

d2c brand performance marketing

d2c brand performance marketing has become a pivotal strategy for modern direct-to-consumer companies aiming to maximize growth and customer engagement. As more brands bypass traditional retail channels and sell directly to consumers, performance marketing emerges as an essential tool to drive measurable results. This approach focuses on data-driven campaigns, optimizing customer acquisition, retention, and overall return on ad spend (ROAS). Understanding the nuances of d2c brand performance marketing allows companies to craft targeted advertising strategies that resonate with their audience while efficiently allocating budgets. This article explores the fundamentals, key strategies, and best practices of performance marketing tailored specifically for d2c brands. The insights provided will help marketers and brand managers optimize campaigns, leverage technology, and scale their businesses effectively.

- Understanding D2C Brand Performance Marketing
- Key Strategies for Effective Performance Marketing in D2C
- Metrics and KPIs for Measuring Success
- Tools and Technologies Supporting D2C Performance Marketing
- Challenges and Solutions in D2C Brand Performance Marketing

Understanding D2C Brand Performance Marketing

D2C brand performance marketing refers to the use of targeted, measurable marketing tactics designed to drive specific actions such as purchases, sign-ups, or other conversions directly from consumers. Unlike traditional marketing, which often focuses on brand awareness and broad reach, performance marketing is centered around data analytics and ROI-driven campaigns. This approach is especially critical for direct-to-consumer brands that rely heavily on online channels to reach and engage customers without intermediaries.

The Role of Data in D2C Performance Marketing

Data plays a central role in d2c brand performance marketing by enabling brands to understand consumer behavior, segment audiences, and tailor campaigns for maximum effectiveness. By analyzing customer interactions, purchase patterns, and engagement metrics, marketers can optimize ad spend and improve conversion rates. The continuous feedback loop from data analytics helps refine targeting strategies and creative messaging to better align with consumer preferences.

Direct Consumer Relationships and Marketing Impact

D2C brands benefit from owning the entire customer journey, from awareness to

purchase and beyond. This direct relationship facilitates personalized marketing efforts, creating opportunities for upselling, cross-selling, and fostering brand loyalty. Performance marketing leverages this relationship by deploying campaigns that drive measurable outcomes, ultimately accelerating growth and enhancing customer lifetime value.

Key Strategies for Effective Performance Marketing in D2C

Successful d2c brand performance marketing relies on carefully planned tactics that focus on the customer journey and optimize every touchpoint. Employing a mix of paid media, organic content, and data-driven personalization can significantly elevate campaign performance.

Audience Segmentation and Targeting

Identifying and segmenting target audiences based on demographics, interests, and purchase behavior is crucial. Tailored messaging and offers that resonate with specific segments improve engagement and conversion rates. Advanced targeting techniques such as lookalike audiences and retargeting further enhance campaign precision.

Optimizing Ad Creative and Messaging

Compelling and relevant ad creative is essential for capturing attention and driving action. A/B testing different creatives, headlines, and calls to action enables marketers to discover what resonates best with their audience. Consistent brand voice combined with clear value propositions strengthens campaign effectiveness.

Multi-Channel Campaign Execution

Integrating multiple channels such as social media advertising, search engine marketing, email campaigns, and influencer partnerships ensures broader reach and diversified acquisition sources. Coordinated campaigns across channels allow for reinforcing messaging and nurturing leads through various stages of the funnel.

Leveraging Personalization and Automation

Personalized experiences powered by automation tools help deliver relevant content at the right time. Dynamic product recommendations, triggered emails, and personalized retargeting ads increase the likelihood of conversion while improving customer satisfaction.

Metrics and KPIs for Measuring Success

Accurate measurement and analysis of performance marketing efforts are vital for continuous improvement. D2C brands must track a range of key performance

indicators (KPIs) to evaluate campaign success and inform strategic decisions.

Customer Acquisition Cost (CAC)

CAC calculates the expense incurred to acquire a new customer. Monitoring this metric helps ensure that marketing spend is efficient and sustainable, facilitating budget allocation decisions.

Return on Ad Spend (ROAS)

ROAS measures the revenue generated for every dollar spent on advertising. It is a critical indicator of campaign profitability and overall marketing effectiveness.

Conversion Rate

This metric tracks the percentage of users who complete a desired action, such as making a purchase. Increasing conversion rates is a primary goal of performance marketing campaigns.

Customer Lifetime Value (CLV)

CLV estimates the total revenue a customer will generate over their relationship with the brand. Maximizing CLV through retention-focused campaigns enhances long-term profitability.

Other Important KPIs

- Click-Through Rate (CTR)
- Average Order Value (AOV)
- Churn Rate
- Engagement Rates

Tools and Technologies Supporting D2C Performance Marketing

The effectiveness of d2c brand performance marketing is greatly enhanced by leveraging advanced tools and platforms designed to streamline campaign management, data analysis, and customer engagement.

Marketing Automation Platforms

Automation solutions enable brands to efficiently execute personalized campaigns at scale. These platforms support email marketing, social media scheduling, and triggered messaging based on customer behavior.

Analytics and Attribution Software

Tools that provide deep insights into user journeys and attribute conversions accurately are essential for optimizing marketing efforts. Multi-touch attribution models help clarify which channels and tactics are driving results.

Customer Data Platforms (CDPs)

CDPs unify customer data from multiple sources, allowing for comprehensive audience segmentation and personalized marketing initiatives. This data centralization is crucial for precise targeting and consistent messaging.

Advertising Platforms

Utilizing platforms such as Google Ads, Facebook Ads, and other programmatic advertising networks empowers d2c brands to reach highly specific audiences with targeted campaigns, maximizing budget efficiency.

Challenges and Solutions in D2C Brand Performance Marketing

D2C brands face unique challenges in performance marketing, including intense competition, data privacy regulations, and evolving consumer expectations. Addressing these obstacles is critical for sustained success.

Managing Increasing Customer Acquisition Costs

As competition intensifies, customer acquisition costs can rise significantly. Employing strategies like improving conversion funnels, enhancing customer retention, and optimizing ad spend through data-driven insights helps mitigate these costs.

Adapting to Data Privacy Changes

Regulations such as GDPR and CCPA impact data collection and targeting capabilities. D2C brands must prioritize compliance by adopting privacy-centric marketing approaches and leveraging first-party data.

Maintaining Customer Engagement and Loyalty

With numerous options available, retaining customers is a challenge. Implementing loyalty programs, personalized experiences, and consistent communication fosters long-term relationships and repeat purchases.

Scaling Marketing Efforts Efficiently

Scaling requires balancing budget, creative innovation, and operational capacity. Investing in scalable technology solutions and continuously analyzing performance metrics ensures sustainable growth.

- Focus on data-driven decision-making to optimize campaigns.
- Prioritize personalized customer experiences to improve retention.
- Utilize automation and analytics tools for efficiency and insights.
- Stay compliant with data privacy regulations to protect customer trust.
- Continuously test and refine marketing tactics to maximize ROI.

Frequently Asked Questions

What is D2C brand performance marketing?

D2C brand performance marketing refers to data-driven marketing strategies specifically designed for Direct-to-Consumer brands to optimize customer acquisition, engagement, and retention through measurable performance metrics.

Why is performance marketing important for D2C brands?

Performance marketing is crucial for D2C brands because it focuses on measurable outcomes such as sales, leads, and conversions, enabling brands to allocate budgets efficiently and scale their growth based on real-time data.

Which channels are most effective for D2C brand performance marketing?

Effective channels for D2C brand performance marketing include social media advertising (Facebook, Instagram, TikTok), search engine marketing (Google Ads), influencer partnerships, email marketing, and programmatic advertising.

How can D2C brands measure the success of their performance marketing campaigns?

D2C brands can measure success using key performance indicators (KPIs) such

as return on ad spend (ROAS), customer acquisition cost (CAC), conversion rate, lifetime value (LTV), and overall revenue growth.

What role does data analytics play in D2C performance marketing?

Data analytics enables D2C brands to track customer behavior, optimize marketing campaigns in real-time, personalize customer experiences, and make informed decisions that enhance marketing ROI and customer retention.

How can D2C brands optimize their customer acquisition cost through performance marketing?

D2C brands can optimize customer acquisition costs by continuously testing ad creatives, targeting the right audience segments, leveraging lookalike audiences, refining bidding strategies, and using attribution models to allocate budgets effectively.

What are common challenges faced by D2C brands in performance marketing?

Common challenges include high competition for ad space, rising advertising costs, complex attribution across multiple channels, maintaining customer loyalty, and adapting quickly to changing consumer behaviors.

How does influencer marketing integrate with D2C brand performance marketing?

Influencer marketing integrates by driving authentic engagement and conversions, which can be tracked and measured through unique promo codes, affiliate links, and performance-based contracts, contributing directly to performance marketing goals.

What trends are shaping the future of D2C brand performance marketing?

Key trends include increased use of AI and machine learning for campaign optimization, growth of short-form video ads, greater emphasis on first-party data privacy, omnichannel marketing approaches, and personalized customer experiences driven by data insights.

Additional Resources

1. Direct to Consumer Marketing: Strategies for Success

This book offers a comprehensive overview of D2C marketing strategies, focusing on how brands can build direct relationships with customers. It covers essential topics such as customer acquisition, retention, and data-driven decision making. Readers will learn practical tactics to optimize their D2C campaigns and increase overall brand performance.

2. Performance Marketing in the D2C Era

Delving into the nuances of performance marketing, this book highlights techniques specifically tailored for D2C brands. It explains how to leverage

paid media, influencer partnerships, and analytics to drive measurable growth. The author provides actionable insights for marketers seeking to maximize ROI and scale their direct-to-consumer businesses.

3. *Data-Driven Growth for D2C Brands*

Focusing on the power of data, this title explores how D2C companies can harness customer insights to improve marketing outcomes. It emphasizes the role of analytics, segmentation, and personalization in crafting effective campaigns. Readers are guided through case studies demonstrating successful data-driven strategies in the D2C space.

4. *The Ultimate Guide to Customer Acquisition for D2C*

This book zeroes in on acquisition tactics that resonate with direct-to-consumer audiences. It covers digital channels such as social media, search, and email marketing, offering proven methods to attract and convert customers. Marketers will find step-by-step plans to build scalable acquisition funnels and reduce customer acquisition costs.

5. *Scaling D2C Brands with Paid Media*

Exploring the role of paid advertising, this book teaches how D2C brands can effectively use platforms like Facebook, Instagram, and Google Ads. It breaks down campaign structures, budgeting, and creative optimization to drive brand growth. The book is ideal for marketers looking to scale their paid media efforts efficiently.

6. *Retention and Loyalty Strategies for D2C Success*

Retention is critical for D2C profitability, and this book dives deep into building long-lasting customer relationships. It covers loyalty programs, subscription models, and post-purchase engagement tactics that increase lifetime value. Readers will learn how to create a loyal customer base that sustains growth over time.

7. *Creative Storytelling for Direct to Consumer Brands*

Effective storytelling can differentiate D2C brands in a crowded market. This book guides marketers on crafting compelling brand narratives that connect emotionally with consumers. It includes examples of successful campaigns and tips on integrating storytelling into digital marketing efforts.

8. *Optimizing the D2C Customer Journey*

This title focuses on enhancing every touchpoint in the D2C customer journey, from discovery to purchase and beyond. It discusses user experience design, website optimization, and seamless checkout processes. Marketers will gain insights into reducing friction and increasing conversion rates across all channels.

9. *The Future of D2C: Trends and Technologies*

Looking ahead, this book explores emerging trends and technologies shaping the future of direct-to-consumer marketing. Topics include AI-driven personalization, augmented reality, and new commerce platforms. It prepares marketers to adapt and innovate in an evolving digital landscape.

D2c Brand Performance Marketing

Find other PDF articles:

<https://staging.devenscommunity.com/archive-library-507/Book?ID=SpH05-8868&title=mechanical-s>

d2c brand performance marketing: D2C Growth Blueprint Rohit Uttamchandani,

2023-06-06 There are thousands of D2C businesses today. Some scale, but the hard truth is that most don't. That's because there's a lot that goes into building a D2C brand from the ground up and not all founders or prospective founders may have prior experience in this space. Hence, a lot of them, particularly early-stage, miss out on key things they should be doing, resulting in opportunity loss, costly mistakes and slower growth. In this book, or blueprint (which is what it truly is), you will get a roadmap that will guide you to do the right things with every aspect of building a D2C brand, across product, customer service, supply chain, logistics and growth strategies. Why this blueprint and not any other blog or information on the internet, you may wonder. Well, this blueprint is the brainchild of a growth consultant who has scaled multiple D2C brands from scratch. It distils out the key concepts and actions that would drive the maximum impact and is also structured in a way that would make it easy for any founder to understand and implement. Implementing this blueprint will help you push all the right buttons and accelerate growth instead of spending time and energy trying to reinvent the wheel and figure out what to do. So go ahead and get ready to supercharge your D2C growth today!

d2c brand performance marketing: The D2C Revolution in Fashion Industry Amaya

Gupta, 2024-01-01 The D2C Revolution in the Fashion Industry explores the transformative shift in the fashion world as brands increasingly embrace the direct-to-consumer (D2C) model. This insightful book delves into how cutting-edge technologies, social media, and changing consumer preferences are enabling fashion brands to bypass traditional retail channels, connect directly with customers, and offer personalized experiences. By analyzing successful case studies and providing expert commentary, the book highlights the benefits and challenges of the D2C approach, offering a comprehensive guide for fashion entrepreneurs and industry professionals looking to thrive in this rapidly evolving landscape.

d2c brand performance marketing: *Taxmann's An Entrepreneur's Basic Guide To Digital Marketing - Pivotal text simplifying digital marketing complexities, making it accessible and actionable for entrepreneurs and students* Mihika Goswami, 2024-04-02 Maintaining a robust online presence has become imperative for staying competitive in the swiftly evolving business landscape, marked by advancing technology. This book emerges as a pivotal text in this context, designed to simplify the complexities of digital marketing for entrepreneurs and students alike. This book synthesises first-hand experiences from various e-commerce platforms and endeavours, offering practical and universally applicable insights across industries. Translating complex digital marketing strategies into digestible insights empowers readers to craft impactful online presences and confidently navigate the digital world. This book not only aids in academic and business successes but also inspires innovation and forward-thinking in the digital marketing sphere. The book caters to two primary audiences: • Entrepreneurs seeking to establish their ventures online but have limited knowledge of digital marketing. The book serves as a valuable resource, elaborating on available tools and simplifying complex digital marketing concepts • Students aspiring to deepen their understanding of digital marketing. It bridges academic knowledge with real-world applications, covering theoretical foundations, historical perspectives, and future trends, preparing students for a successful career in digital marketing The Present Publication is the latest 2024 edition, authored by Mihika Goswami, with the following noteworthy features: • [Addressing Core Needs] Tailored for visionary entrepreneurs with limited digital marketing knowledge and students aspiring to master the field, this book guides the reader to the path to leveraging digital platforms effectively • [Comprehensive Coverage] From the essentials of digital marketing to the exploration of its historical roots and from embracing current trends to preparing for future advancements, this book spans a broad spectrum of topics • [Practical Insights] Built on real-world experiences, it breaks

down digital marketing into understandable chunks, providing a step-by-step approach to harnessing digital tools and strategies • [Future-Ready Learning] With sections on the impact of digital marketing post-pandemic and the upcoming advancements like AI and the Metaverse, readers are prepared for the next wave of marketing evolution The detailed contents of this book are as follows:

- Introduction to Marketing • Importance of Marketing in Business and Management
 - o Critical for customer acquisition and retention
 - o Essential for maintaining profitability and reputation
 - o Provides a competitive edge and fosters innovation
- Historical Perspective
 - o Traces the evolution of digital technologies
 - o Explores the integration of these technologies in marketing
- Digitalisation
 - o History of digital technologies and their impact on marketing
- Introduction to Digital Marketing
 - o Definitions and basic concepts
- E-commerce fundamentals
 - § Benefits and challenges of e-commerce
 - § Relationship between e-commerce and digital marketing
- Global marketing and its facilitation through digital marketing
- 7C's of Digital Marketing
 - o A comprehensive exploration of the 7 C's framework
- Advantages of Digital Marketing
 - o Detailed advantages over traditional marketing approaches
- Marketing Funnel
 - o Comparison between traditional and digital marketing funnels
 - o Distinction between sales and marketing funnels
- Types of Digital Marketing (Digital Marketing Strategies)
 - o Content Marketing § Strategies, importance, and content creation tips
 - o Viral Marketing § Techniques for creating viral content and discovering relevant hashtags
 - o Social Media Marketing § Overview of metrics, platforms, and advertising, including campaign goals and types of ads
 - o Email Marketing § Benefits, cautionary advice, and campaign management
 - o Affiliate Marketing § Types and advantages
 - o Influencer Marketing § Campaign types, influencer categories, and efficiency measurement
 - o Search Engine Marketing § SEO basics, types, and voice search optimisation
 - § Comparison of SEO with Pay-Per-Click (PPC) and affiliate marketing
 - o Mobile Marketing § App marketing, campaign types, and advantages
 - o Performance Marketing
 - o Omni Channel Marketing § Benefits and setup guidance
 - o Multi-Channel Marketing § Benefits, setup instructions, and comparison with Omni Channel marketing
- Disadvantages of Digital Marketing
 - o Outlines potential drawbacks and challenges
- Impact of Digital Marketing Post-Pandemic
 - o Analysis of changes and adaptations in the digital marketing landscape
- Upcoming Advancements
 - o Role of AI in Marketing § Benefits and integration methods
 - o Metaverse § Exploration of the Metaverse and its significance in marketing, including the role of AI

d2c brand performance marketing: Innovators Unleashed: Strategies for Industry Domination Gaurav Garg, 2023-07-28 In an increasingly complex and fast-changing business environment, strategy is vital to outmaneuver competitors and lead organizations forward. This book presents 36 compelling case studies spanning diverse companies across industries, geographies and business models. Real-world examples bring strategy principles to life - how visionary leaders anticipated change, set bold directions and built capabilities to deliver results. From turnarounds at Starbucks and Adidas to global expansion by Indian motorcycle maker Bajaj Auto, these 35 cases illustrate how strategy must align with specific organizational contexts. While drawing upon core principles, there is no one-size-fits-all approach - only creative application and adaption. Case contexts range from startups like Airbnb to incumbents like IBM reshaping themselves for the future. Industries profiled include tech giants Microsoft and Apple, consumer firms Nike and Reliance Jio, entertainment powerhouses Netflix and Disney, and manufacturing leaders Amul and Tesla. Each chapter follows a structured analysis of strategic context, key choices, execution and impact. The rich learning journey equips readers with frameworks and judgment to formulate strategy tailored to their unique business challenges and objectives. An interconnected world demands strategic thinking integrating global insight, local understanding and technological foresight. This casebook provides a powerful toolkit to build enduring companies in the digital age based on customer insight, disruptive innovation, operational excellence and purposeful leadership.

d2c brand performance marketing: Artificial Intelligence of Things (AIoT) for Retail and Services Management Pratas, Joaquim Monteiro, Rodrigues, Maria Antónia, Carvalho, Maria Amélia, 2025-10-02 The integration of Artificial Intelligence (AI) and the Internet of Things (IoT), known as the Artificial Intelligence of Things (AIoT), is transforming service industries by enabling real-time

data analysis, automation, and personalized consumer experiences. In retail, AIoT enhances customer engagement, optimizes supply chains, and improves demand forecasting, leading to greater efficiency and competitiveness. Beyond retail, AIoT is driving innovation in smart services, public administration, and urban planning, contributing to the development of sustainable smart cities. However, its implementation raises challenges such as data privacy, organizational adaptability, and the need for regulatory frameworks. As AIoT continues to evolve, its impact on business models, consumer behavior, and service efficiency will shape the future of global industries. Artificial Intelligence of Things (AIoT) for Retail and Services Management expands the knowledge and empirical research about the fusion of AI and IoT, in the context of retail and services management in both public and private sectors. It explores how organizations can employ AIoT to optimize their processes, increase customer and user satisfaction, and ensure innovation by taking advantage of the opportunities offered by the fusion of these technologies. Covering topics such as augmented reality (AR), green computing, and supply chain management, this book is an excellent resource for academicians, researchers, students, practitioners, and more.

d2c brand performance marketing: *AI-Powered Marketing* Swapnil Kankute, 2025-09-01 Marketing is changing faster than ever. The rise of Artificial Intelligence (AI) is transforming how brands connect with consumers, how businesses generate leads, and how marketers build trust in a digital-first world. What used to take months of planning can now happen in minutes with the right AI tools. But the big question remains: how do you use AI effectively without losing the human touch? *AI-Powered Marketing: Winning Strategies for 2026-2030* is your practical playbook to understand and apply the next wave of marketing strategies. Whether you are a student preparing for your career, a professional looking to upskill, or a startup founder aiming to scale, this book gives you frameworks, insights, and step-by-step guidance that you can apply immediately. Inside this book, you will learn: The AI Shift in Marketing – How we moved from automation to personalization to prediction, and why AI is now the foundation of performance marketing and branding. The AI-Enhanced Consumer – Understanding Gen Z and Gen Alpha psychology, personalization vs. privacy, and how trust will define the future of digital engagement. AI in Content and Creativity – How AI tools are reshaping storytelling, video creation, and design, and how humans can work alongside machines to build authentic narratives. Predictive & Data-Driven Marketing – Using AI for forecasting, hyper-segmentation, and creating micro-moment strategies that convert. Conversational AI & Engagement – How chatbots, WhatsApp AI, and voice assistants are becoming the first point of contact between brands and consumers. AI in Branding & Trust – Why purpose-driven brands matter in an AI era, and how technology, transparency, and empathy form the new Trust Triangle. Tools & Platforms – A curated guide to essential AI tools for startups, SMEs, and enterprises, with practical advice on building your own AI-powered stack. Case Studies & Playbooks – Real-world campaigns from 2024-2026, failures and lessons learned, plus ready-to-use strategies for different business sizes. Careers in AI Marketing – How digital marketers can transition into AI marketing strategists, with future-proof skills like prompt engineering, martech integration, and creative strategy. Every chapter includes mini-frameworks, action steps, and checklists you can use right away. QR codes link you to templates, videos, and extended resources for deeper learning. This is not a book of jargon or theory. It is written in a conversational style, with simple explanations, case examples, and stories from real campaigns. The goal is to make marketing in the AI era accessible, actionable, and inspiring. By the end of this book, you will not only understand how AI is reshaping marketing, but also how you can use it to grow your career, scale your business, and build brands that last. Because the best marketer of 2030 will not be fully human or fully machine—it will be someone who knows how to combine both.

d2c brand performance marketing: *The Digital Marketing Handbook* Simon Kingsnorth, 2022-01-03 Build, implement and optimize your digital marketing campaigns, with this indispensable guide which covers everything from SEO, social media, paid search and display advertising. The Digital Marketing Handbook takes the reader step by step through the various components of B2B and B2C online marketing, making it an essential companion to every marketer's desk. Highly

practical in approach, it features tips, platform recommendations and common pitfalls to watch out for, as well as examples from global brands including Google, Amazon and Nissan. Detailed guidance is provided for key areas such as creating content that excites, informs and converts, using marketing automation and analyzing your results to maximize performance. Written by recognized industry expert and bestselling author, Simon Kingsnorth, *The Digital Marketing Handbook* brings together reliable and actionable insights into one complete resource. Also covering how to manage affiliates and partnerships to deliver highly targeted leads and provide customer service that achieves high review scores and builds loyalty, it is accompanied by online templates and interactive tools to use in practice. This book is an essential blueprint for marketing professionals to deliver the best results from their digital marketing campaigns.

d2c brand performance marketing: *The Metaverse Era: Reinventing Customer Engagement and Digital Marketing* Ram Singh, Rohit Bansal, Fazla Rabby, Pooja Sharma, Mandeep Kaur, 2025-09-23 *The Metaverse Era: Reinventing Customer Engagement and Digital Marketing* gives a timely exploration of the dynamic intersection of immersive technologies and digital marketing strategies in the age of virtual transformation. As businesses adapt to evolving consumer behaviors, this book examines how the Metaverse—through tools like VR, AR, blockchain, and gamification—is reshaping customer engagement, branding, and market presence. Spanning a range of timely topics, the chapters address marketing in virtual environments, the role of immersive storytelling, the adoption of Metaverse strategies in retail and finance, and the ethical implications of data use in digital ecosystems. Real-world applications, case studies, and bibliometric analyses provide a rich foundation for understanding how businesses can leverage digital innovation to craft impactful, future-forward marketing experiences. Key features: Explores VR, AR, and blockchain applications in marketing. Presents strategies for brand engagement in immersive environments. Examines ethical and privacy considerations in virtual spaces. Offers insights from global case studies and research trends. Guides marketers through Metaverse integration and strategic planning.

d2c brand performance marketing: *E-Commerce Growth Strategy* Kunle Campbell, 2023-08-03 Increase visibility, customer engagement and conversion rates with the ultimate blueprint for e-commerce growth. *E-commerce Growth Strategy* shares valuable insights and practical strategies to help businesses thrive in the rapidly accelerating e-commerce landscape. By connecting e-commerce tools and metrics to broader brand-building and marketing strategies, this book guides readers through essential areas such as customer-centricity, cross-functional collaboration, consumer data and behaviour, acquisition and retention strategies, community building, search engine marketing, paid social advertising, product development, alternative growth routes and tracking success. Written by an experienced e-commerce growth advisor and operator, *E-commerce Growth Strategy* features bullet-pointed chapter summaries, interviews with industry leaders, case studies and online toolkits. *E-commerce Growth Strategy* is a vital resource for brands seeking to methodically plan, execute, and manage their e-commerce growth plans.

d2c brand performance marketing: *Excellence in Manufacturing: Strategic & Operational Insights from Brewing* Bijay Bahadur, 2025-07-30 *Excellence in Manufacturing: Strategic & Operational Insights from Brewing* is a transformative guide that bridges time-honored brewing craftsmanship with cutting-edge manufacturing strategies. Drawing from the core of the brewing industry, this book reveals how raw materials, precision processes, and sensory science collaborate to drive consistent product quality and innovation. From mastering beer clarity and carbonation to integrating sustainability and ensuring regulatory compliance, each chapter provides actionable insights for achieving operational excellence. *Blueprint for the Future: Transforming Production Across Industries* In today's rapidly evolving world, leaders must adapt, innovate, and future-proof their operations. This book offers a practical roadmap for embracing digital transformation, building intelligent supply chains, and integrating Industry 4.0 technologies—empowering industries such as brewing, manufacturing, food and beverage, and FMCG to excel in the new era of smart, resilient production. Whether you're a brewer, engineer, business leader, or aspiring operations professional, this book equips you to drive performance, embrace innovation, and champion sustainable growth.

Far beyond a traditional brewing manual, it serves as a strategic guide to achieving excellence in manufacturing and beyond.

d2c brand performance marketing: Venture Theory Sowmya CJ, 2025-05-19 The devil isn't some guy with horns, he's the voice in your head telling you you're not good enough. In *The Price of Becoming: The Devil is Real: Hell is a Teenager*, Suhavi dives deep into the thoughts most of us are usually too afraid to say out loud. From the pressure of grades and college applications to the ache of someone not liking you back, this book covers almost everything. It's messy, honest, and painfully real. If you've ever stared at a test score and felt like it defined you, compared yourself to someone else and came up short, or wondered if anyone actually understands what it's like to be a teenager, this book is for you. Because someone does. When there is a Devil just remember that there will be an Angel too. Coming Soon...

d2c brand performance marketing: Original Brand Manufacturing Business Model Young Won Park, Geon-Cheol Shin, Kyung-Soo Lee, 2025-09-01 This book aims to examine the transition of firms from original equipment manufacturing (OEM) and original design manufacturing (ODM) to original brand manufacturing (OBM), focusing on how businesses can evolve to capture greater value in global markets. It highlights the importance of digital technologies like IoT, big data, and AI in reshaping traditional business models, driving innovation, and enabling firms to move from cost-efficient manufacturing to building consumer-centric brands. The book provides insights into the challenges of this transformation, including structural barriers, market competition, and the need for significant investments in resources, innovation, and leadership. The book is divided into four sections. The first explores the historical evolution of OEM, ODM, and OBM business models and their transformation in the digital era. The second outlines key strategies for transitioning to OBM, covering global positioning, R&D, marketing, production, and supply chain management. It emphasizes the importance of design management, branding, and leveraging partnerships to achieve long-term competitiveness. The third section delves into sustainability and the circular economy, showcasing how OBM firms can integrate eco-friendly practices into their operations to enhance value and address growing consumer demand for sustainability. The final section provides an outlook on the future of OBM, with strategic pathways and policy recommendations to foster OBM business models. A deep case study in the cosmetics industry offers practical examples of successful transitions to OBM, illustrating diverse approaches and best practices. The book also introduces frameworks and tools for firms to assess and enhance their capabilities, providing actionable strategies for business leaders and policymakers. By addressing the complexities of moving up the value chain, this book serves as a roadmap for firms aiming to establish themselves as global leaders in innovation, branding, and sustainability.

d2c brand performance marketing: Marketing Paul Baines, Sara Rosengren, Paolo Antonetti, 2022 How does Google support organizations in their transformation to digital marketing? How does the International Food Waste Coalition influence more sustainable behaviour? How did a producer of Thai herbal toothpaste amend their marketing mix to maintain sales during COVID-19? With insights from leading practitioners and exploration of the latest issues to affect consumers and businesses alike, *Marketing* answers these questions and more to provide students with the skills they need to successfully engage with marketing across all areas of society. Founded on rigorous research, this critical text presents a current, complete guide to marketing success and explores topical issues such as sustainability and digital transformation. Its broadest ever range of examples, Practitioner Insights and Market Insights also give readers a unique view into the fascinating worlds of marketing professionals. Individuals from Arch Creative, Klarna, eDreams Odigeo and Watson Farley and Williams are just a few of the practitioners that join the authors to offer real-life insights and career advice to those starting out in the industry. Review and discussion questions conclude each chapter, prompting readers to examine the themes discussed in more detail, and encouraging them to engage critically with the theory. New critical thinking questions also accompany the links to seminal papers throughout each chapter, presenting the opportunity for students to take their learning further. An exciting development for this new edition, the enhanced e-book offers an even

more flexible and engaging way to learn. It features a select range of embedded, digital resources designed to stimulate, assess, and consolidate learning, including practitioner videos to offer further glimpses into the professional world, multiple-choice questions after each key section of the chapter to offer regular revision and understanding checkpoints, and a flashcard glossary at the end of each chapter to test retention of key terms and concepts. Marketing is the complete package for any introductory marketing module. This book is accompanied by the following online resources. For everyone: Bank of case studies Practitioner insight videos Career insight videos Library of video links For students: Key concept videos Author audio podcasts Multiple-choice questions Flashcard glossary Internet activities Research insights Web links For lecturers: PowerPoint slides Test bank Essay questions Tutorial activities Discussion question pointers Figures and tables from the book

d2c brand performance marketing: Daily Coffee and Startup Fundraising Sarthak Ahuja, 2022-10-01 Starting up is never easy, and the lack of awareness of what's needed to start up right makes the process even harder. Sarthak Ahuja operates from the unique vantage point of an Investment Banker helping startups raise capital, a Chartered Accountant helping them get their finances and compliances in order, and as a business advisor helping them kick off right. Working in proximity to both founders and investors, he understands intimately where founders struggle and how investors perceive new businesses. He brings both these perspectives masterfully in this book. Daily Coffee & Startup Fundraising identifies the hurdles Indian startups encounter early in their journeys, and offers solutions that would help them not only become attractive investment options but also lay the foundation for long-term success.

d2c brand performance marketing: Beyond the Boardroom Dr. Piali Haldar, Dr. Brijlal Malik, 2025-06-19 The book Beyond the Boardroom: Practical Management Cases in Indian Context is a timely and valuable contribution to the field of management education and practice in India. As management education is continuously evolving in a competitive environment, there is a growing need for resources that go beyond theoretical frameworks and provide real-world insights into decision-making, problem-solving, and leadership. This edited volume responds to that need by offering a comprehensive collection of 100 carefully selected and well-structured case studies drawn from the Indian business environment. By blending theory with practice, the book bridges the gap between classroom learning and the complex realities faced by managers and organisations in diverse industries. At its core, the book recognises the importance of contextualising management knowledge. Much of management literature, historically, has been dominated by Western perspectives and examples. While global theories provide a strong foundation, management students and practitioners in India often struggle to connect them with the unique socio-cultural, economic, political, and legal environment of Indian businesses. It examines how Indian companies, both large corporations and emerging start-ups, navigate challenges and opportunities while responding to the local environment. Such an approach not only enhances the relevance of management education in India but also encourages learners to appreciate the nuances of decision-making in emerging economies. The case studies cover a wide spectrum of management disciplines, ensuring that readers gain a holistic perspective. In the area of Marketing, the book spans both traditional marketing practices and digital marketing strategies, reflecting the transformation Indian businesses are undergoing in reaching consumers. In the field of Human Resource Management (HRM), the book explores cases on talent acquisition, workforce diversity, performance appraisal, and employee engagement. The Finance section includes case studies that shed light on capital structuring, investment decisions, risk management, and financial planning within Indian businesses. Strategic Management and Policy form another significant focus of the book. The cases under this domain explore mergers and acquisitions in the Indian corporate sector, the impact of globalization on domestic firms, and the strategies adopted by organisations to remain competitive in highly dynamic markets. The General Management and Operations section deals with the day-to-day challenges that managers encounter. Cases in this area cover topics such as supply chain disruptions, quality management, lean operations, project management, and customer relationship management. One of the strengths of this book is its interdisciplinary nature. By offering cases that

cut across multiple functions, it highlights the interconnectedness of business decisions. Through these interlinkages, the book encourages readers to adopt a holistic mindset and view management problems not in isolation but as part of an integrated system. For educators, the book serves as an invaluable teaching aid. The case method of learning, which has long been recognised as an effective pedagogical tool, allows students to engage actively with real scenarios, debate alternative courses of action, and develop problem-solving skills. With 100 diverse cases, instructors have ample material to design course modules, assign group discussions, and encourage applied research. The richness and variety of cases ensure that the book can be used across undergraduate, postgraduate, and executive education programs. For students, the book provides an opportunity to sharpen analytical, decision-making, and leadership skills. By situating cases within the Indian business environment, it fosters a sense of relevance and relatability. Students not only learn theoretical concepts but also witness how those concepts manifest in real organisations. This prepares them to become managers who can adapt theory to practice with confidence. In conclusion, *Beyond the Boardroom: Practical Management Cases in Indian Context* is more than just a collection of case studies; it is a comprehensive learning resource that reflects the vibrancy and complexity of Indian business. By covering all major management disciplines—Marketing, Digital Marketing, HR, Finance, Strategic Management, General Management, and Operations—the book provides a 360-degree view of organisational challenges. For academicians, students, and practitioners alike, this book is an essential companion in the journey of bridging theory and practice in management education.

d2c brand performance marketing: *Digital Marketing in Simple Words* Hamed Safari, 2021-12-01 *Digital marketing in Simple Words* is a handy book by Hamed Safari, a well-known digital marketer, and entrepreneur. He has tried to explain and cover all subjects related to digital marketing from A to Z in literally simple words. This textbook describes all you need to know about digital marketing fluently and includes real-world examples of Hamed Safar's projects. Reading this book, not only will you learn about digital marketing, but also you will enjoy a famous entrepreneur and digital marketer's experience.

d2c brand performance marketing: Contemporary Issues in Social Media Marketing Subir Bandyopadhyay, Bikramjit Rishi, 2025-02-03 *Contemporary Issues in Social Media Marketing* provides the most cutting-edge findings in social media marketing, through original chapters from a range of the world's leading specialists in the area. This second edition has been fully updated with new features such as discussion questions, global case studies and examples, and material reflecting the key trends in the field, including: The growth in user-generated content. The growing influence of AI in content creation, including virtual influencers. The development and utilization of social media analytics. The use of social media as the primary search engine. The relationship between social media and the customer experience of the brand. Highly regarded for its breadth of topics, range of perspectives and research-based approach, this text is perfect recommended reading for advanced undergraduate and postgraduate students studying Digital and Social Media Marketing, Contemporary Issues in Marketing and Strategic Marketing. It will also be valuable reading for academics in the field and reflective practitioners.

d2c brand performance marketing: *From Pings to Purchases: WhatsApp Strategies for Digital Marketers* Aries Ram, 2025-04-17 *From Pings to Purchases: WhatsApp Strategies for Digital Marketers* If you're reading this, chances are you already know WhatsApp isn't just for memes and family chats anymore. Your customers are on it every day—scrolling, tapping, chatting. The real question is: Are you there with them? This book is your hands on guide to using WhatsApp like a pro marketer—not just to talk, but to sell. Whether you're running Click-to-WhatsApp ads, nurturing leads, or trying to recover those abandoned carts that keep slipping through, this book shows you how to turn simple pings into serious purchases. Inside, you'll learn how to: 1) Build welcome flows that feel human and convert fast. 2) Send broadcasts that people actually want to read. 3) Automate without losing the personal touch. 4) Design WhatsApp funnels that outperform your old email sequences. 5) Measure what really matters—like reply rates and ROI. No fluff. No theory. Just real

strategies, swipeable templates, and tips you can apply today. If you're a digital marketer, founder, or growth lead looking for smarter ways to connect, convert, and close—then this book was written for you. Let me help you turn those pings into purchases—one chat at a time.

d2c brand performance marketing: From Unknown to Unforgettable Harsh Pamnani, 2024-10-21 Transforming a product or service into a trustworthy brand is key to standing out in an insanely crowded marketplace. While extensive branding literature exists on international brands, there is a scarcity of the same on Indian brands, especially the new-age ones. India's diverse and evolving market presents unique challenges. What works in developed markets like America may not work in India. Additionally, the obstacles and limitations faced by start-ups differ significantly from those encountered by established corporations. Consequently, the literature on established Indian brands may not be highly relevant in the rapidly evolving world of startups. If you want to understand how a start-up can transform into an iconic brand in India's diverse, crowded and ever-changing market, this book, a goldmine of strategies and stories, you must read.

d2c brand performance marketing: DIGITAL ENTREPRENEURSHIP Dr. Suvarna S, Mr. Suresh Chalavadi & Mrs. Lavanya N Gowda, 2025-08-16 Digital entrepreneurship is a modern approach to business that harnesses the power of digital technologies to create, promote, and manage ventures. Unlike traditional entrepreneurship, which often requires physical infrastructure and high startup capital, digital entrepreneurship offers a more accessible, flexible, and scalable model. Entrepreneurs can now launch online stores, mobile apps, content platforms, or service-based businesses with minimal investment, thanks to tools like cloud computing, social media, digital payment systems and data analytics. Digital entrepreneurship involves the identification and exploitation of digital opportunities to deliver innovative products, services, or business models, primarily through digital platforms such as websites, mobile applications, social media, and e-commerce portals. Unlike traditional entrepreneurship, digital entrepreneurship leverages the internet, cloud computing, big data, artificial intelligence, and other emerging technologies to create scalable and flexible businesses. Digital entrepreneurship is driven by the rapid evolution of information and communication technologies (ICTs), which have redefined how businesses operate, interact with customers, and compete in the global marketplace. The digital environment offers lower entry barriers, reduced operational costs, global market access, and real-time customer engagement, making it a fertile ground for start-ups and innovators. Entrepreneurs can now test ideas quickly, adapt to market feedback in real time, and reach a wide audience with minimal physical infrastructure.

Related to d2c brand performance marketing

Direct-to-consumer - Wikipedia Direct-to-consumer (DTC or D2C) or business-to-consumer (B2C) is the business model of selling products directly to customers and thereby bypassing any third-party retailers, wholesalers, or

Difference between D2C, B2B, B2C, C2C, B2B2B, B2B2C, B2C2B, The direct-to-customer (D2C) model is where the manufacturer or brand directly sells to the customer while cutting off the middle man. There are no wholesalers, dealers,

D2C vs. B2C: What is the Difference? - What is D2C? Direct-to-Consumer (D2C) epitomizes a modern sales strategy where companies establish direct connections with customers, traditional intermediary networks, and

What is D2C? Direct-to-Consumer Meaning and Strategies - Wise D2C means that the middle-men are cut out, allowing manufacturers to sell directly to the end-consumers. This comes with a host of benefits, alongside some new challenges too.

Direct-to-consumer commerce: How it works and how it's evolving What is the direct-to-consumer (D2C) business model? D2C is a business strategy where brands sell products directly to consumers, cutting out traditional middlemen like

The Complete Guide to D2C: What Is Direct-to-Consumer and Direct-to-Consumer (D2C) is a business model where brands sell their products or services directly to customers without relying on

third-party retailers, wholesalers, or

D2C (Direct-to-Consumer): definition, benefits and the role of data D2C (Direct-to-Consumer) refers to a direct sales model between the brand and its customers, with no intermediaries. It enables better control over brand image, margins, and

D2C Explained: Direct-to-Consumer Business Guide D2C, also called DTC, stands for direct-to-consumer which refers to a business model or sales strategy wherein a company sells products and services directly to its

What Is D2C & How It Differs from Traditional B2C Strategies Direct-to-consumer (D2C) businesses are unique because they sell their products directly to customers without any intermediaries like retailers or wholesalers. It gives brands a direct

What is a D2C Business Model? - Xpheno D2C, or Direct-to-Consumer, is a business model where brands sell their products directly to customers instead of going through retailers. Traditionally, consumers buy products

Direct-to-consumer - Wikipedia Direct-to-consumer (DTC or D2C) or business-to-consumer (B2C) is the business model of selling products directly to customers and thereby bypassing any third-party retailers, wholesalers, or

Difference between D2C, B2B, B2C, C2C, B2B2B, B2B2C, B2C2B, The direct-to-customer (D2C) model is where the manufacturer or brand directly sells to the customer while cutting off the middle man. There are no wholesalers, dealers,

D2C vs. B2C: What is the Difference? - What is D2C? Direct-to-Consumer (D2C) epitomizes a modern sales strategy where companies establish direct connections with customers, traditional intermediary networks, and

What is D2C? Direct-to-Consumer Meaning and Strategies - Wise D2C means that the middle-men are cut out, allowing manufacturers to sell directly to the end-consumers. This comes with a host of benefits, alongside some new challenges

Direct-to-consumer commerce: How it works and how it's evolving What is the direct-to-consumer (D2C) business model? D2C is a business strategy where brands sell products directly to consumers, cutting out traditional middlemen like

The Complete Guide to D2C: What Is Direct-to-Consumer and How Direct-to-Consumer (D2C) is a business model where brands sell their products or services directly to customers without relying on third-party retailers, wholesalers, or

D2C (Direct-to-Consumer): definition, benefits and the role of data D2C (Direct-to-Consumer) refers to a direct sales model between the brand and its customers, with no intermediaries. It enables better control over brand image, margins, and

D2C Explained: Direct-to-Consumer Business Guide D2C, also called DTC, stands for direct-to-consumer which refers to a business model or sales strategy wherein a company sells products and services directly to its

What Is D2C & How It Differs from Traditional B2C Strategies Direct-to-consumer (D2C) businesses are unique because they sell their products directly to customers without any intermediaries like retailers or wholesalers. It gives brands a direct

What is a D2C Business Model? - Xpheno D2C, or Direct-to-Consumer, is a business model where brands sell their products directly to customers instead of going through retailers. Traditionally, consumers buy products

Direct-to-consumer - Wikipedia Direct-to-consumer (DTC or D2C) or business-to-consumer (B2C) is the business model of selling products directly to customers and thereby bypassing any third-party retailers, wholesalers, or

Difference between D2C, B2B, B2C, C2C, B2B2B, B2B2C, B2C2B, The direct-to-customer (D2C) model is where the manufacturer or brand directly sells to the customer while cutting off the middle man. There are no wholesalers, dealers,

D2C vs. B2C: What is the Difference? - What is D2C? Direct-to-Consumer (D2C) epitomizes a modern sales strategy where companies establish direct connections with customers, traditional

intermediary networks, and

What is D2C? Direct-to-Consumer Meaning and Strategies - Wise D2C means that the middle-men are cut out, allowing manufacturers to sell directly to the end-consumers. This comes with a host of benefits, alongside some new challenges too.

Direct-to-consumer commerce: How it works and how it's evolving What is the direct-to-consumer (D2C) business model? D2C is a business strategy where brands sell products directly to consumers, cutting out traditional middlemen like

The Complete Guide to D2C: What Is Direct-to-Consumer and Direct-to-Consumer (D2C) is a business model where brands sell their products or services directly to customers without relying on third-party retailers, wholesalers, or

D2C (Direct-to-Consumer): definition, benefits and the role of data D2C (Direct-to-Consumer) refers to a direct sales model between the brand and its customers, with no intermediaries. It enables better control over brand image, margins, and

D2C Explained: Direct-to-Consumer Business Guide D2C, also called DTC, stands for direct-to-consumer which refers to a business model or sales strategy wherein a company sells products and services directly to its

What Is D2C & How It Differs from Traditional B2C Strategies Direct-to-consumer (D2C) businesses are unique because they sell their products directly to customers without any intermediaries like retailers or wholesalers. It gives brands a direct

What is a D2C Business Model? - Xpheno D2C, or Direct-to-Consumer, is a business model where brands sell their products directly to customers instead of going through retailers. Traditionally, consumers buy products

Direct-to-consumer - Wikipedia Direct-to-consumer (DTC or D2C) or business-to-consumer (B2C) is the business model of selling products directly to customers and thereby bypassing any third-party retailers, wholesalers, or

Difference between D2C, B2B, B2C, C2C, B2B2B, B2B2C, B2C2B, The direct-to-customer (D2C) model is where the manufacturer or brand directly sells to the customer while cutting off the middle man. There are no wholesalers, dealers,

D2C vs. B2C: What is the Difference? - What is D2C? Direct-to-Consumer (D2C) epitomizes a modern sales strategy where companies establish direct connections with customers, traditional intermediary networks, and

What is D2C? Direct-to-Consumer Meaning and Strategies - Wise D2C means that the middle-men are cut out, allowing manufacturers to sell directly to the end-consumers. This comes with a host of benefits, alongside some new challenges

Direct-to-consumer commerce: How it works and how it's evolving What is the direct-to-consumer (D2C) business model? D2C is a business strategy where brands sell products directly to consumers, cutting out traditional middlemen like

The Complete Guide to D2C: What Is Direct-to-Consumer and How Direct-to-Consumer (D2C) is a business model where brands sell their products or services directly to customers without relying on third-party retailers, wholesalers, or

D2C (Direct-to-Consumer): definition, benefits and the role of data D2C (Direct-to-Consumer) refers to a direct sales model between the brand and its customers, with no intermediaries. It enables better control over brand image, margins, and

D2C Explained: Direct-to-Consumer Business Guide D2C, also called DTC, stands for direct-to-consumer which refers to a business model or sales strategy wherein a company sells products and services directly to its

What Is D2C & How It Differs from Traditional B2C Strategies Direct-to-consumer (D2C) businesses are unique because they sell their products directly to customers without any intermediaries like retailers or wholesalers. It gives brands a direct

What is a D2C Business Model? - Xpheno D2C, or Direct-to-Consumer, is a business model where brands sell their products directly to customers instead of going through retailers.

Traditionally, consumers buy products

Direct-to-consumer - Wikipedia Direct-to-consumer (DTC or D2C) or business-to-consumer (B2C) is the business model of selling products directly to customers and thereby bypassing any third-party retailers, wholesalers, or

Difference between D2C, B2B, B2C, C2C, B2B2B, B2B2C, B2C2B, The direct-to-customer (D2C) model is where the manufacturer or brand directly sells to the customer while cutting off the middle man. There are no wholesalers, dealers,

D2C vs. B2C: What is the Difference? - What is D2C? Direct-to-Consumer (D2C) epitomizes a modern sales strategy where companies establish direct connections with customers, traditional intermediary networks, and

What is D2C? Direct-to-Consumer Meaning and Strategies - Wise D2C means that the middle-men are cut out, allowing manufacturers to sell directly to the end-consumers. This comes with a host of benefits, alongside some new challenges too.

Direct-to-consumer commerce: How it works and how it's evolving What is the direct-to-consumer (D2C) business model? D2C is a business strategy where brands sell products directly to consumers, cutting out traditional middlemen like

The Complete Guide to D2C: What Is Direct-to-Consumer and Direct-to-Consumer (D2C) is a business model where brands sell their products or services directly to customers without relying on third-party retailers, wholesalers, or

D2C (Direct-to-Consumer): definition, benefits and the role of data D2C (Direct-to-Consumer) refers to a direct sales model between the brand and its customers, with no intermediaries. It enables better control over brand image, margins, and

D2C Explained: Direct-to-Consumer Business Guide D2C, also called DTC, stands for direct-to-consumer which refers to a business model or sales strategy wherein a company sells products and services directly to its

What Is D2C & How It Differs from Traditional B2C Strategies Direct-to-consumer (D2C) businesses are unique because they sell their products directly to customers without any intermediaries like retailers or wholesalers. It gives brands a direct

What is a D2C Business Model? - Xpheno D2C, or Direct-to-Consumer, is a business model where brands sell their products directly to customers instead of going through retailers.

Traditionally, consumers buy products

Related to d2c brand performance marketing

MAI Raises \$25M to Automate Performance Marketing with AI Agents, Driving Revenue for Brands (TMCnet13d) SAN FRANCISCO, Sept. 30, 2025 /PRNewswire/ -- MAI, the AI platform that drives revenue by automating and optimizing performance marketing, today announced the launch of its flagship product alongside

MAI Raises \$25M to Automate Performance Marketing with AI Agents, Driving Revenue for Brands (TMCnet13d) SAN FRANCISCO, Sept. 30, 2025 /PRNewswire/ -- MAI, the AI platform that drives revenue by automating and optimizing performance marketing, today announced the launch of its flagship product alongside

Festive rush: D2C brands double spends on regional markets, CPMs up 30% across platforms (exchange4media4d) Exchange4media provides latest and breaking news about advertising agencies, marketing, media, digital, television, ads,

Festive rush: D2C brands double spends on regional markets, CPMs up 30% across platforms (exchange4media4d) Exchange4media provides latest and breaking news about advertising agencies, marketing, media, digital, television, ads,

Marketing Stack For New-Age Consumers: Insights From Top D2C & New Commerce Leaders (inc422mon) Industry leaders from Google, Oriflame, Bold Care and FreshToHome discussed 'The Marketing Stack For A New Consumer Reality at The D2C & Retail Summit 2025

Busting marketing myths, the executives

Marketing Stack For New-Age Consumers: Insights From Top D2C & New Commerce

Leaders (inc422mon) Industry leaders from Google, Oriflame, Bold Care and FreshToHome discussed 'The Marketing Stack For A New Consumer Reality at The D2C & Retail Summit 2025

Busting marketing myths, the executives

More with less is not a strategy - it's a dare (Marketing Week15d) Ensuring the CFO sees marketing as "growth insurance" rather than an expendable cost won't come from grand gestures, but a

More with less is not a strategy - it's a dare (Marketing Week15d) Ensuring the CFO sees marketing as "growth insurance" rather than an expendable cost won't come from grand gestures, but a

Performance Marketing: Unifying Brand and Demand for Pipeline Growth (Demand Gen Report11d) Explores how B2B marketers are using performance marketing to connect with buyers, build trust, and drive real business growth

Performance Marketing: Unifying Brand and Demand for Pipeline Growth (Demand Gen Report11d) Explores how B2B marketers are using performance marketing to connect with buyers, build trust, and drive real business growth

Meolaa Raises \$6 Mn To Launch 2 New BPC Brands (Inc426d) House of brands startup Meolaa has raised \$6 Mn (around INR 53 Cr) in its pre-Series A funding round led by General Catalyst

Meolaa Raises \$6 Mn To Launch 2 New BPC Brands (Inc426d) House of brands startup Meolaa has raised \$6 Mn (around INR 53 Cr) in its pre-Series A funding round led by General Catalyst

India's \$72 billion wellness boom sparks a marketing makeover (exchange4media13d) For many brands, advertising is no longer just about transactions—it's about building meaningful connections, empowering consumers with knowledge, and creating relevance in everyday life

India's \$72 billion wellness boom sparks a marketing makeover (exchange4media13d) For many brands, advertising is no longer just about transactions—it's about building meaningful connections, empowering consumers with knowledge, and creating relevance in everyday life

How D2C brands are racing to own the last mile (Hosted on MSN4mon) The rise of direct-to-consumer (D2C) brands and the rapid growth of quick commerce are together reshaping India's post-pandemic retail landscape. What began as a digital push to bypass traditional

How D2C brands are racing to own the last mile (Hosted on MSN4mon) The rise of direct-to-consumer (D2C) brands and the rapid growth of quick commerce are together reshaping India's post-pandemic retail landscape. What began as a digital push to bypass traditional

Back to Home: <https://staging.devenscommunity.com>