

## 01 COMMERCIAL NEWS

### Founders of Amazon's PillPack to leave in latest health care shakeup

The PillPack founders' departure is the latest shakeup in Amazon's health care operation. Amazon also plans to close its Amazon Care telehealth service at the end of the year.

### Ecommerce Product Releases: September 18, 2022

Here is a list of product releases and updates for mid-September from companies that offer services to online merchants. There are updates on live

shopping, email marketing, warehousing and distribution, sustainable last-mile logistics, e-commerce platforms, and cryptocurrency payment options.

### Walmart unveils virtual fitting room to push shoppers to buy more clothes

Walmart is rolling out its latest version of virtual try-on that it hopes will nudge them toward clicking the "buy" button, by allowing shoppers to upload an image of themselves and see how items would look.

## 02 BOOK RECOMENDATIONS

### Ecommerce Marketing: How to Get Traffic That BUYS to your Website

This book will help you to understand what marketing you should be doing, and how to optimize your marketing for sales growth. Helping you going through each of the essential eCommerce marketing methods it includes tips that will improve your marketing in every channel.

### Never Lose a Customer Again

Joey Coleman's book is to undergo the customer journey in their first 100 days and manage all the interactions and experiences of the customer that can turn them into a lifelong customer.

### The Everything Store

The definitive story of Amazon.com, one of the most successful companies in the world, and of its driven, brilliant founder, Jeff Bezos.

## 03 THE MOST INTERESTING ADVERTISING CAMPAIGNS

### Welcome to H&M Move! - a project that was created to set the whole world and every body in motion

H&M Move is launching with a global workout campaign led by Movers - fitness icon Jane Fonda and acclaimed choreographer JaQuel Knight. Both for women and men, H&M Move launches with a wide range of 'movewear' designed to bounce, flex, skip and flow.

### Vinted: First Splash

Vinted launches a new, international campaign that shows the power of history and emotions related to second hands. In order to implement it, Vinted asked its community to share their most valuable experiences related to the things that users sell or bought. Their owners recall the circumstances, emotions and first experiences related to them.

## 04 LATEST E-COMMERCE REPORTS

### 2022 Gartner® Magic Quadrant™ and Critical Capabilities for Digital Commerce

The report includes these three points, among others:

- Detailed explanation of vendor eligibility requirements.
- Analysis of 19 vendors, including strengths and cautions.
- An overview of key market and technology trends.

### E-commerce Trends in 2022: Industry Reports & Predictions

The report includes these three points, among others:

- Which is the best eCommerce platform in 2021?
- How has digital transformation impacted the whole eCommerce market in 2021?
- What should e-merchants do to catch the latest trends in 2022?

## 05 TOOLS RECOMMENDATIONS

### Active Campaign

Active Campaign offers features meeting the requirements of developing technology.

"Build email newsletters. Create campaigns. Send great emails to stay in front of your audience - and offer exactly what they want to see."

### GetResponse

GetResponse is a powerful email marketing software that includes a drag & drop editor that significantly speeds up the creation of messages.

"Powerful email marketing software with professional email templates, easy design tools, and proven deliverability."

### Buffer

Buffer is a British platform created in 2010 to manage social media accounts and analyze the results.

"Buffer helps you build an audience organically. We're a values-driven company that provides affordable, intuitive, marketing tools for ambitious people and teams."

## 06 JOB OFFERS

Kreatik:  
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