



Headline Sponsor



Unleashing Ecommerce Growth Across Marketplaces Social & Emerging Channels

MAY 18TH 2023 | LONDON

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Post Event Report 2023



Overview

ChannelX 2023 witnessed a fantastic gathering of industry experts, thought leaders, and professionals who shared their knowledge and experiences throughout the day. With a stellar line-up of fifty distinguished speakers who graced the stage, they created an unforgettable experience for our attendees.

As the curtains were raised, we were privileged to have Charlotte Munro from Booking.com deliver an inspiring opening presentation, sharing valuable insights on how AI is revolutionising marketplace search. Fred Fishlock from TikTok Shop, along with retailers George Robinson and Arjun Sofat, also unveiled the extraordinary growth potential that this exciting new channel has to offer.

We were treated to more thought-provoking discussion led by industry experts such as Eve Williams from eBay, Ian Plummer from Auto Trader, Kimmo Jukuri from H&M, and Tim Crouch from ROKT who explored the delicate art of balancing supply and demand on marketplaces.

Attended by 485 delegates, ChannelX 2023 left attendees brimming with insights, practical real-world tips and connections.





Attendees



“I took away so many valuable insights about the most important topics in the industry - a real value-add day, thank you!”

“Great event and good content.”

“Very well organised event with great speakers and topics. Loads of tasty refreshments/drinks and great lunch ...and loads of food/drink stations so never any long queues as you jumped between all sessions and networking.”

Attendee Profile

Account Management Lead
Account Manager
Account Manager - FMCG
Account Strategist
AdTech & Data Partnership Lead - Retail Media
Amazon Fulfillment Manager
Area Sales Manager
ASSOCIATE
B2B Sales Coordinator
Brand Account Manager
Business Development Manager
Business Development Specialist
Business Manager
Business Operations Manager
Business Owner
Buyer
Category Manager
CEO
CEO & Founder
CEO | Co-Founder
Chairman
Channels Manager
Chief Customer Office
Chief Executive Officer
Chief Marketing Officer
Chief Operating Officer
CMO
Co Founder
Commercial and Partnerships Director
Commercial Director
Commercial Director | Founding Member
Commercial Manager
Communications Manager
Community Development Marketplace Assistant
Community Development Marketplace Associate
Community Development Marketplace Senior Manager
Company Director
Consultant
Consultant, Payments
Content and PDS Lead
COO
Country Manager
Creative Lead
CRM Manager
Demand Generation Representative
Development Manager
Digital Commerce Development Director
Digital Director

Digital Marketing Manager
Digital Partnerships Manager
Director
Director Business Development
Director of Business Development
Director of Customer Success
Director of Global Digital Operations
Director Of Sales & Creative Solutions
Directors, Business Development
E-Commerce
E-Commerce Director
Ecommerce & Omnichannel Director
Ecommerce Manager
eCommerce Manger
Ecommerce Marketplaces Coordinator
Ecommerce Specialist
eCommerce Trading Manager - EMEA
Events Manager
Executive Office assistant
Finance
FMCG Strategy Manager
Former CEO
Founder
Global E-Commerce
Global eCommerce Commercial Manager
Global Head of eCommerce Acceleration
Global Product Marketing - GenAI
Global Senior Brand Manager - Rexona
GM Sales & Marketing
GM, Head of Fashion, Luxury & Lifestyle
Graphic and print designer
Group Product Manager
Head of Acquisition
Head of BD
Head of Business Development
Head of Business Development & Marketing for Tmall Global
Head of Business Development Marketplace - External
Head of Channels
Head of Community Development Marketplace
Head of CRM
Head of Customer Experience & International
Head of customer marketing
Head of Digital
Head of Digital Marketplaces
Head of Ecommerce
Head of eCommerce | DTC Lead
Head of External Products & Partners
Head of Fashion, UK

Head of Home & Living
Head of International Trading
Head of Marketing
Head of Marketing and Brand Strategy
Head of Marketing, EMEA
Head of Marketplace
Head of Marketplaces
Head of Online Operations
Head of Partnerships
Influencer Marketing Lead
International CRM & Personalisation Lead - Avon
Key Account Manager
Launch Manager
Lead brand recruitment
Lead Marketplace Onboarder
Logistics Operations Manager
Loyalty Strategy Director
Manager
Managing Director
Market Advisor - Global Online Marketplaces
Market manager
Market Specialist
Marketing Director
Marketing Manager
Marketplace Account Manager
Marketplace Administrator
Marketplace Business Development Manager
Marketplace Consultant
Marketplace Manager
Marketplace Manger
Marketplace on-boarder
Marketplace Partnership Manager
Marketplace Specialist
Marketplaces Manager
Markets and Partnerships
Merchant Growth Strategy Manager
Operations Director
Operations Manager
Owner
Paid media specialist
Partner
Partner Success Leader, UK
Partnership Lead
Principal Consultant
Product Owner - Marketplace Fulfilment
Product Owner - Marketplace Platform
Product Owner - Marketplace Rollout
Proprietor

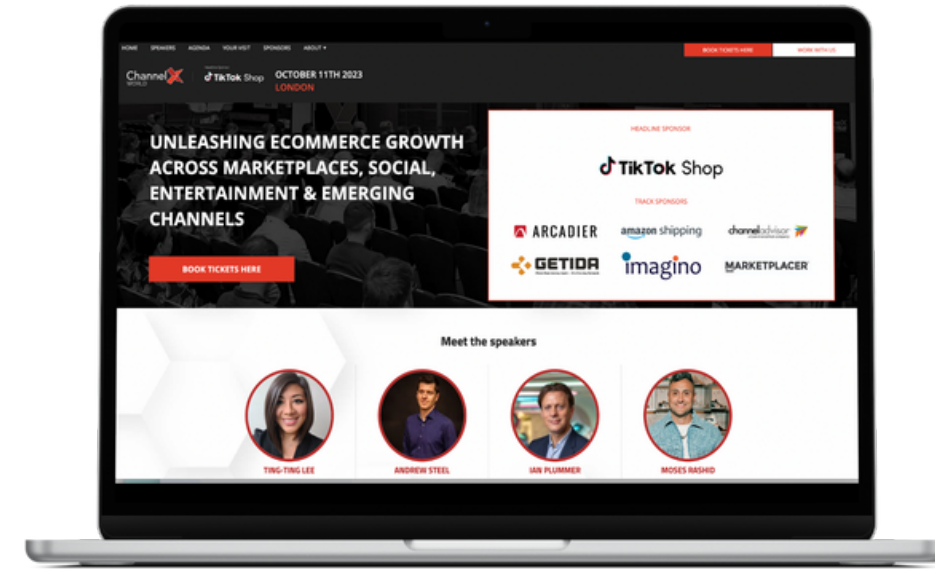
Sales & Marketing Director
Sales and Marketing
Sales Director
Sales Manager
Sales Professional
Seller Education
Seller Operations Specialist
Senior Account Manager
Senior Advisor
Senior Business Manager
Senior Corporate Communications Manager, Global
Senior Digital Marketing Manager
Senior Manager
Senior Manager of New Partnerships
Senior New Business Manager
Senior Partnerships Manager
SEO
SMB Strategic Account Manager
Sr Manager
Strategic Growth Manager
Strategic Partner Consultant
Strategic Seller Manager
Strategy Director
SVP & Head of E-Business
SVP of Payments
Technology Manager
Third Party Lead
TikTok Account Manager
Trade Development Lead
Vice President Go to Market
VP Digital
VP General Manager

Marketing

The ChannelX World marketing campaign employed a versatile digital strategy, combining digital advertising and direct email marketing to effectively engage our intended audience, which comprised retailers and brands and marketplaces. This comprehensive approach also included precise targeting at the micro-niche level and used our InternetRetailing, ChannelX and DeliveryX media channels. Additionally, our campaign was bolstered by awareness and remarketing initiatives on popular platforms like LinkedIn and Google.

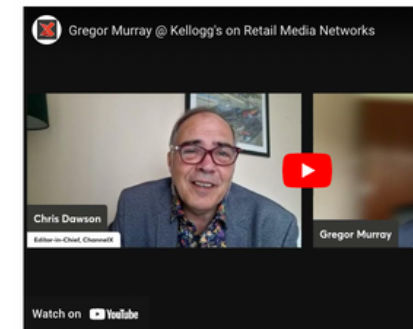
AUDIENCE REACH

297k



Kellogg's Gregor Murray to present at ChannelX World

2 Aug 2023 by Chris Dawson



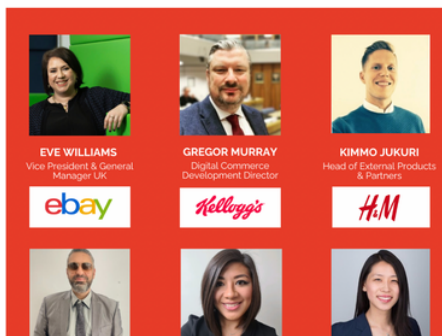
We are delighted to reveal that Gregor Murray, Digital Commerce D Kellogg's will be presenting at our ChannelX World conference in O expertise and experience of Retail Media Networks.

Register for ChannelX World, 11th Oct, London

In advance of the conference, we spoke to Gregor for a flavour of v learn, and to discover that Gregor himself hopes to gain from Chan video to discover:

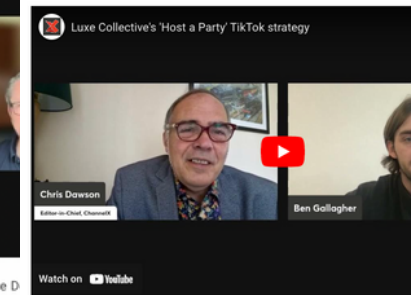
- 00:00 Introducing Gregor @ Kellogg's
- 02:01 What are Retail Media Networks?
- 04:04 Advantages of advertising with Media Channels
- 04:48 Which Networks should a retailer consider advertising v
- 07:11 What will delegates learn at ChannelX World
- 08:47 Retailers and Partners Gregor hopes to meet at Chan

The ChannelX World conference will take place on the 11th of Oct Gregor Murray in person, along with close to 50 other retail and co



Ben Gallagher, Luxe Collective, to reveal 'Host a Party' TikTok strategy at ChannelX World

24 Aug 2023 by Chris Dawson



Luxe Collective has grown from a bedroom startup to a £7.5m marketplace ir and that with a pandemic in the middle! Today we can announce that Ben G along with his brother Joe, founded Luxe Collective, will be speaking at Chan sharing the secrets of how to rapidly grow a start up.

Get your ChannelX World ticket to meet Ben in person

Ben will also explore the challenges faced by marketplaces when scaling fro technology upgrades to seller onboarding, verification and counterfeit produc differentiation. In this ChannelX World Session you'll also discover the strate practices for implementing robust processes, to create a trustworthy environ which leads to increased customer confidence and ultimately marketplace su

Perhaps what may be of most interest to delegates, will be how Ben has gro Collective's social media presence and developed his 'Host a Party' strategy i users on TikTok, as well as their following on YouTube and Instagram. It's no product, it's about hosting the community with a focus on education and new in this video, you'll find:

- 00:00 How Ben Gallagher started Luxe Collective aged 17
- 01:40 What makes Luxe Collective different to other platforms?
- 03:39 How Luxe Collective built their social media following

6 Reasons to attend ChannelX World

27 Sep 2023 by Chris Dawson



Ahead of ChannelX World, taking place on the 11th of October, we've been speaking to some of the brands and retailers that will be presenting, to find out what they're most looking forward to at the conference.

Watch the video to hear in full what these six brands are hoping to gain from the conference and book your ticket to meet them in person on the day!

Get your ChannelX World Ticket

1) TikTok

I'd love to hear what other people's experiences have been of TikTok... I'd love people to come along and say "This is what we've found, did you find the same thing when you did this?"
- Tom Baker, Founder & CEO, FordeBaker

2) Vision of digital commerce for the future

I'm particularly interested to hear from a lot of the retailers that are going to be in the room in terms of what their vision of digital commerce is going to be for the future and what they think the direction of things like Digital Retail

EMAILS DELIVERED

854K

AVERAGE OPEN RATE

19.2%

Booking.com confirm as opening keynote to discuss mastering generative AI

As we approach 2024, the rise of Generative AI has been unprecedented, offering exciting possibilities like personalized video content and dynamic customer interactions. Charlotte Munro, Global Product Marketing - Generative AI will explore the implications of this technology for marketplace marketing, including mastering Generative AI like ChatGPT to engage customers with authentic messaging and next level personalisation.

Join us at ChannelX World on October 11th for an exceptional opportunity to immerse yourself in practical insight on effectively engaging with consumers, and boosting retail transactions. Our impressive roster of speakers, representing dynamic retailers and brands, ensures a worthwhile investment of your time to invigorate your own ecommerce ecosystem.

Secure your front row seat for just £95 + VAT.

REGISTER HERE

Next Thursday is a day dedicated to the dynamic world of channels: from marketplaces to the metaverse, social platforms to retail media networks. Dive into ChannelX World on October 11th with a complimentary ticket, and be part of this exciting event.

FREE tickets for retailers/brands/DT/merchants include lunch, refreshments and cocktails (LIMITED SPACES)

BOOK YOUR PASS HERE

Just some of the impressive retailers and brands to take a seat with

Stephanie Lewin, Head of Amazon's Fashion Marketplace in the UK, AMAZON
Mei Chen, GM, Head of Fashion, Luxury & Lifestyle, ALIBABA GROUP

ChannelX World returns to London on October 11th to explore the evolving ecommerce channel landscape; retailer-led marketplaces, retail media networks, the metaverse, traditional marketplaces and social platforms.

Led by ChannelX in association with InternetRetailing, we have gathered the leading minds who are rapidly evolving the landscape. You can expect to catch up on the market trends, insights and success stories to sharpen your own ecommerce ecosystem, and unlock new revenue streams. Speakers include:

EVE WILLIAMS, Vice President & General Manager, UK, eBay
GREGOR MURRAY, Digital Commerce Development Director, Kellogg's
KIMMO JUKURI, Head of External Products & Partners, H&M

Standard/vendor rate: £475 + VAT - only 500 tickets available

Thank you

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www.retailx.events

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