



**Almund**

# **Future of D2C in a Web3 world**

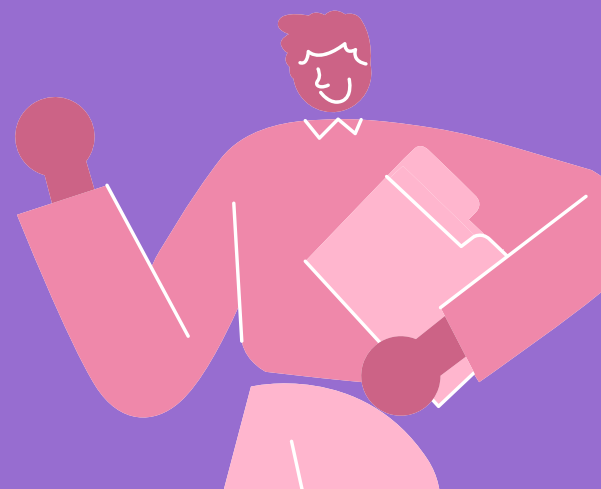
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## **Part-1**

# INTRODUCTION

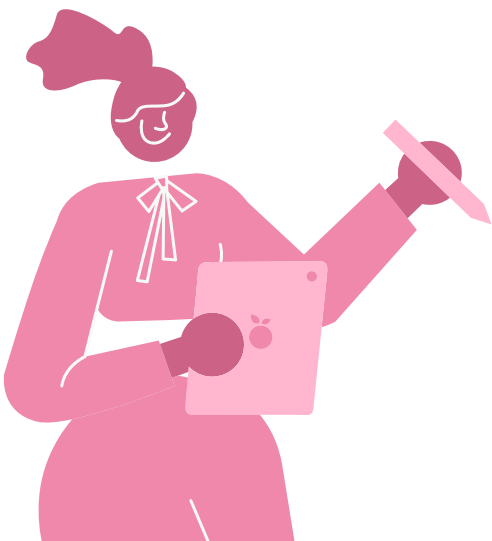
E-Commerce, a long-term trend, is essentially the purchasing and selling of items over the internet. Advertising, selling, and completing the transaction online are the three main phases in E-commerce. E-commerce has mostly replaced traditional in-store shopping, and this is understandable considering its advantages: -

- To buy or sell a goods, all it takes is a single click. (You're an expert at time management!)



- Well, no store means no rent, which means lower costs and higher earnings!
- Your clients' reach is no longer confined to the physical location of your store(s).
- Is it better to pay with a credit card or with Apple Pay? That's not an issue! The majority of websites accept all three.
- Websites are a veritable treasure trove of information. Traditional retailers may not have half of the selection offered online.

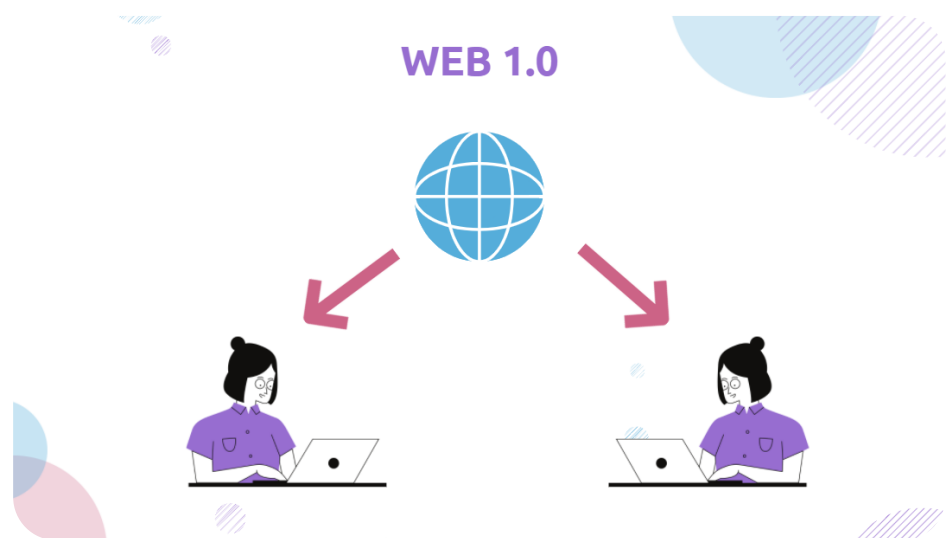
The list of advantages might go on and on. Is E-commerce, however, limited to buying and selling? Let's get down to business!



# Web1 VS Web2 VS Web3

## WEB 1.0

Web1, often known as Web 1.0, was more about finding "anything" in a tangle of web. On the internet, companies such as Orkut, Yahoo, and Blue Nile can be discovered. As a result of the liquidity crunch, the dot-com economy collapsed. People's searching, buying, and selling habits did, however, change. Hundreds of thousands of businesses now offer everything from cable organisers to window blinds to apparel to water filters and everything else under the sun via specialised internet stores. To put it another way, speciality retail has made a significant shift to the internet.



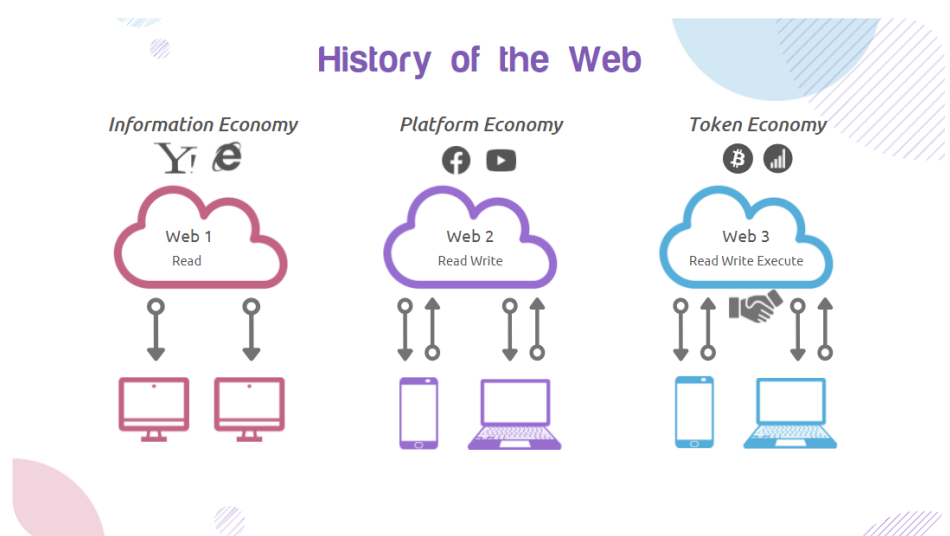
## WEB 2.0

Web 2.0 has mostly concentrated on online communities for social networking. The most well-known startups to emerge are Facebook, Twitter, and LinkedIn. However, there are a plethora of other places online where you may "meet," "connect," and "make friends" these days – strange behaviours are no longer frowned upon. This version of the web is available 24 hours a day, seven days a week. It supports cooperation, conversations, and other forms of contact 24 hours a day, seven days a week. Web 2.0 technologies enable businesses to keep in touch with and among their employees, enabling involvement and cooperation from any department, anywhere in the world. With expanded, interactive communication tools, connecting with customers has never been easier.



## WEB 3.0

The next wave, Web 3.0, will be built on two different elements: context and user. By "context," I mean the reason you came to the Internet in the first place, your motivation for surfing. Context can be found when looking for a job, planning a trip, or shopping for clothes. Context revolves around the user. And the key to providing personalised service is to integrate particular users with true context in a smooth manner. These data generators (from an individual's personal health data to a farmer's crop data to a car's position and performance data) can sell or trade their data without losing ownership control, giving up privacy, or relying on third-party middlemen thanks to decentralised data networks. As a result, decentralised data networks have the potential to include the entire long tail of data providers in the growing "data economy."






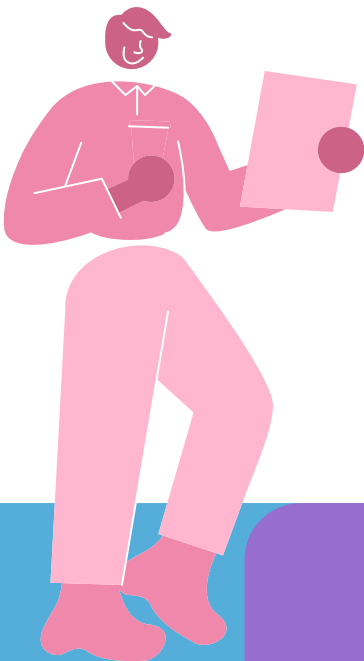
## Web 3 and E commerce:

Web 3.0, the next evolutionary phase of the internet, is just around the corner, producing exciting new internet retail techniques and technologies that will take e-commerce to new heights. In a Web 3.0 scenario, targeted marketing for plus-size, middle-aged women could result in unconventional wedding dresses, better fitting an individual's profile and making these adverts substantially more useful and likely to convert purchases. Looking for a nice movie to watch is another example. Whereas previous generations of movie ads might have brought listings of local theatres, a Web 3.0 era search might have brought horror movies only playing after 10 p.m. at two specific theatres, all based on historical data captured and analysed through the collection of social networking and internet browsing data.

Web 3.0 also includes the semantic web, which enhances the ability to integrate web data and other web-connected machines that communicate with one another, resulting in a more refined internet search.



Because of the integration of social profiles, the semantic web, the technology that will allow the storage of huge amounts of data, and the use of artificial intelligence to analyse and filter data, Web 3.0 will be the next major e-commerce breakthrough. Web 3.0 is still in its infancy, but it's on its way, so prepare yourself!





## Let's talk about NFT

NFT stands for "non-fungible token," and can hold any digital content, such as artwork, animated GIFs, songs, or video game goods.

An example for Fungible, on the other hand, can be a bitcoin. It is possible to exchange one bitcoin for another because they are identical. NFTs, on the other hand, are not all the same.

In a nutshell, it's a digital version of owning art, an autograph, or pretty much anything else. As a result, the allure of owning one is to flaunt it in a digital arena, as people would not understand you had millions of dollars in digital content if you were strolling down the street.






## NFT and E-commerce:

Since this operates in a centralized environment, trading goods and services on an e-commerce site involves a large number of third-party executives. The commission distribution is substantial thanks to these intermediaries; it eliminates the participation of third parties by activating NFTs. The popularity of NFTs has soared during this time. In some corporate sectors, holding digital property is a common practice. Great income prospects for company models are established by incorporating it. The idea of employing NFT for e-commerce sites was a hot issue in the crypto industry, and thus, NFT integration solutions are being developed by a number of e-commerce companies. You'll need a top e-commerce development company to connect NFTs to an e-commerce site.

Customers would lose the experience of buying products in stores as soon as they receive the goods, thus the e-commerce sector covers the tasks of NFTs by offering a digital representation of the health of the client being ordered.



Customers obtain their purchases from e-commerce sites a few days after ordering. It delivers satisfaction and enjoyment to the consumer by supplying the NFT kind of the ordered property.

## Future of NFT and E-commerce

The versatility of NFTs has benefited businesses, with the NFT mix for e-commerce sites presenting more lucrative potential. According to the e-commerce sector, customers will be able to explore the world of NFTs in the future. Because NFT is a growing platform, many significant changes are frequently wiped out from the e-commerce sector.





## Conclusion

One thing that comes out clearly is that Web 3 is the future, going forward. It's a promised internet of the future that fixes everything people don't like about the current one, even when it's contradictory. Web 3.0 will be the next great revelation to ecommerce; web 3.0 is still very much in its infancy stage but it is coming so let's be prepared.

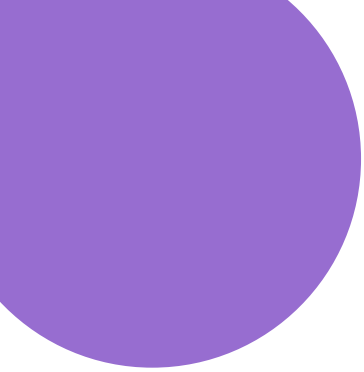
## About Almund

Almund is an outcome-based customer data platform that gives you a holistic view of the D2C marketplace. From Avatars, helping you make informed actions for revenue growth, to Brand 360°, which helps you curate customer-targeted content constantly—our features are made to leverage your business.

Designed keeping in mind the thriving D2C market, Almund, as a platform, functions to effectively arm your business for the next big step.

To know more click on [almund.io](https://almund.io)





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