



7 Steps to Direct to Consumer (D2C) eCommerce

How you as a B2B company in the manufacturing sector can sell directly to your end customers

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About commercetools

commercetools is the world's leading platform for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS commerce platform that is cloud native and uses flexible microservices. This enables customers to deliver the best commerce experiences across all touchpoints.

Founded in Germany in 2006, commercetools has worldwide offices spanning the US, Europe and Asia Pacific, with a customer base of Fortune Global 500 companies across industries.

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About adesso

adesso is one of the leading independent IT service providers in the German-speaking world, focusing on providing consultancy and individual software development services for the core business processes of companies and public administration.

The Digital Experience business unit combines the creative services of a digital agency (formerly ARITHNEA GmbH) with the expertise of an experienced IT consulting firm. We design customer-centric processes along the customer journey through the interdisciplinary collaboration of digital marketing, user experience and IT know-how. This results in unique e-commerce, CMS and CRM solutions that not only work but above all feel good.

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