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Just Released: New Report on How DTC Brands Drive Retail Growth

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Why are many major retail brands filing for bankruptcy? Foresight is hindsight when it comes to anticipating consumer behavior and macro trends. The surge in DTC is no accident; post-pandemic, customers prefer the convenience of ecommerce shopping. Combine that with the rise of social, and consumers can connect directly with brands like never before. Savvy retailers are partnering with DTC brands and expanding their ecommerce presence. Why? By appealing to younger consumers with optimized product assortments, including emerging DTC brands, smart legacy retailers are using data-backed insights to grow their businesses.

How Retailers Can Partner with DTC Brands to Grow & Succeed

3 KEY STRATEGIES FOR SUCCESS

Presented by

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