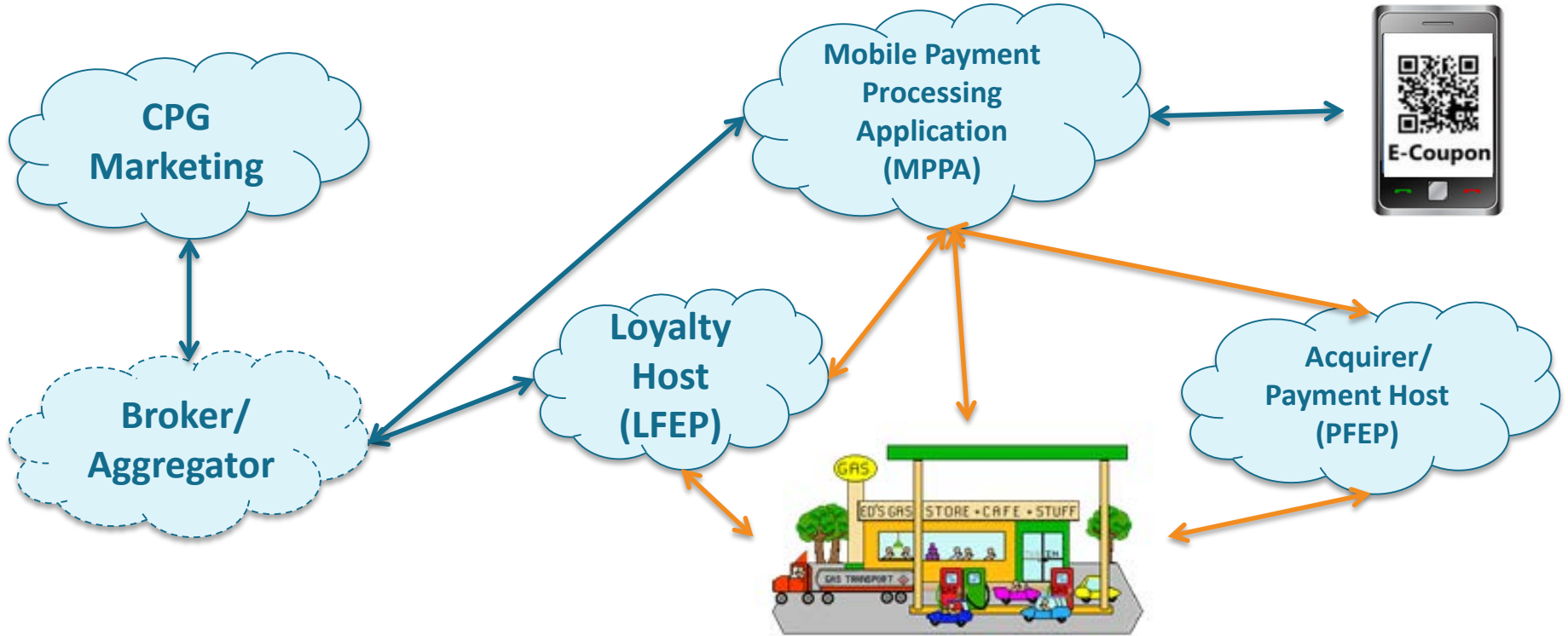
**Buy 1
Get 1
FREE**



Historically, Convenience Stores...

- Use merchant mobile apps
- Don't do web (browser) use cases
- Use closed loop systems

Closed Loop Processing



How can W3C help?

- Web standards:
 - Cover user oriented use cases
 - Focus on the user experience on the web
 - Enable “open-loop” processing
 - Enable operation on the web page and operation in the store to be consistent.

W3C Digital Offers Community Group

- ✓ 26 Discussion Topics in three areas:
 1. Management and Distribution: how coupons are managed and made available to users
 2. User Action: how users clip, store, review, & redeem coupons (or pair an offer with a buy action) during a transaction
 3. Settlement : how merchants & coupon distributors settle
 - ✓ Offer is valid for person/situation
 - ✓ Age restrictions
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