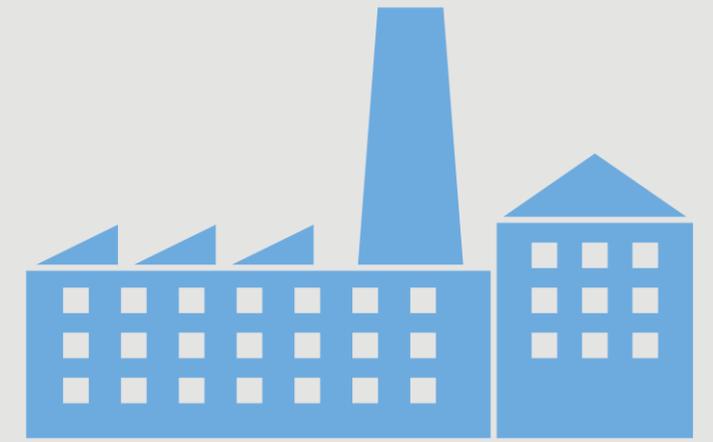


5 ways CPGs can enable Direct-to-Consumer (D2C)



Accept that you are only as good as your weakest link

Learn from industries that have already had to digitally transform the customer experience

2 Understand Customers in terms of Product, Location, Event

1 Personalization

CPGs can use data to understand where customer demand is and what customers will buy tomorrow so they can get the products from the production lines to the homes that are ordering - fast.

Data gives CPGs the opportunity to personalize customer experiences more accurately, as well as target consumers with the right advertising.

Think collaboratively

4 Be sensitive to how your prospects and clients are feeling
Trust and Loyalty

3 Third-Party Data Sources

CPGs can implement a number of different collaborative models if they use the data they have today and complement it with additional third-party data on customer likes and preferences, or on market trends. Social media listening is another option.

CPGs should use all available customer data including transactions, interactions and third-party data sources to ensure they create meaningful, reliable experiences and offers that resonate with their customers.

5 Become Truly Customer-Centric

Know and trust your data

CPGs who have control over the buying experience through their direct-to-consumer channels can implement predictive, dynamic pricing to optimize in-surge moments and deliver value when consumers need it most.

