

Marketing & eCommerce are changing rapidly... what now?

Alex Bloemendal

**I love living in this
great new marketing and tech era!**

**All those agents, gadgets and tech
making my live easier day by day 😊.**

08:17



Meldingencentrum

Get new... 20 minuten geleden

Get news headlines summ...

 *Global News*

 - *Malaysia Enforces Social Media Ban* - New rules require social media platfor...

Recap e... 21 minuten geleden

Recap emails

 Je hebt een updateLet's get caught up on your inbox

 *Je bent helemaal bijgep...

Vakantiegeld-deals vr 21:06



Ontvang nu korting op wasmachines van AEG. Zie je kans schoon.



Nieuw verhaal: Nog 1 dag 





← News summarized
Less interaction with ad's on sites.

← No marketing mails being read,
AI does this for me.

← Push messages, only the last one
(or none, moving to *stacked*!)

Buying behaviour changes: from ordering....



What should I make and therefore buy?

- Wat is convenient?

How much food and drinks do I need?

When to buy or deliver?

Budget?

What was that recepy again?

I feel am going back to buying "safe"

-- SHOPPINGLIST --



Buying behaviour changes: ... to orchestrating...



YOU SAY

**“Help me
organise
a BBQ
party”**



AGENT DOES

- Finds easy to make recipes that suit the party
- Opens Picnic on your behalf
- Picks drinks, snacks & more based on the recipes.
- Checks quantities & budget based on WhatsApp and email RSVP's
- Places the order.
- -- DELIVERY --



How to create an AI Virtual Assistant

Create your own AI assistant in just a few minutes with no programming experience required. This guide will walk you through the process of creating your own AI assistant using a no-code platform.



Meanwhile, business continues as usual for us all.

- Despite all theories, we keep using *last click attribution* because we are used to it and changing all systems and reports takes time...
- While everyone says we need to go social, content first our CEO loves that *guaranteed sales* from mail and SEA.
- *Let's send that extra email* this week because the CFO needs to report extra turnover this quarter to the shareholders.
- We read a product becomes less relevant, it is the experience/ solution etc but it is still the *products being sold*....
-

My observation of marketing channels/effectiveness.



- Anyone checked your reports lately on CPC's and click pool size?
- Long term trend of sales driven by the email channel going strong?
- Direct/branded SEO still the "free" backbone we all want to grow?
- Are we seeing less growth than expected (even a decline) from the channels that always brought us revenue?

And new players are entering our market with new behaviour...

Shein: sketch to shelf in 5 days, 6,000 SKUs a day

Shein's edge is not a single model, it is a fully instrumented loop that turns search-bar typos into production orders inside a week. Three pieces matter.

- **Trend scraping at platform scale.** Shein ingests signals from Google search, TikTok, Pinterest and competitor sites, normalizes them into design briefs, and pushes those briefs to in-house and third-party designers as ranked queues.
- **Micro-batch testing.** First production runs sit between 100 and 200 units. The AI sales-velocity model gets 72 hours of live data before deciding whether a SKU goes into reorder or gets killed.
- **Networked supplier dispatch.** Roughly 6,000 new SKUs land on site per day. Orders are routed across 3,000+ suppliers in Guangzhou with capacity, lead-time and quality scores updated nightly.

The reported outcome is a 1% inventory-write-off rate against an industry average closer to 25–40%. The mechanism is not magic, it is feedback loop length. Shein's loop is 5 days. Inditex sits at 15. Most US wholesale brands are still at 9 to 12 months.

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and players using 100% AI...



SEO is dead?

SEO is dead?
SEA is dead?

SEO is dead?
SEA is dead?
Email is dead?

SEO is dead?

SEA is dead?

Email is dead?

<<anychannel>> is dead?

What about branding?

What the f#ck is happening?

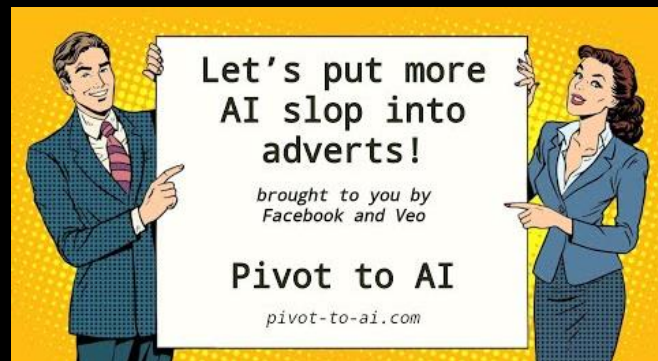
My mailbox and timelines are being flooded with AI sh#t.

I see that advertisers having a hard time delivering quality, moving into the use of AI to deliver quantity...

And it seems EVERYONE is doing it (or want/needs to do it).

How do I then keep my brand & products relevant and visible for customers?

Meanwhile LLMs traffic is popping up in my reports faster than any channel growth in the past.



Are we losing control?

**Or are we simply entering
a new era
of channels, behaviours, and
opportunities?**

Power is no longer with the merchant.

**It belongs to the consumer — and the
(future) agent acting on their behalf.**

(and a bit of big tech, unfortunately)

So far, the bad news...

**Let's move on to the root cause
and how to enjoy this new game**

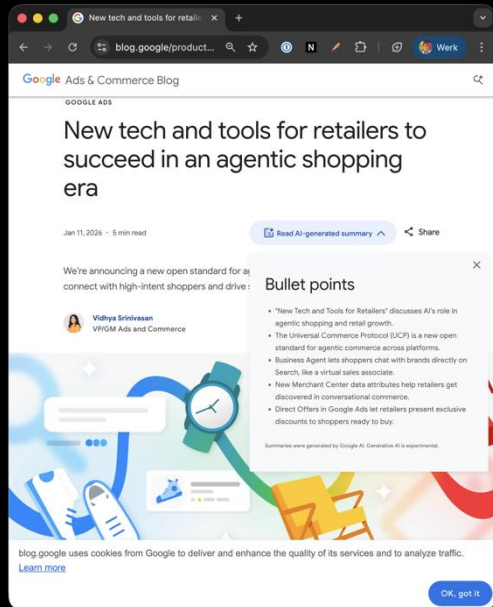
The Big Shift 1 → From Person to System

UCP (Universal Commerce Protocol) — Full shopping journey: discovery, checkout & post-purchase, powered by AI agents

MCP (Model Context Protocol) — Connects AI models to external tools, data & systems

A2A (Agent-to-Agent) — Enables AI agents to communicate and hand off tasks

AP2 (Agent Payments Protocol) — Handles secure, autonomous payments by AI agents



The Big Shift 2 → Channel Mix Disrupted by AI

Power of Big Tech — Google, Meta & Amazon increasingly control where consumers discover and buy products, forcing brands to play by their rules on ads, visibility & data

Power of Marketplaces — Amazon, Bol.com & Zalando dominate product search, shifting the consumer relationship away from the brand's own channel

Power of LLMs — Via UCP, MCP & A2A, AI autonomously discovers, compares and purchases on behalf of consumers, bypassing traditional brand touchpoints entirely



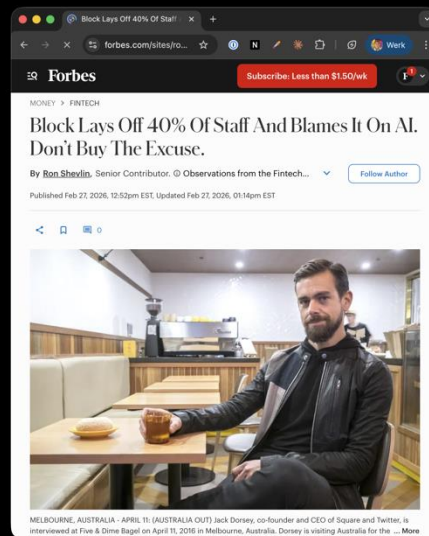
The Big Shift 3 → Roles & Functions Change

Layoffs are real — Klarna cut from 5,000 to 3,000 employees, replacing 700 customer service roles with AI

But AI has limits — Klarna reversed course by 2025: satisfaction dropped, CEO admitted “we went too far”

55% regret it — Over half of companies that executed AI-driven layoffs now regret it, facing rehire costs and reputation damage

New roles emerge — The marketer evolves into an AI orchestrator: directing, prompting & managing AI systems



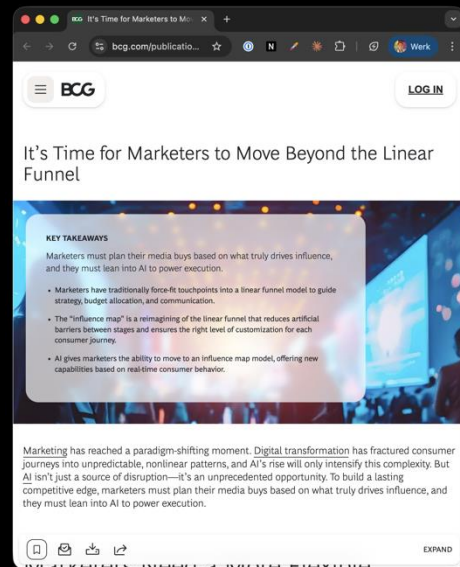
The Big Shift 4 → New Customer Journeys Arise

The funnel is dead — BCG & Google: consumers navigate a dynamic web of touchpoints simultaneously, not a linear funnel

The 4S replaces the funnel — Journey defined by four simultaneous behaviours: streaming, scrolling, searching & shopping

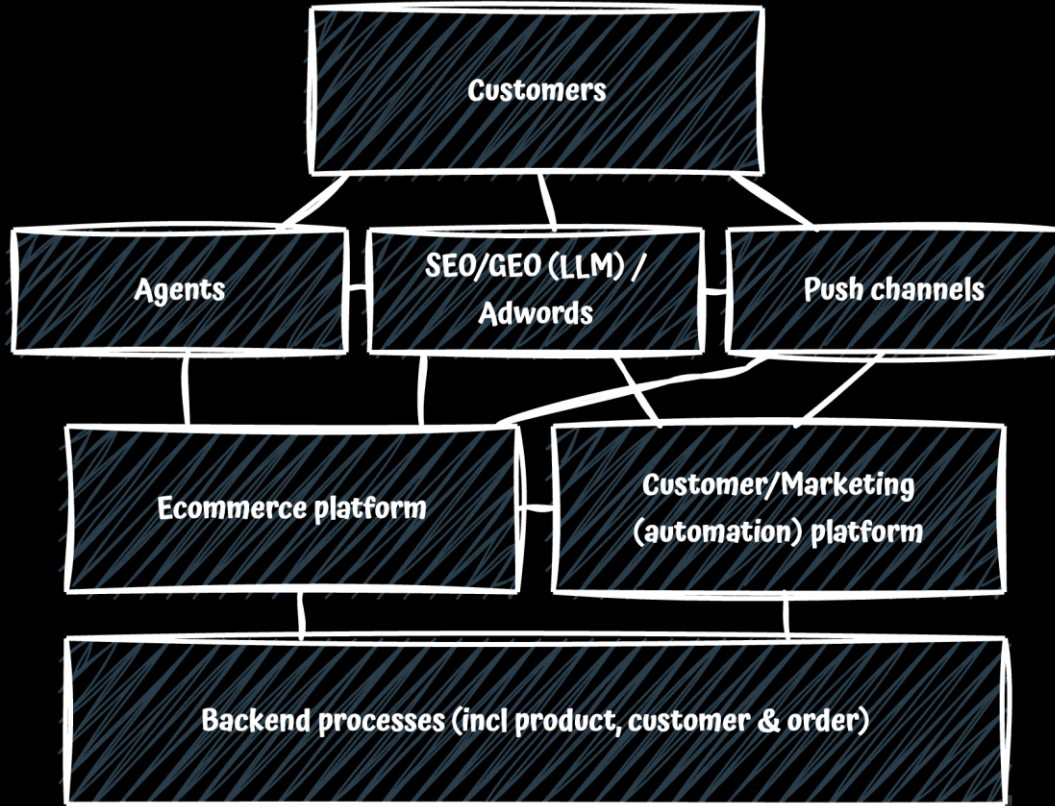
Influence maps, not funnels — BCG proposes dynamic influence models: every touchpoint can drive conversion

AI agents skip the journey — With agentic commerce, AI buys on behalf of consumers; brands must influence the agent

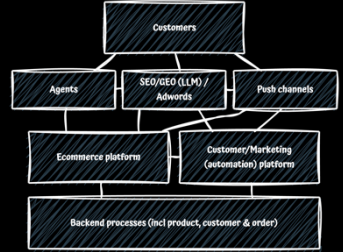


How to play this game?

We have a new landscape to take care of...



Let's embrace change, and that landscape...



Todo:

- Accept there will be a new channel mix
- Prepare yourself for Agents, make your tech ready.
- Prepare yourself for new journeys and channels.
- Authority building, your new favourite campaign.
- What ever you do, make it AI ready, such as schema, quality of PIM, Martech...
- Improve your attribution reports
- Improve your GTM's.

Keep doing:

- Customer, Customer, Customer
- Marketing evolves. Customer data remains gold.
- Classic marketing is not dead; keep doing it.
- Automations still makes money.
- Loyalty
- Branding
- Content strategy

Let's embrace change...



**“Culture eats strategy for
breakfast” – Peter Drucker**

Let's embrace change...



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breakfast” – Peter Drucker**

AI is coming for breakfast too.

Where to start?

If you are a generalist (everyone is our customer):
Look at your own behaviour and that of your friends & family 😊

If your 79-year-old mother tells you Claude is her new friend,
or your 17-year-old daughter checks email once a week,
you know you need to act and look at your mix....

Where to start?

Any other besides that generalis:

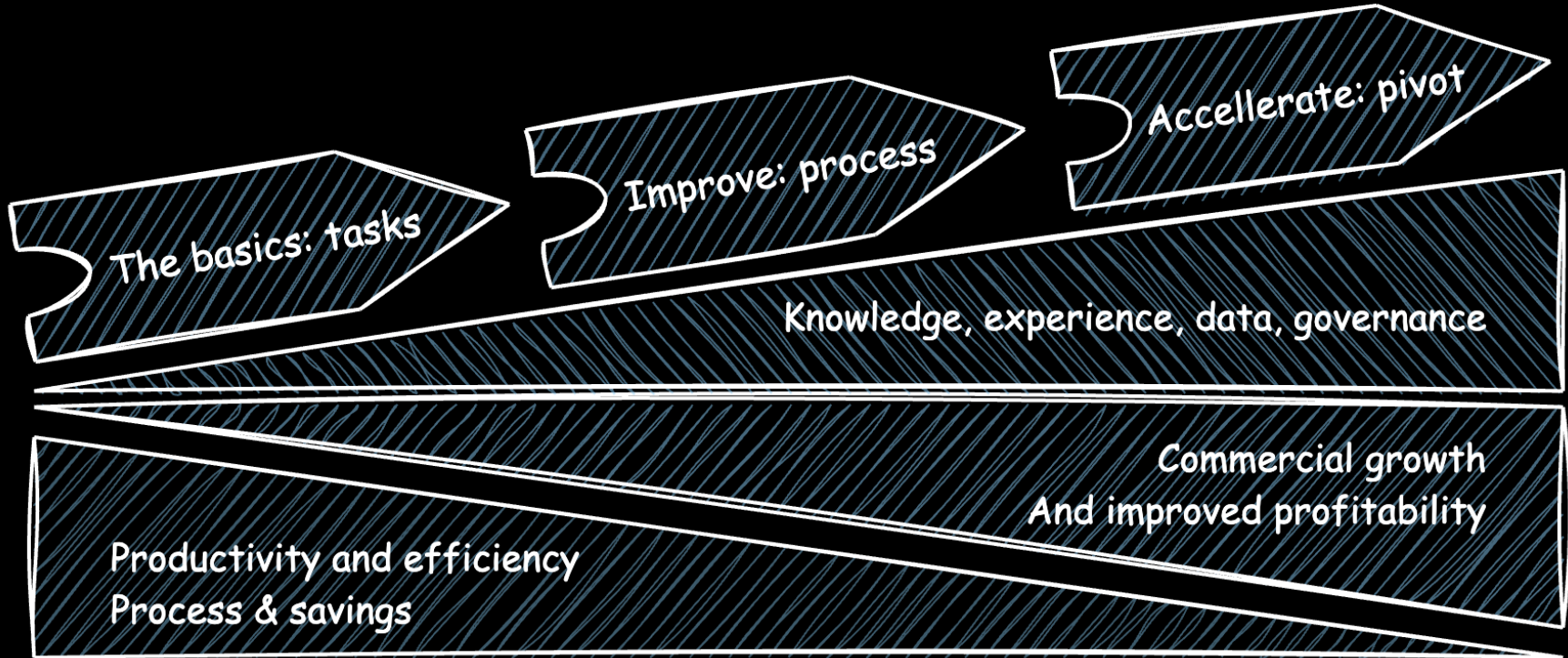
Ask your customer, look at your data and start testing

&

Keep working on that “fix the basics” ;-)

(meanwhile learn all types of channels by playing with MarTech... even as a marketer).

Based on McKinsey's 3 horizons of growth model



Just a check.
What if you don't play the game?

And *your* role in the future?

Innovate or die ;-)

- Test & learn; what you have always done might not be right anymore.
- Have your set of AI/ prompt as part of your personal toolbox.
- Behaviour & competences are more important than basic skills.
- Be aware of *All* channels, not *one* channel.
- Speed up!... Go experimenting!

And someone(s) who has done this...

1.8 billion turnover
A lot of profit

Just one person ;-)

MEDVi - Personalized Telehealth

home.medvi.org

Werk

MEDVi

Join 500,000+ MEDVi patients

Healthcare, redefined for real life.

We provide medical care online—simple, direct, and led by licensed providers.
No waiting rooms. No unnecessary steps. Just care that works.

Weight Loss → Peptides & Longevity → Men's Health → Women's Health →

LICENSED MEDICAL PROVIDERS 100% ONLINE CLEAR PRICING SHIPPED TO YOUR DOOR LICENSED MEDICAL PROVIDERS 100%

DOCTOR-GUIDED GLP-1 CARE

Weight loss made easy with personalized care

Everything you need—included:

- ✓ Prescription to fast, effective GLP-1
- ✓ 13 physician guidance
- ✓ Free dietitian visits & care coaching included*
- ✓ 24/7 support
- ✓ Fast & discreet shipping



**BILLIONS REVENUE
WITHOUT PEOPLE**

MATTHEW GALLAGHER - SOLOPRENEUR

What can we learn from his approach

- You can (should) use AI to serve quality and quantity.
- He tests & learns continuously:
 - Channel mix → any channel is to be tested
 - Campaigns → any campaign is to be tested
 - UX, platform → improve at speed
- You can automate automation.
- You don't need a lot of people,
you just need speed (and a lot of tokens ;-)



So...

Stop copying last years campaign and assume the results can be copied to this year.

Start using the new channels, and AI in tasks/processes, step by step, but firmly. Don't forget to let culture grow accordingly.

Continue using existing marketing channels as long as they contribute in the new mix (hopefully with lower production costs)

Take-aways

1. New channels are here to stay.
2. Customers have already embraced AI as their new assistant. We need to do the same.
3. Email is evolving from a sales channel into a branding channel — and a source of training data for AI.
4. Your most valuable email campaign may soon be the one that collects reviews, helping to build the authority AI systems rely on.
5. Last but not least: your job still matters. You create real value. But change is coming. Embrace it and enjoy the ride.

Food for thought...

Is AI & the new channel mix genuinely new
— or just old thinking in a new interface?

Change has always been out there
— 25 years ago most of the channels we use today
didn't exist yet. ;-)



Thank you!

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