

# Glossier Hits \$1 Billion Valuation: Are Successful D2C Brands Just Outliers?

**AUDIO** |

**eMarketer Editors**

In the latest episode of "Behind the Numbers," eMarketer principal analyst Andrew Lipsman discusses how direct-to-consumer brands find success in creating personal relationships with their customers.

**What Direct-to-Consumer (D2C) Brands Are US Internet Users Aware of vs. Interested in Purchasing?**  
% of respondents, Oct 2018

	Aware of	Interested in purchasing
Dollar Shave Club	81%	33%
The Honest Company	54%	25%
Harry's	52%	21%
Casper	49%	21%
Warby Parker	32%	15%
Bonobos	30%	12%
Julep	29%	14%
Madison Reed	28%	12%
Glossier	25%	13%
Stance	22%	11%

Note: n=4,000 ages 18+

Source: Activate Inc., "Tech & Media Outlook 2019," Nov 13, 2018

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