

COMMERCE SPOTLIGHT

arvato
BERTELSMANN
Arvato Systems



Ladies and Gentlemen,

Hyperpersonalization is currently one of the hot topics in corporate marketing. It combines Artificial Intelligence with customer and product data to generate tailored and personalized customer experiences across various channels. Learn how you can strengthen your customer loyalty in the current issue of Commerce Spotlight.

In addition, we cordially invite e-commerce, marketing and tech managers from the retail sector to our after-work event "Digital Commerce Day 2024 - powered by Arvato Systems x Metaverse Monday" on September 16 in Cologne. Look forward to exciting topics around GenAI, Web3 and Metaverse. Further information on the agenda and registration can be found in the news.

Enjoy reading and we wish you a wonderful summer time!

Kind regards,

Your Commerce Spotlight Team

NEWS & TRENDS



Focus on

Hyperpersonalization

Discover Hyperpersonalization in omnichannel retail: revolutionize your channel design with AI and strengthen your customer loyalty. Find out more in our blog article.

[READ MORE](#)

Digital Commerce Day 2024

We will bring together players from retail, IT and innovation in Cologne. Look forward to workshops, keynotes and a panel discussion on the future of retail in times of GenAI, Metaverse and Web3.

[READ MORE](#)

Future of Commerce in Times of GenAI, Metaverse and Web3

DIGITAL COMMERCE DAY 2024

POWERED BY ARVATO SYSTEMS
X METAVERSE MONDAY

SAVE-THE-DATE



September 19

Digital Workplace Forum 2024

Are you ready for the next Digital Workplace Forum? After a great start last year, the second round starts on September 19th. Experience exciting presentations on topics like AI, Digital Sovereignty and more. Be part of the discussion with other participants and experts from Arvato Systems. We look forward to seeing you.

[READ MORE](#)

[FIND ALL OUR EVENTS HERE](#)



HOW TO CONTACT US

Do you have any questions, ideas or suggestions?

We are looking forward to your feedback!

Write to us!

commerce.spotlight@arvato-systems.de



BLOG

Arvato Systems GmbH
Reinhard-Mohn-Straße 18
33333 Gütersloh
Germany

commerce.spotlight@arvato-systems.de
arvato-systems.com

Managing Directors: Frank Brinkmann, Hansjörg Metzger, Ralf Westhoff
Registered Office: District Court Gütersloh
Commercial Registry 3981