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How to Build a Successful D2C Brand

D2C model is bringing many changes in this new landscape, creating a more engaging experience, improving retailer's customer relationships, keeping transparent transactions, producing better products with better pricing.

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Direct-to-consumer (D2C) is an old concept that is taking a new shape and spreading across industries. Retailers are building a direct connection with consumers, saving time, improving services, delivering unique and personalized products.

D2C is a growing trend and as per the data shared by Statista, "online revenue as a percentage of total revenue for D2C product lines reached 47 percent during 2017 and

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