



Midwest Ecommerce Summit

# Gateway to Intelligent Ecommerce

9.20.24

T-REX · STL

# 2024 Summit Sponsors

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We are



# TODAY'S AGENDA

- **11:00-11:15** **Unlocking the Gateway to Intelligent Ecommerce** -Blayzer Digital
- **11:15-11:30** **ERP Unleashed: Solving Retail Accounting & Inventory Challenges with Ease** -AdCirrus ERP
- **11:30-11:45** **How Digital Showrooms Are Revolutionizing Commerce** -Shopware
- **11:45-12:00** **Unifying Your Data to Propel Your Business Forward** -iPaaS.com
- **12:00-12:15** **Sell More Product: Leveraging Traditional Marketing Strategies to Boost E-Commerce Sales** -Black Twig
- **12:15-12:30** **[Topic TBA]** -Klevu
- **12:30-1:00** **Quick Connect: Sponsor Intros**
- **1:00-1:55** **LUNCH** -Bogart's Smokehouse
- **2:00-2:30** **An Intelligent Way to Automate Sales Tax** -Zamp
- **2:30-2:45** **The Power of Strategic Agency Partnerships and AI Innovation** -Blayzer Digital
- **2:45-3:00** **BREAK**
- **3:00-3:15** **Gateway to eCommerce Victory: How to Scale with Omnichannel Marketing Strategies** -dotdigital
- **3:15-3:55** **Mobile Purchasing and Spatial Finance: A Panel with TechSTL, GEO261 & St. Louis CITY**
- **4:00-5:00** **HAPPY HOUR -EVERYONE!**



# BASEBALL GAME TONIGHT!

**Join us** for the 7:15 game. Interested? Visit the check-in table.



vs.





# Unlocking the Gateway to Intelligent Ecommerce.

Presented by: **Brad Goldenberg**,  
Partner & CEO, Blayzer Digital



# Quick Agenda for This Session

**01.**

Breaking  
Down Smart  
Ecommerce

**02.**

Key  
Components  
of a Smarter  
Strategy

**03.**

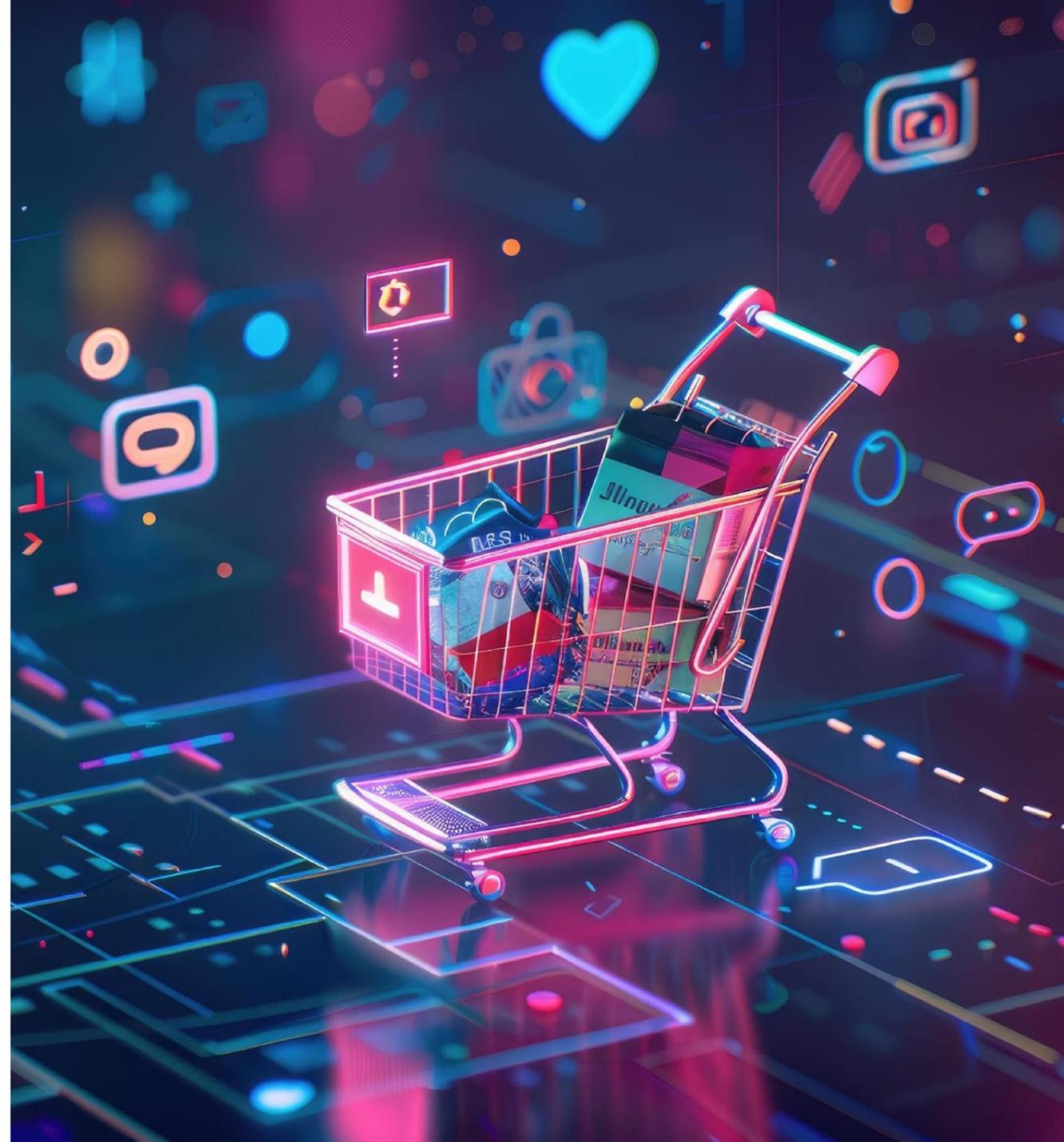
Putting It  
into Practice

# What is Intelligent Ecommerce?

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"Intelligent eCommerce" refers to the use of advanced technologies like artificial intelligence (AI), machine learning (ML), and data analytics to enhance the online shopping experience. It involves optimizing various aspects of eCommerce, such as product recommendations, personalized marketing, dynamic pricing, customer support (through AI chatbots), and supply chain management.

- Data
- AI
- Automation
- Personalization



# Why It's a Game-Changer

01



**D2C**

- Customer Experience
- Personalization

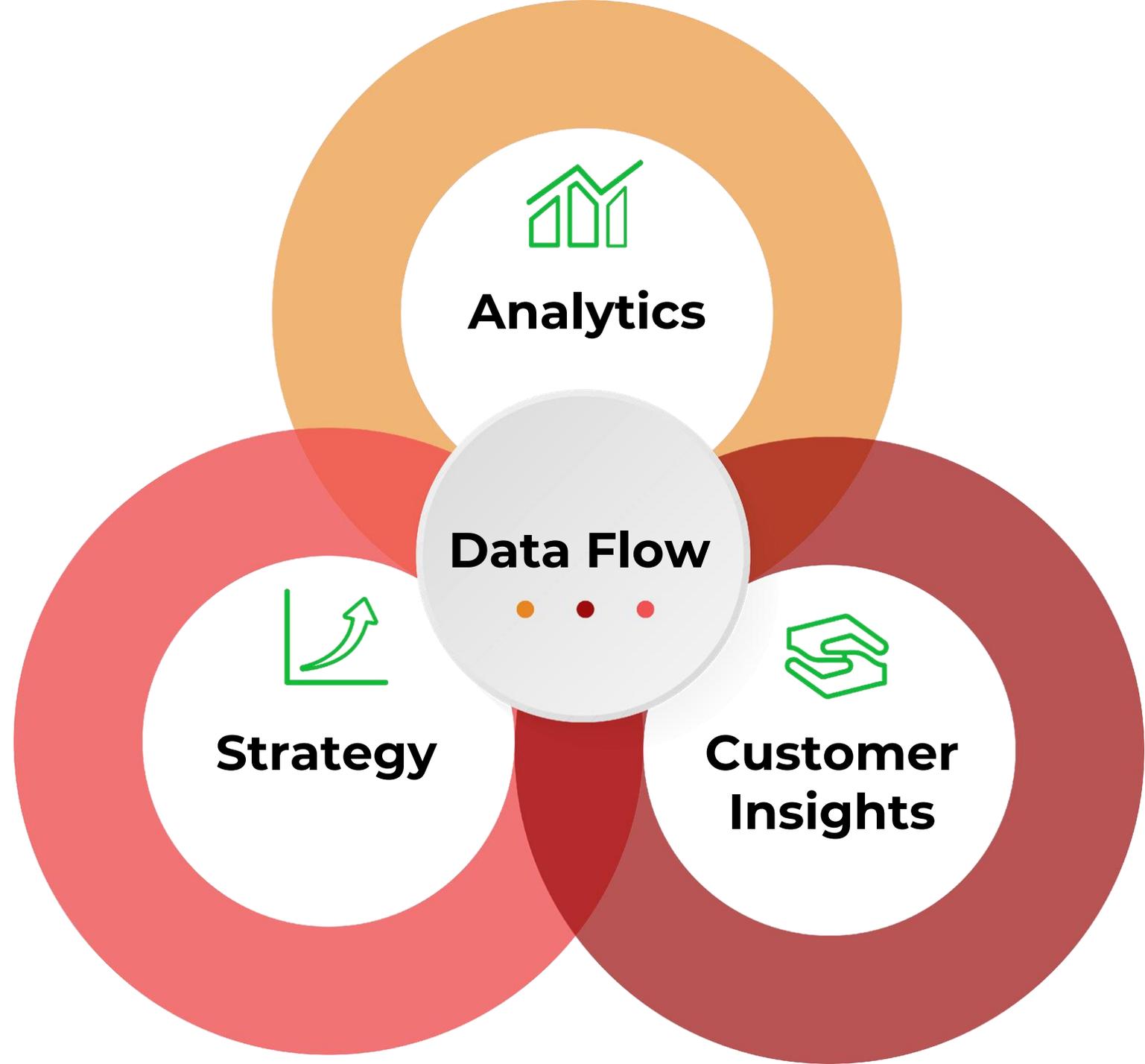
02



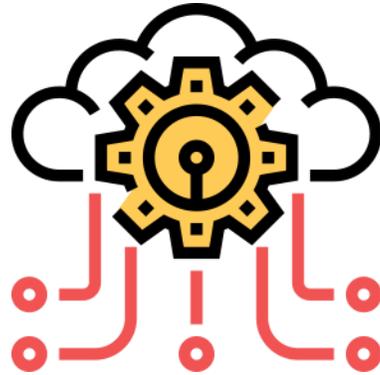
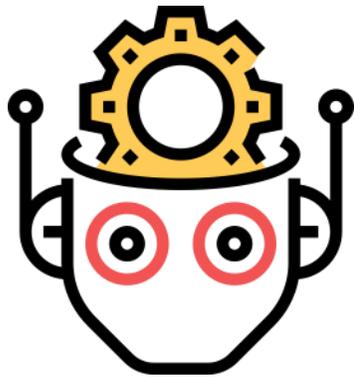
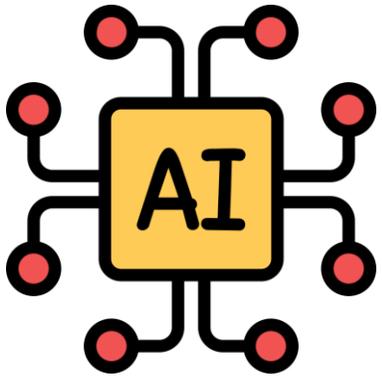
**B2B**

- Efficiency
- Scalability

# Making Data Work for YOU



# Technology That Gets the Job Done



# Personalizing the Experience

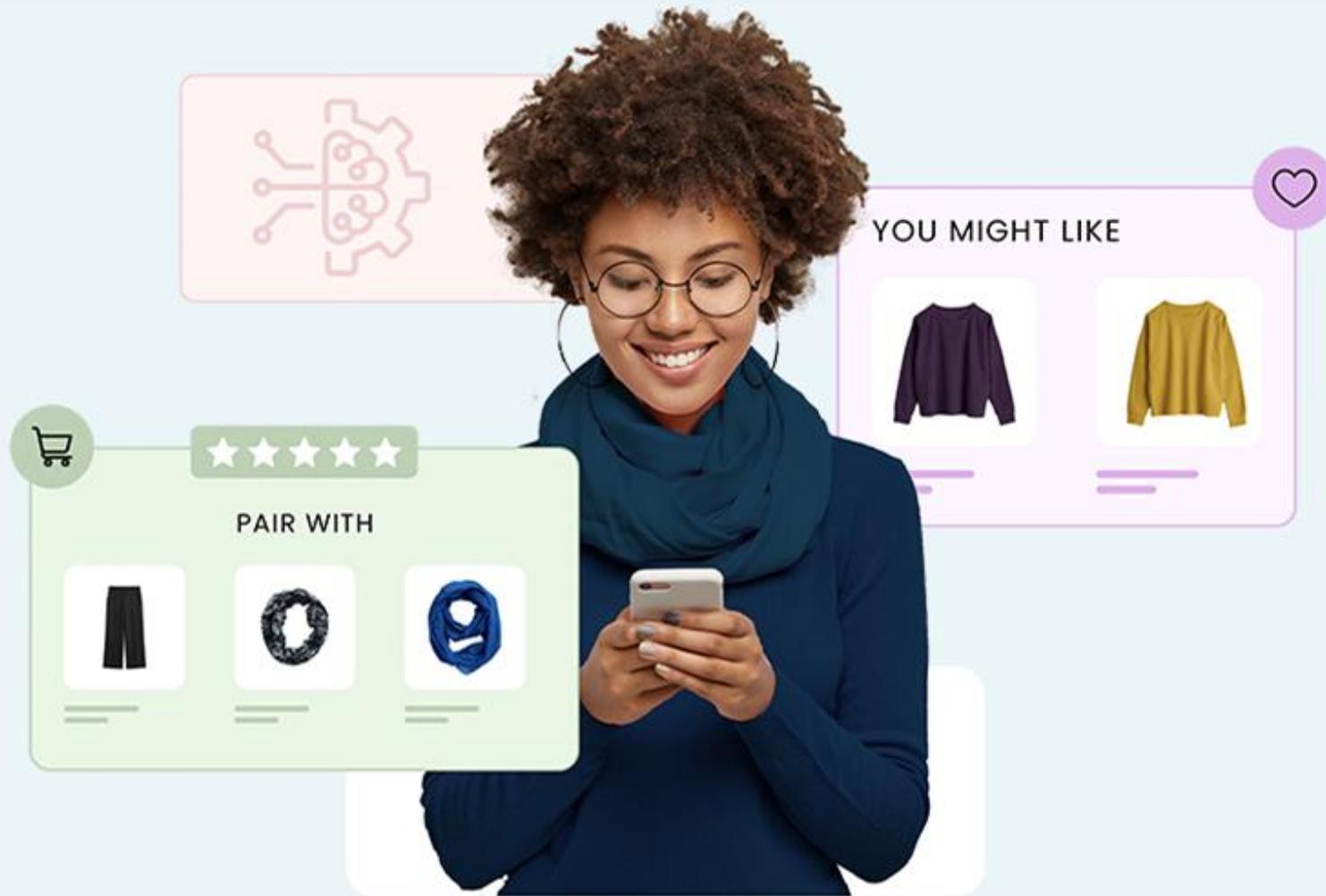


Image courtesy of Klevu

# Teaming Up with the Right Partners

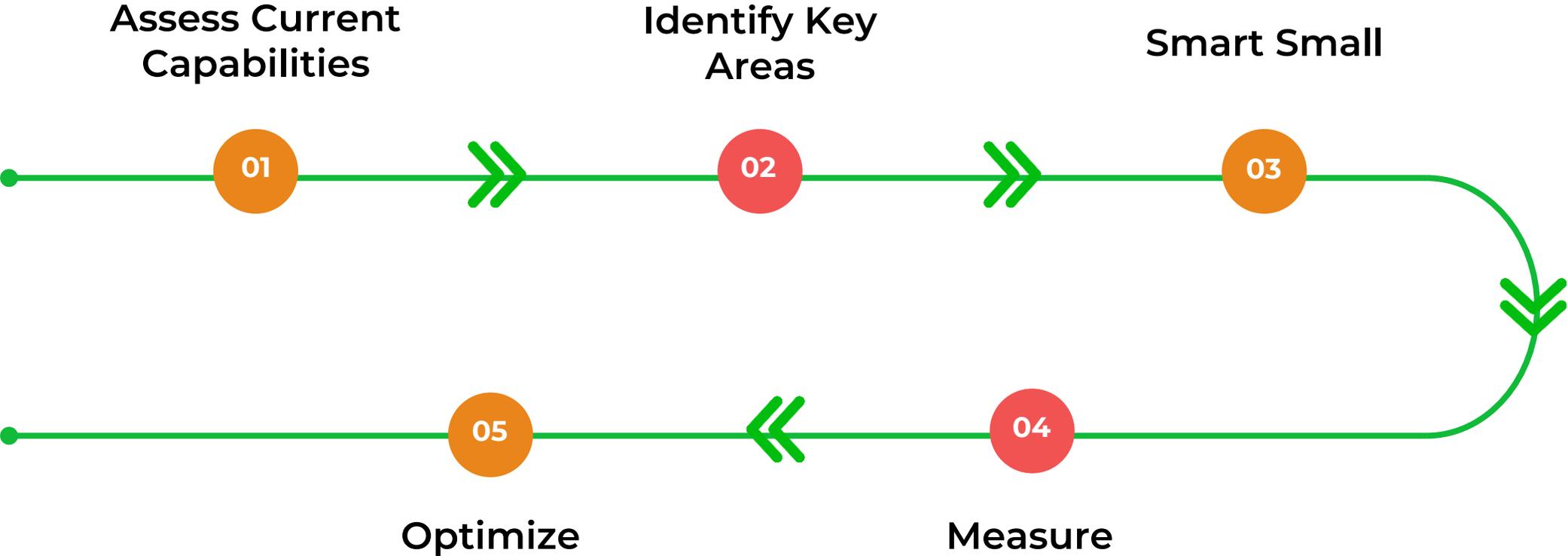




# Keeping it Seamless Across Channels



# Easy First Steps





Real World Examples



# Recap & Key Takeaways

- Data-Driven
- Technology
- Partnerships
- Personalization



# What's Next?



**Learn**



**Connect**



**Integrate**

# Let's Stay in Touch.

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QUESTIONS?

**Brad Goldenberg**, Partner & CEO at Blayzer Digital