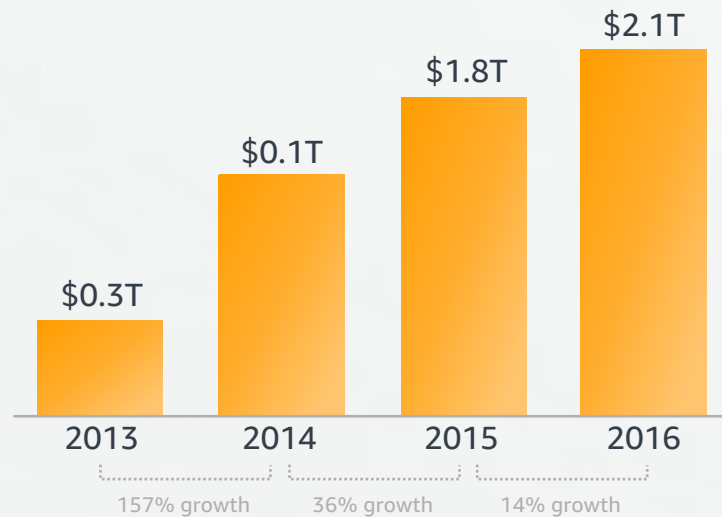


A woman with long brown hair is smiling and looking at a tablet computer in a clothing store. She is wearing a patterned sweater. The background shows clothing racks and shelves. The image has a dark overlay.

# Connected Experiences: The Third Evolution of Commerce

amazon pay

# Digital influence continues to grow...



2.1 trillion

Digital interactions influenced 65 cents of every dollar spent in retail stores by the end of 2016<sup>1</sup>

62%

of US adults own at least one connected device<sup>2</sup>

<sup>1</sup>The future of Digital in Retail Deloitte Digital, Sep 2016 <sup>2</sup>The Internet of Things IAB, December 2016



Connected experiences  
make commerce personal  
and conversational again

Last year alone, lack of personalization  
and consumer trust cost businesses

\$756 Billion



# Voice: The new UI paradigm



# Voice Commerce: A New Frontier

# History rhymes...

1994

e-commerce

2006

m-commerce

2017

v-commerce

# Key to success in conversational commerce

1. Identify the audience to remove payment friction
2. Breadth of Partners
3. Trust

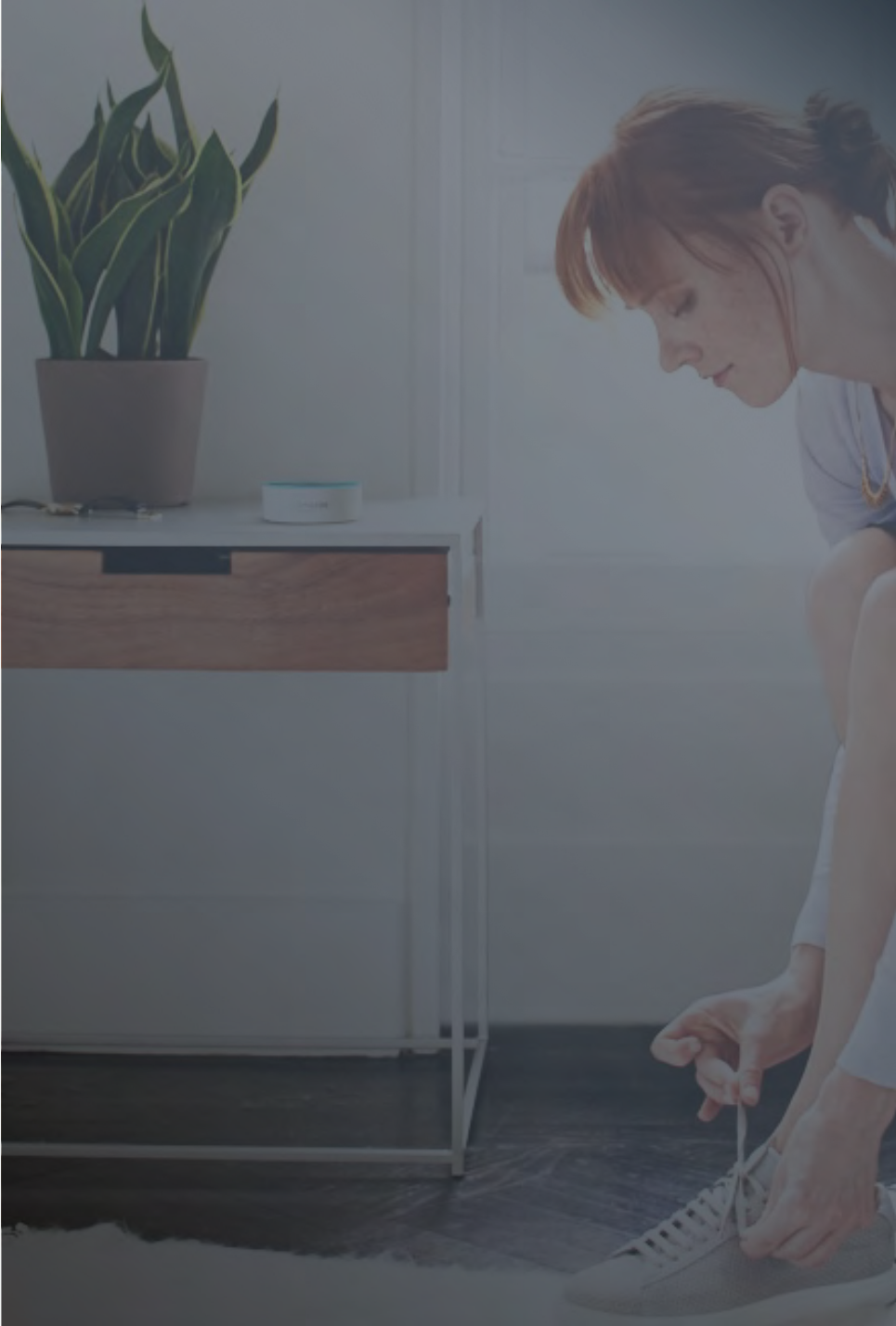




78%

of people say trust is very or extremely important in where they choose to shop<sup>1</sup>

**Trust** is the most important factor in online decision making



The Alexa service is always getting smarter, both for features, and for natural language understanding and accuracy.



Trust in Connected Commerce

COMMERCE  
IDENTITY

BEYOND  
THE BUTTON

TRUST



Amazon data: Q3 2017, Active customer accounts, which are unique e-mail addresses, represent accounts that have placed an order during the preceding twelve month period



**amazon pay**

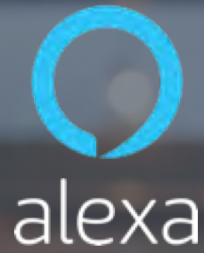




## Building new experiences with Amazon Pay on Alexa:

- Unlocking new potential
- Early adopters end up on the top
- Connected commerce experience
- Pioneer with Amazon Pay

amazon pay



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Be a part of the preview:

Booth no - 3142

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