

EMERCE RETAIL

Innovation in Retail

EMERCE RETAIL

Event - March 21st 2024

Emerce Retail is the live event with 300+ online professionals of retailers and brands.



Emerce TV - launch May 9th 2024

For 2024, the editorial team launches a **video collection** around the current theme's.



Online Channel

Retail is a key online channel on the Emerce.nl platform with over 15.000+ monthly followers.



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Themes



The latest retail innovations which contributes to bottom line and returning customers



Critical success factors, conditions and limits of new solutions



What are the next challenges and opportunities for retailers and brands?



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Audience

Emerce Retail is aimed at decision makers and influencers (professionals and management) driving digital innovation in their organisation. Such as:

- Ecommerce managers
- CDO's
- Directors, general managers
- E-commerce specialists
- Online (marketing and/or communication) experts



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Our database

Over 6.445 professionals in retail working for larger retailers and brands.

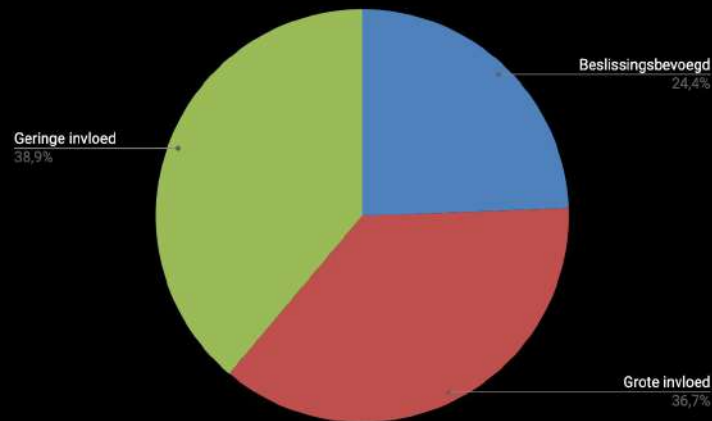
An experienced, mature audience, in the process of digital transformation.

24% budget up to 25K per year

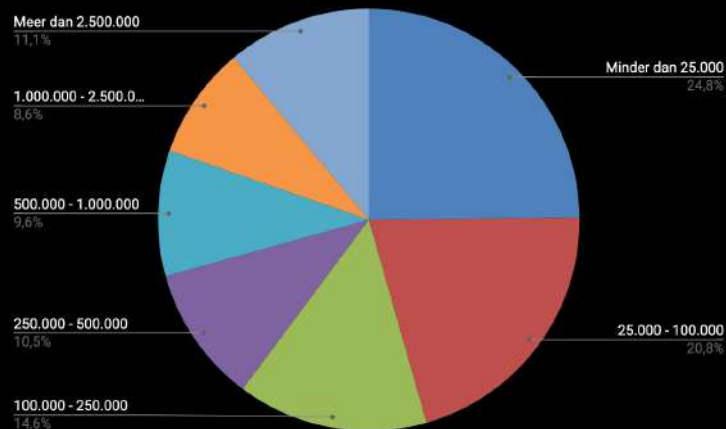
46% budget up to 250K per year

29% budget 500K - 2.500K per year

Influence on buying decisions



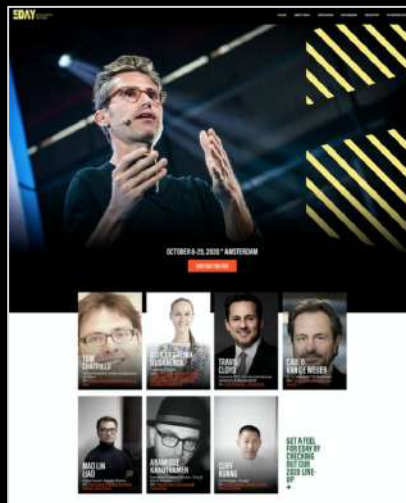
Budget for digital services



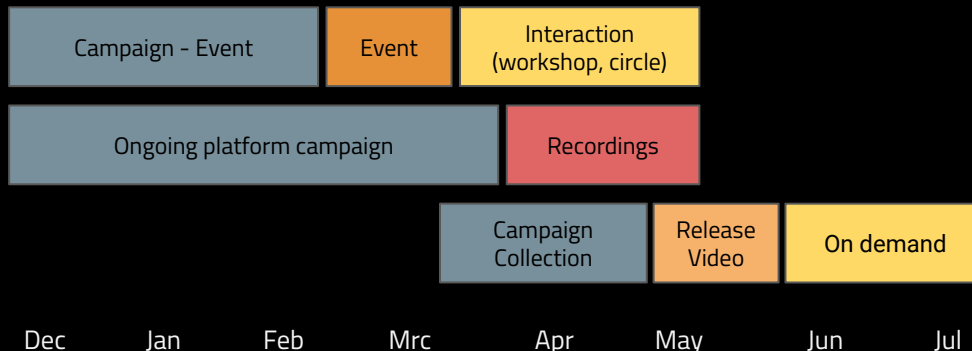
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Outreach

1. Campaign Emerce.nl > 525.000 monthly visitors
2. Social media & email 99.000 followers
3. Advertising
4. Partnerships
5. Media: Emerce, Business Insider, FD, MT / Sprout



Schedule



A woman with blonde hair and a headset microphone is speaking to two men seated at a wooden table. The man on the left has a beard and is wearing a light blue shirt. The man on the right is wearing a grey shirt and a watch. In the background, several posters with the word 'EMERCE' and a portrait of a man are visible on a wall.

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**Reach out to 15.000+ decision makers
and influencers in digital retail**