

THE FUTURE OF D2C BRANDS WITH CRYPTOCURRENCY AND NFTS

Introduction

Cryptocurrency has been a major topic of discussion for many years. The majority of people are aware of cryptocurrencies, and you may have even purchased Bitcoin.

Even if you are aware of the causes behind cryptocurrency's present appeal, you may not be aware of the reasons for its current popularity. We've assembled everything you need to know about cryptocurrencies and (NFTS) in this Ebook.

So, What is cryptocurrency?

Okay! To make it easy, let's go through this like a story.

Let's take an example of two friends and call them A and B. So A and B decided to go for a trip to Las Vegas, and planned to do their bookings online, since there was a 10% offer for the first 10 visitors. During the time of the payment, B's transaction failed but on the other hand A completed his transaction faster and with the valid offer. What a lucky guy.

What was the reason for A's failed deal, B inquired? A's best response was, "It's simple, I used bitcoin, a form of cryptocurrency," which B didn't comprehend. As a result, A said that a cryptocurrency is a digital or virtual currency that is safeguarded by encryption, making counterfeiting or double-spending practically impossible.

Many cryptocurrencies are decentralised networks based on blockchain technology, a distributed ledger enforced by a diverse network of computers.

It is also stated that cryptocurrencies are generally not issued by any central authority, making them theoretically immune to government interference or manipulation.



Here's an image representation of the process of cryptocurrency



Before we move ahead here are a few 'DID YOU KNOW' facts on cryptocurrency

1. There are more than 4,500 cryptocurrencies in existence

While not all of them are available on an exchange, they are available, with some requiring their own wallets.



2. CryptoKitties is one of the first blockchain games

CryptoKitties is one of the earliest blockchain games, and it allows you to breed one-of-a-kind digital cats.



3. Dogecoin started as a joke

Dogecoin has become one of the most popular cryptocurrencies in recent months. The token, on the other hand, began as a joke.



What is the future of cryptocurrency? How is it beneficial for D2C Brands?

Should direct-to-consumer businesses consider payment methods other than credit cards? Small businesses have better access to people all over the world; firms from underdeveloped countries may reach out to wealthier countries, improving sales and reach. Consumers who do not have official accounts can create a digital wallet and fund it with cash from nearby retailers. The more eCommerce stores that accept wallet-based payments, the more customers they can reach and the more money they can generate.

A digital wallet could reduce cart abandonment by providing users with simple payment options. According to the report, **“an online shopper may have to travel through 5–10 phases to complete a purchase.”** On the other hand, the impact of digitally native payment processing extends far beyond a store's user experience.

Without a question, cryptocurrency and digital payment technologies have a bright future in eCommerce. However, as exciting as new technologies are, brands should not succumb to the fear of being left behind.



Next, let's take a look at NFTS and NFTS' future in D2C brands.

What are NFTS?

Non-fungible token

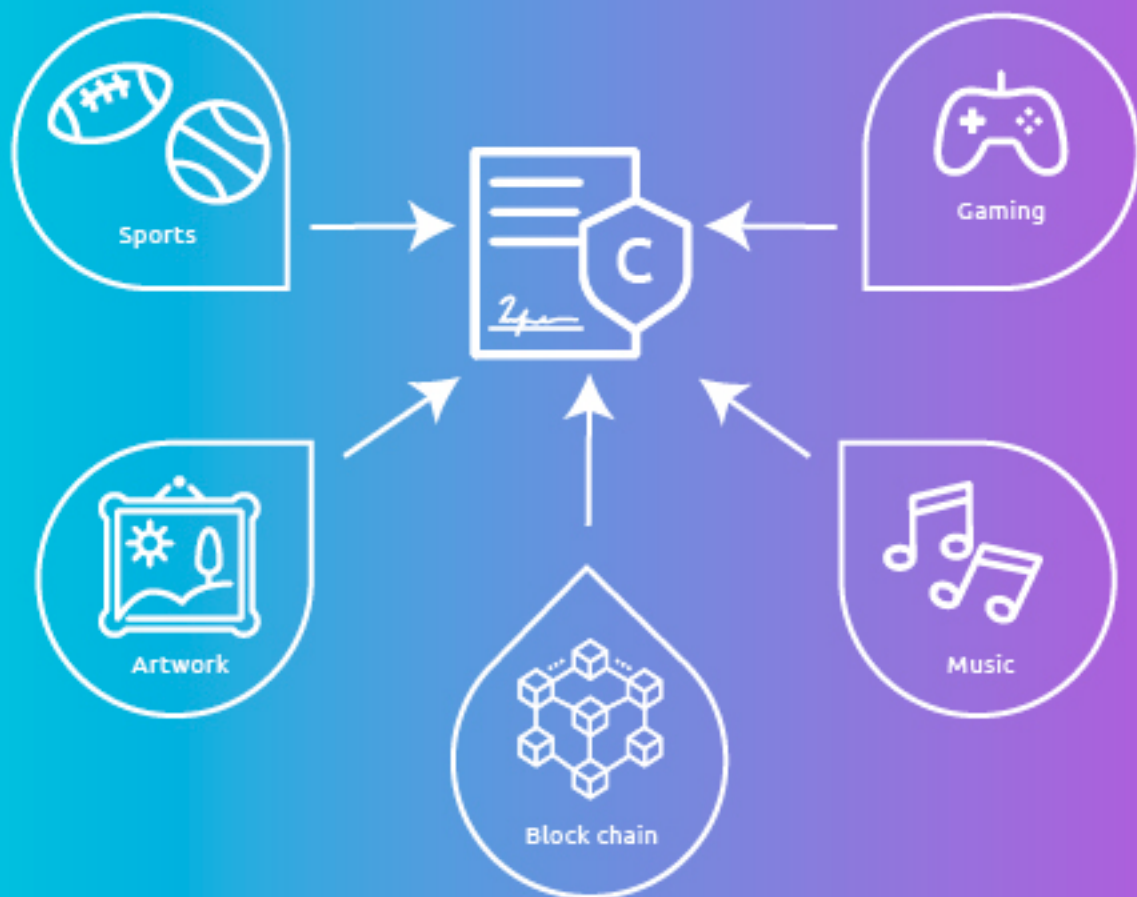
That doesn't make it any clearer, does it??

The term "non-fungible" refers to something that is unique and cannot be replaced. A bitcoin, for example, is fungible, meaning you can exchange one for another and obtain the exact identical thing. NFT, on the other hand, is a one-of-a-kind trade card that is not fungible.

Too complicated? Let's simplify this.

If something is non-fungible, it can't be exchanged for anything else. Your house is the best illustration; it cannot be exchanged with your neighbor's house. Another type of NFT is art. So, an NFT is a digital asset that reflects real-world assets such as videos, games, music, art, real estate, and so on. NFTS are straightforward to track because they are stored on the blockchain. Their complete history, as well as their past and present owners, is stored on the blockchain.

Let's say you own a piece of art, and someone else has a copy of it and claims it as their own. This is where NFTS comes in handy. Now you've decided to construct an NFT for your artwork. The NFT that represents your artwork has information that identifies it, such as a fingerprint or blockchain tokens. You are now the owner of the work of art. Now, the person who claimed ownership of it is no longer able to do so.



For example - A Coca-Cola fan paid \$575,000 for this virtual jacket (shown below) and other digital assets. What is that worth in Coke bottles? If a fully loaded Coca-Cola truck can deliver 14k bottles per day, this Coke fan purchased the equivalent of 41 fully loaded Coca-Cola trucks worth of bottles.



Taco Bell was one of the **first brands to offer NFTs**, and they pride themselves on being digital leaders for their digitally savvy customer base. There were 25 Taco Tokens available, which sold in 30 minutes for a price of several ETH. Each Taco Token came with a **\$500 Taco Bell gift card**.

So what's next? Future of NFTS? Yes, you got it right.

Virtual experiences, access to events, online communities, and other surprises will be included in the best branded NFT drops. There will be strong demand, many bids, and, of course, media coverage due to the limited availability of love brands. Some of the world's most successful companies understand that inspiration can strike at any time and from anywhere. Determine how much buyers are prepared to pay to see how the prototype design for the future product or package might look. Furthermore, the adoption of NFT for e-commerce platforms has been a hot topic in the crypto world. A number of e-commerce platforms are working on NFT integration solutions.

The popularity of NFTs has soared to unprecedented heights in recent years. In the corporate world, owning a digital asset is commonplace. It creates significant revenue potential for business concepts when it is incorporated.

NFTs just need one thing to work: content. If there wasn't such a high need for unique and intriguing content, NFTs would not exist. It's a terrific example of how businesses have turned to interesting content to keep customers interested in the face of tough market rivalry.



Because customers miss the convenience of purchasing real things in stores and receiving them instantly, the e-commerce business can add NFT functionality by delivering a digital version of the physical goods being ordered to the customer. Orders are sent to customers within a few days of being placed.

By providing the NFT version of the ordered asset, it provides satisfaction and happiness to the customer. What more do we want?



Conclusion

The rise of Bitcoin has sparked a debate over the future of Bitcoin and other cryptocurrencies. Cryptocurrency has undoubtedly taken the world by storm. It has shaped not just the current but also the future of the country. Let us all begin to evolve with the passage of time and go with the flow.

About Almund

Almund is a marketing automation platform for D2C brands to drive intelligent customer engagement on e-commerce platforms. Almund Brand Dashboard gives you a thorough overview of all the data you'll ever need and will also assist you in maintaining brand image, personality, and tone of voice consistency. It's a "customer engagement" platform that helps you build Avatars basis your e-commerce and marketing data, allowing you to make smart decisions based on your cohorts and drive top line growth and optimise your bottom line.

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