
Total Commerce: A Playbook for Managing Retail Fragmentation Across Physical, Digital, and Social Channels

By Megan Harvey // June 25, 2026 //

July 16, 2026 @ 1pm EDT

It's an understatement to say modern retail is fractured. We have physical stores, marketplaces, social platforms, retail media networks, search, creators, and now AI-powered discovery all connected and materially influencing business outcomes, making it nearly impossible to manage channels in isolation and expect coherent results.

A *Total Commerce* approach is the solution, ultimately boiling down to maximizing your retailer relationships, aligning internally around a shared set of goals, and meeting consumers where they are. Easy, right?

In this webinar, Mike Feldman, SVP Commerce at Flywheel, will draw from real-world examples and share how leading brands are tackling fragmentation with a Total Commerce playbook:

1. **Shift shopper marketing from at-shelf to full-funnel.** Learn how Danone's Home'rista campaign maximized visibility across digital and physical touchpoints, leading to incremental sales and multi-product basket growth.
2. **Treat social commerce as a demand engine.** Learn how a beauty brand went from tight brand gatekeeping to an open affiliate model, leading to 9x GMV growth in two months.
3. **Optimize for AI discovery.** Learn how a CPG brand drove higher PDP views, add-to-carts, and purchases through GEO optimizations.
4. **Leverage unified IDs to augment audience strategy.** Learn how a cleaning brand reached high propensity audiences to increase sales while lowering CPMs.

Attendees will leave with a better understanding of the building blocks necessary to build a Total Commerce strategy that breaks down common silos in favor of a unified approach designed for modern retail.

[Register Today](#)
