



YOUR COMPLETE CHECKLIST TO OPTIMIZE YOUR D2C CHANNEL

How to take control of the commerce experience
and create a robust D2C strategy

Digital River®

PREVENT DISRUPTION AND TAKE CONTROL BY GOING DIRECT

It's not just global pandemics that can wreak havoc on the retail industry. Other sources of economic uncertainty such as supply chain issues, geopolitical events, an economic downturn or the breakneck pace of technological change can create disruption for brands. The best way for global brands to maintain business continuity during times of disruption is to build their own direct-to-consumer (D2C) channel.

A D2C channel gives retailers far more control over the entire purchase lifecycle, from the front-end customer experience to critical back-office operations such as fulfillment and payments. But making the shift to D2C is a complex undertaking that requires a highly strategic approach. To help you on this endeavor, we've compiled a checklist of the elements you must have in place to launch or expand your D2C channel. With this checklist as your guide, you'll be in an excellent position to achieve your objectives and grow your revenue.

☐ **Create a robust D2C strategy**

As with any complex business initiative, it's critical to be strategic about your D2C tactics and goals. Ensure that your strategy covers all parts of the customer experience, from marketing to payments to fulfillment. Plus, make sure to keep future global growth plans in mind.

☐ **Get early buy-in from key stakeholders**

Invite decision makers from all business functions to the strategy table. Leverage their unique expertise and perspectives in your D2C plans. And as your direct channel grows, be sure to check in with them regularly for opportunities to streamline and improve operations.

☐ **Create alignment across all channels**

Take an omnichannel approach that considers how your D2C channel fits into your brand identity. Develop cohesive messaging and ad retargeting to create a seamless customer experience between your different channels.

☐ **Avoid channel conflict**

Use data insights from all your sales transactions to understand any pricing discrepancies. Develop a pricing strategy that's consistent across channels in order to stay aligned with your retail partners.



73%

of people are willing to switch brands if they aren't getting a consistent omnichannel experience from one company.

Source: [Buildfire](#)

UNDERSTAND YOUR CUSTOMERS AND HOW TO MARKET TO THEM

A robust D2C channel allows you to deeply understand and connect with your customers because you have access to the transaction data and control the entire customer experience.

☐ **Implement a comprehensive customer data system**

Decide early what technology you'll use to organize customer data and how you'll use it. Your system should include the entire customer lifecycle, including search, payment method, sales and shopper support data, for a robust understanding of your audience.

☐ **Create content that drives conversions**

Break down the data you collect from your D2C channel and conduct voice of customer research to segment your customers. Shape content backed by analytics that reflects your target audience and is specific for each channel and segment.

☐ **Test and measure your tactics**

Ensure your efforts continue to align with changing customer needs, emotions and expectations by continually testing and measuring what types of content are inspiring customers to take the desired action.

☐ **Leverage strategic marketing partnerships**

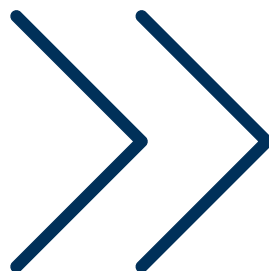
Offer digital experiences through partners that complement and enhance your products. When choosing new partners, make sure they share similar goals.

☐ **Localize your marketing and customer acquisition strategy**

When you're ready to expand your direct channel into new markets, it's important to look and feel like a local company. Develop original content that takes cultural considerations into account, choose local marketing channels, and understand local buying expectations.

“You need to have people who can translate data and reports into real, actionable information and marketing plans. People who can look at the data and say, ‘Here is the outcome, and here is the direction we need to go.’”

– Rahul Sandil, Head of
Global Marketing, Consumer
Products Group, Micron
Technology, Inc



OPTIMIZE YOUR BACK-OFFICE OPERATIONS

Back-office processes such as payments, tax, fulfillment and compliance are a bigger part of the customer experience than some realize. Finding ways to reduce friction in these processes is critical to ensure customer satisfaction and successfully increase conversions.

☐ **Reduce friction in the payments process**

Offer the local payment methods and currencies your customers prefer. Include messaging about payment methods and financing options, such as buy now pay later, throughout the entire ecommerce experience, not just the checkout process.

☐ **Increase authorization rates with dynamic routing**

Make sure your payments partners are using intelligent transaction routing and machine learning to dynamically route payments in a way that maximizes the likelihood of authorization. Use retry logic to determine the right time and date to retry failed payments.

☐ **Develop strategic fulfillment and distribution plans**

Structure your fulfillment strategy based on the unique characteristics of your brand and industry. Choose distribution partners that can help you keep delivery times short and put processes in place to handle returns and maintain transparency with customers.

☐ **Charge the right taxes and keep up with compliance regulations**

Tax and compliance rules and regulations vary from country to country and are challenging to manage, but critical to handle accurately to avoid fees and fines. Consider finding partners that can help with the heavy lifting and reduce your risk.

☐ **Partner with experienced back-office experts**

Launching or expanding a D2C channel is incredibly complex. Choose partners with experience in managing back-office complexities and a global footprint in the markets you're targeting so your team can stay focused on your core competencies.



Up to
50%
of customers said that
if they had not found
their preferred payment
method in the online
store, they would cancel
the purchase.

Source: [Expandeco](#)

Ready to take your D2C channel to the next level?

Go deeper through our library of online resources for organizations embarking on their D2C journey. Check out the accompanying [“Turn Uncertainty into Opportunity”](#) ebook and on-demand episodes from our [Uncertainty into Opportunity virtual event series](#) to learn more.

For decades, Digital River has helped brands take control of their destiny by powering global commerce. Established and fast-growing brands rely on our flexible, API-powered solutions to sell direct to their customers, whether they live around the corner or around the world. With unbeatable experience, expansive capabilities and strong partnerships in geographies across the globe, we help brands achieve their commerce goals and increase their revenue.

[Connect with us today](#) to start your ecommerce transformation.

Digital River

digitalriver.com