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January Special Edition: The Future of Online Retail Technology

This special digital edition of Internet Retailer will shine a light on the latest technology advancements and how they are/will give consumers exciting ways to shop. *Ad close 12/22 Materials Due 1/9*

Full Story Lineup:

The new "virtual" shopping
This story will cover the apps and efforts from early leaders, with insights from the teams that created them. Why are they investing now, where are they finding the money and how are they/will they measure success?

Anywhere shopping
This story will look at the capabilities emerging that enable consumers to transact beyond the dot-com and app environments, and the greater blurring of retail lines.

Artificial intelligence
This story will define what artificial intelligence is and how online retailers can put it to work to activate the datasets they already have, such as for customer service, personalization and automated marketing. Includes sidebar on 1st person interaction with a customer service bot.

Drone delivery—fact or fiction?
This story will identify the progress drone programs (for delivery purposes) have made in the U.S. and abroad, and include perspective from supporters and opponents on the real value drones may provide retailers at a future date. In what scenarios does drone delivery seem feasible?

Technology innovations: vendor view
What technologies are e-commerce platform vendors building into their networks to help e-retailers stay on e-retailing's cutting edge? Where do vendors see the greatest demand/potential? What are merchants asking for?

How to: Program a Messenger chat bot in five (easy?) steps
This story will examine the two approaches and how retailers are using them—and most importantly whether the chat bots are having any impact.

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