



# Home Improvement eRetailer Summit

## eCommerce Intelligence & Insights

**Speakers at third-annual Home Improvement eRetailer Summit  
advocate a human-focused approach to ecommerce sales**

**FOR IMMEDIATE RELEASE**

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Contact Sonya Ruff Jarvis, 203-295-3385

[SRuffJarvis@eretailersummit.com](mailto:SRuffJarvis@eretailersummit.com)

Attendees came away from this year's Home Improvement eRetailer Summit in Chicago armed with a trove of ideas and strategies for online sales and marketing. The event's speakers emphasized the importance of using technology to deliver information and products in ways consumers want to receive them.

"Mobile is the new front door," said Steven Dennis, Founder and President of SageBerry Consulting and Forbes Contributor, who gave the Summit's opening keynote and urged his audience to "be remarkable in those 'I want to go,' 'I want to know,' 'I want to do,' and 'I want to buy' moments."

The Summit drew senior-leaders and buyers from an array of retailers, manufacturers, distributors and digital companies. Sonya Ruff Jarvis, the event's founder said that "we're grateful but not surprised that the 3<sup>rd</sup> annual Home Improvement eRetailer Summit was a huge success. The A list of retailers, eCommerce and home improvement speakers delivered top notch relevant and timely information that can be used back at headquarters."

It provided them with unique content that combined a broad perspective of retailing's current trajectory with advice on how home-improvement dealers and suppliers specifically can thrive in a market where an ever-expanding number of people take an "online-first" approach to product information and purchasing.

That message was reinforced by statistics like these:

- While it still lags other industries, the home-improvement sector sold \$20 billion in products online last year, a 34% increase over 2016;
- 53% of all retail sales in North America are digitally influenced. “Today, the shopper no longer goes shopping; she is *always* shopping. She can have a micro-moment of consideration at a virtually unlimited number of touchpoints,” said Jason Goldberg, Senior Vice President of Commerce for SapientRazorfish.

Goldberg predicted that 40% of consumer spending could eventually be for auto-replenishment. He pondered how that dynamic will alter in-store inventory and distribution. “It’s now about addressing the last mile,” he stated.

What separates the Summit from other ecommerce-related conferences is its breadth and depth with a focus on the home improvement category. This year’s topics included discussions about the complexities of collecting taxes from online sales; choosing the right ecommerce platform; where influencers can play a role in marketing campaigns; the ins and outs of free shipping; and the benefits of bringing together all parties involved in going to market onto a single platform, where ideas can flourish and where products are available for ordering 24/7.

Attendees also learned that ecommerce’s future is likely to involve augmented and virtual reality, as well as 360-degree imagery, that help consumers “connect the dots to their needs and have confidence in their purchases,” said Joe Derochowski, The NPD Group’s Executive Director and Home Industry Analyst.

He added that competitors will distinguish themselves by how well they present consultative experiences to customers. “Insert yourself earlier into the process,” he recommended.

“The move to Chicago proved to be a good location for the Summit and we will be back in Chicago on November 6-8, 2019 for the 4<sup>th</sup> annual Home Improvement eRetailer Summit!” says Ruff Jarvis.

### **About the Home Improvement eRetailer Summit**

*The Home Improvement eRetailer Summit is the only face-to-face North American event that focuses on home improvement ecommerce through networking, education, and one-to-one meetings. It is designed for all types of retailers, manufacturers, distributors and industry professionals who are interested in gaining intelligence and insights on how to optimize the internet as a distribution channel to sell more home improvement products. The Summit is owned and operated by the JC Event Group.*

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