

# Brand Anatomy: How Mack Weldon went from D2C to omnichannel

Audio



In this episode of Brand Anatomy, where we get exclusive looks inside leading brands, eMarketer Briefing director Jeremy Goldman sits down with Brian Berger, founder and CEO of Mack Weldon, to discuss how his brand embraced an omnichannel strategy to improve the customer experience—and do better in the process. We also cover how Mack Weldon has tackled the supply chain issues currently facing many brands.

## Types of Retailers Where US Internet Users Will Likely Shop for Holiday Gifts, Sep 2021

% of respondents

|   |     |
|---|-----|
| Digital-only retailers                          | 55% |
| Mass merchants                                  | 51% |
| Local independent stores                        | 27% |
| Off-price stores                                | 26% |
| Traditional department stores                   | 26% |
| Warehouse membership clubs                      | 24% |
| Bookstores                                      | 22% |
| Electronics, office supply, and computer stores | 21% |
| Specialty beauty stores                         | 19% |
| Supermarkets or grocery stores                  | 19% |
| Home improvement stores                         | 18% |
| Pet products stores                             | 17% |
| Specialty arts and crafts retailer              | 15% |
| Specialty clothing stores                       | 14% |
| Outlet stores or centers                        | 14% |
| Dollar stores                                   | 13% |

Source: Deloitte, "2021 Holiday Survey," Oct 20, 2021

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### Rethink. Performance

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