

Digital Innovators: Digitally Native Brands Move Offline

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Abstracts

As the costs of online customer acquisition and digital marketing have grown in recent years, DNVBs are increasingly considering their physical presence, leading many brands to open temporary and permanent brick-and-mortar stores. Some DNVBs have used their digital expertise or leveraged effective partners to open brick-and-mortar stores that use technology in innovative ways, to educate the consumer about the brand, to facilitate omnichannel purchasing, and to improve analytics.

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