

## Publicis Commerce launches in Asia

### *Ken Mandel to head up new capability*

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Bringing media & commerce together Publicis Media Asia Pacific launches Publicis Commerce in partnership with Interactive Solutions.

Asia Pacific's global share of retail eCommerce is forecasted to be about 60% in 2017 and is showing no signs of slowing down. On average ecommerce makes up about 14% of retail sales in Asia-Pacific but influences a majority of physical store purchases. The path to purchase for consumers often begins within an eRetailing site as they research & get ideas of what to purchase; and while they may not always end up purchasing directly from the eRetailer these sites have a significant impact on consumer buying behavior.

"eRetailers are the publishers of the future and given how much time consumers spend on these sites they will play an increasingly influential role as marketing & commerce continues to blend into a seamless consumer experience," commented Ken Mandel, President Innovation & Commerce, Publicis Media Asia-Pacific. "What we have traditionally considered to be 'media dollars' will start shifting towards 'commerce dollars' as advertisers search for a much more direct & measurable relationship between their marketing and sales efforts."

By combining Publicis Media's media buying, planning & analytic capabilities with Interactive Solutions experience optimizing brand assets within over 200 e-retailers across the globe, Publicis Commerce aims to position itself to provide clients a unique service offer that holistically blends demand generation & eMerchandising services.

"The linear marketing funnel of awareness, consideration and purchase will be flattened by end-to-end eCommerce experiences and marketers will continue to shift spend to more accountable & frictionless media," commented Mandel. "Our new offer positions us exactly where we can most help our clients; at the intersection of media & commerce".

"We are excited to partner with Publicis Media and combine our service offers at a time when they are most needed by our mutual clients," says Piotr Morkowski, CEO of Interactive Solutions. "With over 150 eCommerce



toolkits implemented globally for clients such as P&G, Microsoft, Mondelez, VISA and more this is the right time to increase our penetration in the APAC region”.

In his new capacity, Mandel is responsible for building & leading the new business capability around commerce and innovation at Publicis Media Asia-Pacific.

Mandel reports into Gerry Boyle, CEO Publicis Media Asia-Pacific.

Mandel was previously Starcom’s President of Global Network Solutions Asia-Pacific and has extensive digital experience in the region after serving as the Managing Director of Yahoo, SE Asia, and Managing Director of Salesforce.com’s Marketing Cloud for Asia Pacific.

**About Publicis Media:**

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of five global brands, Starcom, Zenith, Mediavest | Spark, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 17,500 employees worldwide.