

Direct-to-Consumer



The direct-to-consumer revolution is upon us.

Is your brand ready?



Manufacturer

D2C is a type of eCommerce that removes all middlemen, or retailers.



Online Platform

Brands that adopt the D2C business model circumvent traditional stores by **selling directly to consumers online.**



Consumer

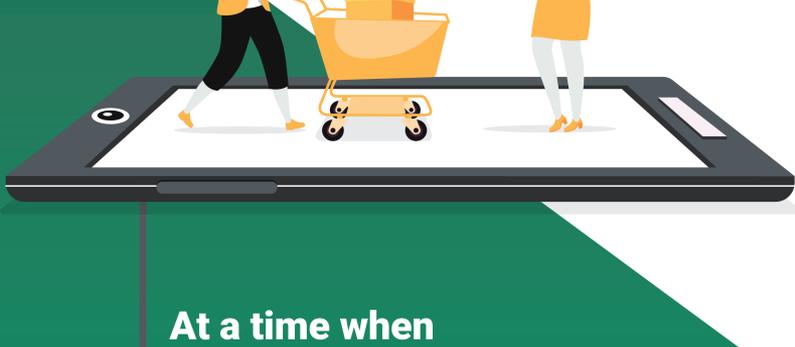
This approach streamlines the buying journey and allows brands to retain **full control of the manufacturing, marketing, and distribution of their products.**



eMarketer reports:

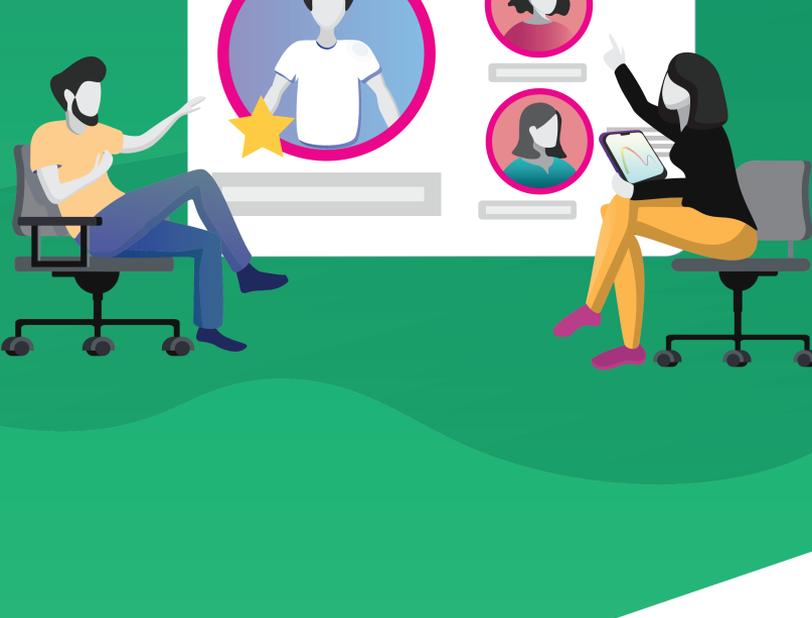


40% of U.S. internet users expect Direct-to-Consumer (D2C) brands to account for at least 40% of their purchases within the next five years.

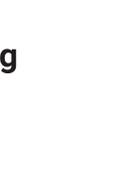


At a time when shopping preferences and expectations are rapidly changing, D2C emphasizes satisfying consumer needs.

D2C brands innovate at a rapid pace and excel at creating seamless experiences for consumers, by benefiting from firsthand access to customer relationships and transaction data empowering hyper-targeted marketing efforts.



Recommended



STEPS

Is your brand considering going direct?

Check out the Marketing Futures report for a deep dive on this important trend, and follow these three steps to get started today.

1

Look to the right data.

Direct brands understand their target audiences well. That understanding comes from having their own, first-party customer data coupled with the ability to leverage it to create a complete and harmonized view of their target consumer.

2

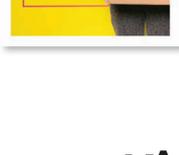
Map consumers' purchase journeys.

A good journey map, built with data, helps direct marketers determine the needs, questions, and requirements consumers have during brand interactions. It also helps to identify which marketing touchpoints are most influential. Identifying these touchpoints enables maximizing their impact and streamlining the consumer trip through the sales funnel.

3

Tailor the user experience.

Personalization is one of the key differentiators for direct brands. Find ways to customize the experience by providing personalized product recommendations or tailoring communication touchpoints. Doing so will help retain customers.



To learn more about how marketers are leveraging direct-to-consumer marketing, **check out the full research report.**

You can also visit **ANA's Marketing Futures Hub** for other cutting-edge marketing topics that are changing the world of marketing forever.