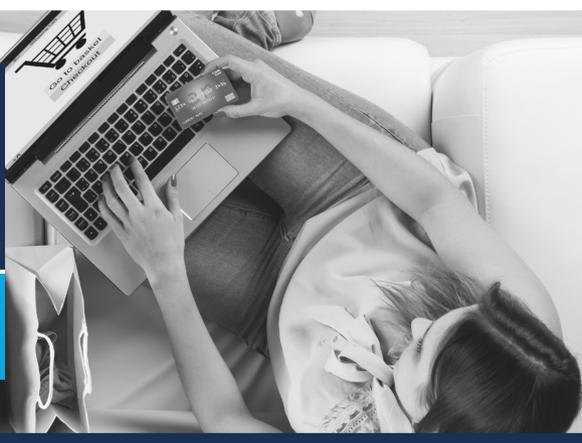


Bring Your Customers Closer

As consumers place more value on direct relationships with brands, it's time to take control of your ecommerce destiny with a direct-to-consumer channel.



THE IDEAL CUSTOMER JOURNEY

Recent Digital River research found that more than 70% of consumers consider a strong direct brand relationship to be important, while 56% say that good customer service strengthens their brand loyalty.¹

Discover how a direct-to-consumer channel will not only bring you closer to your customers but help you take control of your brand's destiny at each stage of your customer's buying journey.

DISCOVERY "What do I need?"

Your prospective customer's journey starts with them recognising a need or desire, which triggers their search for what you offer.



81% of shoppers research products and services online before buying²



What's at stake?

Competition for consumer attention is fierce in the crowded multichannel retailer marketplace. Limited options for visual branding can make it hard for shoppers to discover, or distinguish between, individual sellers.



The D2C opportunity

66% of customers expect a direct relationship with brands.³ A direct channel allows you to connect with people who want your goods, offer a first impression that lives up to your good name, while protecting your profit margins.



What's at stake?

Without a direct channel, you give up control over initial customer engagement. Your brand also gets lost as you fight for virtual shelf space amongst a range of competing goods.



The D2C opportunity

32% of millennials feel strongly that brand manufacturer websites are more sophisticated with superior merchandising and shopping experiences than the retailers who sell their products.⁵

DISCOVERY "How can I get it?"

Your customer's search typically begins online, where a search engine takes them to a retailer or reseller website, if not to your own online shop.



55% of customers prefer to shop directly with brands over their resellers⁴

CONSIDERATION "What are my options?"

As your customer explores the options available to them, the experience they have with your brand can make or break their purchase decision.



72% of consumers are unhappy with online brand experience⁶



What's at stake?

Customer experience begins pre-purchase and consistency is key in building trust and brand recognition. If you're relying on resellers alone, you have little control over a potential customer's touchpoints with your brand.



The D2C opportunity

Selling direct puts customer data in your hands and allows you to offer a seamless experience. This could explain why 48% of manufacturers are building direct-to-consumer channels this year.⁷



What's at stake?

Offering direct customer support is critical to creating brand advocates. Relying on resellers alone leaves your brand open to criticism over issues that are out of your control.



The D2C opportunity

A recent Digital River study found that 56% of consumers say that good customer service strengthens their brand loyalty. A direct-to-consumer channel allows you to resolve customer issues before they snowball.

CONSIDERATION "Which is the right choice for me?"

As your customer prepares to commit to a purchase, they will often look for social proof and reassurance on review sites, social media, reseller sites and your brand's own site.



59% of shoppers prefer to research directly on brand sites⁸

DECISION "I'm ready to buy"

There is a lot that can go wrong between landing on a website, making a purchase decision, updating a basket and checking out.



82% of consumers expect to be able to transact with a brand on its website⁹



What's at stake?

Cart abandonment rates currently sit at 77%.¹⁰ Without a D2C channel, you do not have the ability to salvage a lost sale by using data to remarket with a personalised, direct communication to that prospective customer.



The D2C opportunity

Offering a seamless purchasing experience through a direct channel allows you access to invaluable customer data and more control over the "last mile" of the customer journey, allowing them to connect with you directly over any issues or questions.



What's at stake?

80% of consumers are more likely to buy from brands offering personalised experiences.¹² Without the rich customer data offered by a direct channel, the divide between customer expectations and brand experience grows.



The D2C opportunity

82% of brands selling directly report improved relationships with consumers.¹⁵ Your buyers expect to have a direct, ongoing relationship with your brand. If you offer a strong customer experience, you can lock in long-term loyalty with lower cost to serve.

LOCK-IN LOYALTY "I want to make a repeat purchase"

Selling directly allows you to build personalised ongoing relationships, long after the initial transaction.



Over 70% of customers feel it is important to have an ongoing relationship with a brand¹¹

FIND OUT HOW WE CAN HELP

It's time to offer your customers the frictionless end-to-end ecommerce experience they expect from your brand.

A direct channel allows you to forge richer customer relationships, boost your margins and puts you in control of every stage of the buyer journey.

Find out how Digital River can help you bring your customers closer.

FIND OUT MORE

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