

The New Rules of Seamless Shopping

This post was created in partnership with SmartCommerce

Key takeaways

- Shoppers expect to have a seamless shopping experience everywhere they shop
- The line between content and commerce is blurring for retailers
- Retailers need to serve shoppers looking for convenience as well as those considering their purchases

Shopping habits have transformed. With just a few taps, consumers can buy what they see—whenever, wherever. Inspiration now drives instant action across every screen.

At an ADWEEK House Group Chat, co-hosted with SmartCommerce, marketing leaders discussed how brands can meet shoppers in the moment and close the gap between discovery and purchase.

Blending convenience and consideration

Smart Commerce's Jennifer Silverberg

Jennifer Silverberg, co-founder and CEO at SmartCommerce, set the tone for the chat, "The definition of what can be shoppable media has expanded. The distance between discovery and purchase can be a click."

And of course, while convenience is key, the experience must feel effortless. "It should be one or two clicks," said Lana Ivory, who leads product marketing at Meta's Reality Lab. "A lot of companies are losing their customers with these difficult checkouts."

(L-R) Meta's Lana Ivory, NOMAD Marketing Agency's Zoila Castro

The rise of social commerce platforms like TikTok, Instagram, and Pinterest reflects this demand for immediacy, as well. As Zoila Castro, co-founder of NOMAD Marketing Agency, noted, "For Gen Z, the comment section is the review. If a TikTok has millions of views and solid engagement, that's often all they need to decide."

Still, not every purchase is immediate. Alicia Criner, VP and global head of marketing and digital at Galderma, emphasized the importance of the consideration phase. "We often forget the middle of the funnel. Awareness, typically, isn't really the issue. It's about consideration." That's where the brand has to educate and earn trust.

Galderma's Alicia Criner

That sparked some debate, as Silverberg shared a differing opinion. "We found that inspiration can be the antidote to waiting, which is another word for consideration. Consideration is 'I'm going to think about it,'" Silverberg explained. "But there needs to be a balance, and for some brands—not all—with enough inspiration, the action happens."

Others agreed that the type of product, platform, and price point all impact how much "consideration" really matters.

Addressing context

NBCUniversal's Evan Moore

Evan Moore, SVP of commerce partnerships at NBCUniversal, pointed out that context also plays a role in purchasing decisions. "If I'm watching a show and I see something on a character I relate to, and I have a big emotional reaction, I want that exact thing—right now. Emotion plays a bigger role than logic." It's not just the "what." It's the "when" and "where."

That context is evolving. Carrie Sweeney, VP and sales lead at Pinterest, shared that the lines between content and commerce are blurring fast. "We routinely hear it doesn't matter if it's an ad or not because of the mindset. And we're lucky, our Pinnerers come with the mindset of wanting to be inspired and wanting to shop."

Pinterest's Carrie Sweeney

Even TV, traditionally a passive medium, is catching up. Moore shared that NBCUniversal has partnered with LG to bring shoppable ads to TVs via remote control. "We're finally at that moment of convergence where television starts to behave more like mobile and desktop—interactive, instantly transactional. Consumers are ready."

What the modern consumer wants

GALE's Dan Maguire

But modern marketing isn't just about tech. It's about people. "If you are targeting the next generation of consumers, they need a spot at the table," Ivory said. "There are a lot of nuances that will really only be discovered and uncovered when you allow those voices at the table."

Ultimately, the panel agreed that organizational agility is just as critical as platform innovation. "Stop siloing brand, shopper, and retail budgets," said Dan Maguire, director of retail media at GALE. "Consumers don't see different departments; they see one brand."

And for Silverberg, it comes down to courage. "Don't just do things the way you've always done them before," she said in her closing remark. "Have the courage to stop doing things

that you know aren't working."

Featured Conversation Leaders

- Jennifer Silverberg, Co-founder and CEO, SmartCommerce
- Zoila Castro, Co-founder, NOMAD Marketing Agency
- Alicia Criner, VP, Global Head of Marketing and Digital, Galderma
- Lana Ivory, Product Marketing, Reality Labs, Meta
- Dan Maguire, Director, Retail Media, GALE
- Evan Moore, SVP, Commerce Partnerships, NBCUniversal
- Jenny Rooney, Chief Brand and Community Officer, ADWEEK
- Carrie Sweeney, VP, Sales Lead, Pinterest

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