These 9 Shoptalk Conversations Are Shaping Commerce’s Future

Three frenetic days at Shoptalk in Las Vegas revealed tons of anxieties about the future of commerce—from uncertainty around what it will look like (chatbots or seamlessly baked into search?), big questions at companies like Home Depot and Stratacache, and big plays from powerhouses like Google and Meta.

Here’s what I learned, based on conversations with dozens of retail media practitioners, adtech vendors, analysts, social platforms, and more.

Google signals more retail media investment

Google’s deal with Kroger Precision Media lets brands target Kroger audiences on YouTube. Those Kroger advertisers will also be able to see if those YouTube ads lead to sales at Kroger.

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