



Commerce Without Limits: Sell Where Your Customers Shop





Control your Brand Experience and Turn 1P Data into Revenue with DTC

Despite the aforementioned rise in marketplaces and social commerce, the DTC model continues to gain traction, offering brands control over customer experience and access to first-party data. In 2025, DTC ecommerce sales are projected to reach \$187 billion, up from \$135 billion in 2023. This growth is fueled by consumer demand for more connected and personalized brand experiences (source: Built InInvesp).

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DTC will continue to operate centrally within a brand or retailer's commerce strategy given its unique position to offset the limitations of third-party channels by empowering brands to:



1

Retain ownership of your brand experience end-to-end.

2

Build direct relationships with your customers and own the customer communications.

3

Track and optimise the full customer journey to deliver a best-in-class experience.

4

Leverage first-party data to inform marketing, product and customer service.

5

Drive retention and loyalty initiatives that reduce customer acquisition spend.

As commerce continues to become more fragmented, DTC will remain central to customer experience and driving sustainable, data-led brand growth across a businesses' core KPIs of customer acquisition, engagement and retention. Yet there are further opportunities for brands to monetize their DTC to unlock incremental revenue.

For example, THG Commerce's retail media offering helps retailers and brands unlock untapped media inventory and drive new, incremental revenue beyond traditional marketing agreements.

From innovative onsite solutions like our market-first digital "gift with purchase", to data-driven offsite campaigns, our proposition is powered by first-party data and a best-in-class tech stack. We deliver maximum revenue potential while enhancing the onsite customer experience.



Learn how to build a commerce strategy
without limits. Please contact us for more
information:

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THG Commerce Whitepaper