## Take Control of Your Brand and Data to Build a Strong Relationship With Consumers



## **KEY TAKEAWAYS**

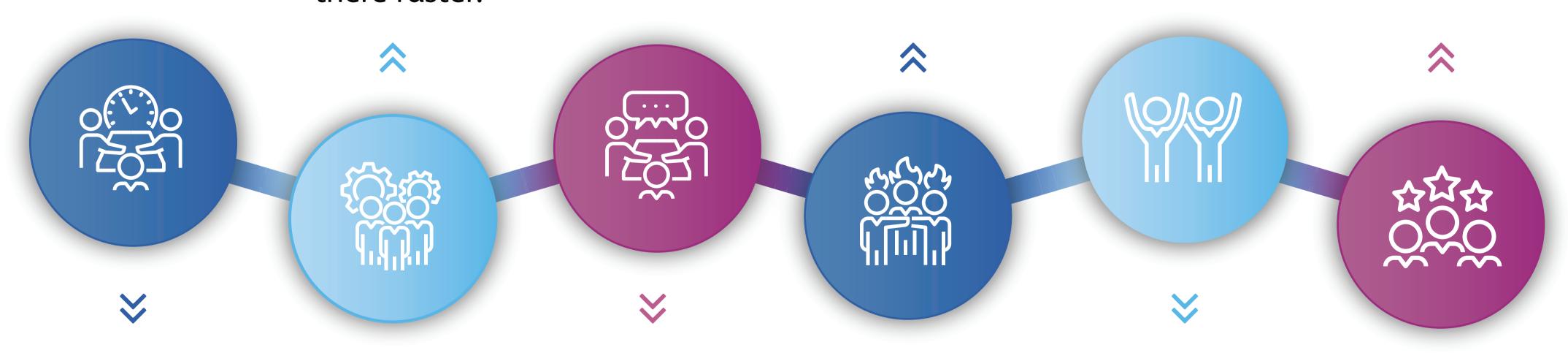


## RECOMMENDATIONS FOR D2C INITIATIVES FROM EVALUESERVE'S FIRESIDE CHAT

Always go back to the core mission: what's our value proposition, who are we serving, and what tech do we need to get there faster.

Retail has its challenges, but when you find the right team and purpose, it can be energizing.

Focus on how technology can fulfill your current needs, then look at future improvements later.



Learn from challenges and course-correct when needed. Sometimes you need to build a plane when flying it.

Assess what goals you are trying to accomplish and see what you can do with the technology you have now.

Attitude is contagious. Having the right team is the key to fostering an environment where D2C can thrive