

# How do you stand out in the highly saturated DTC marketplace?

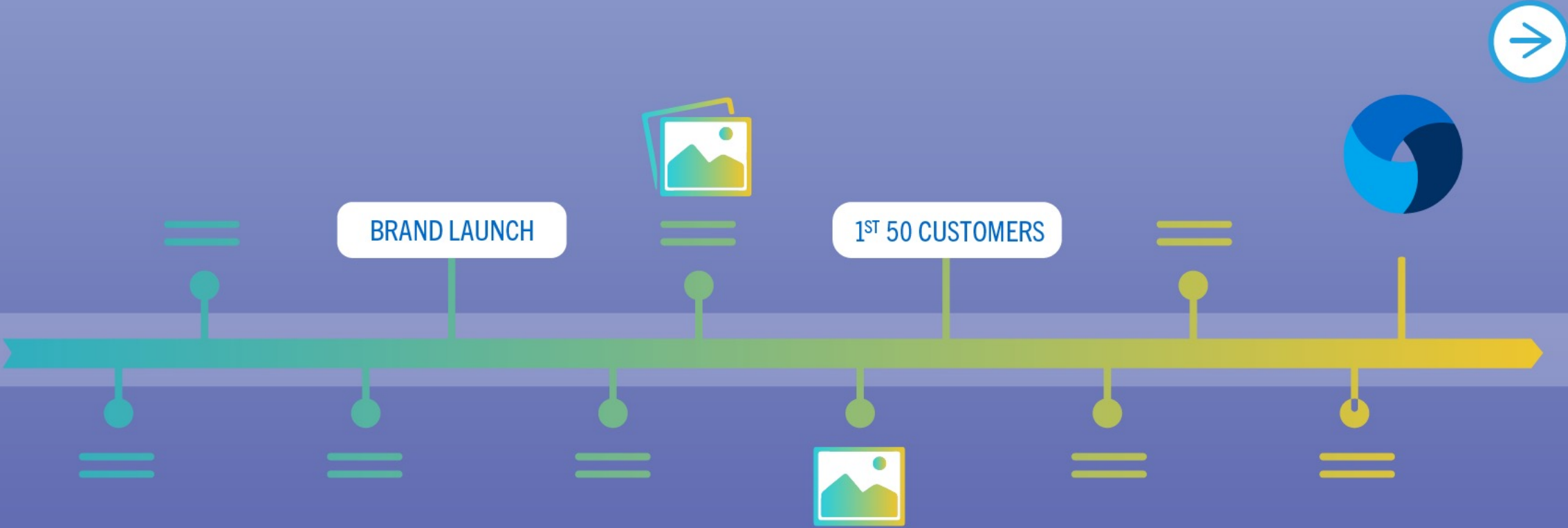




**84%**  
of consumers  
shop online  
every month

meaning most of them have interacted with a DTC brand at least once.

But with so much choice at their fingertips, it's never been more important to provide a deeper level of convenience for your customers.



The easier it is to engage with your brand,  
the higher the likelihood of its longevity



This could mean different things  
to different customer segments...

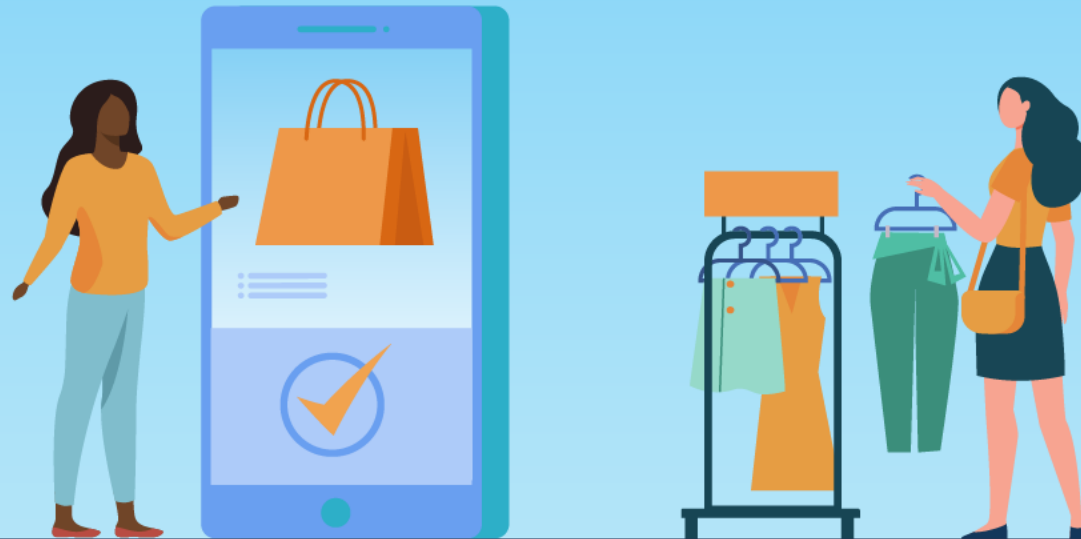


...and your strategy needs to be developed accordingly to build and refine the DTC experience for different consumer segments.

CONSUMER SEGMENTS	RECOMMENDED ACTIONS	
DTC Enthusiasts	<ul style="list-style-type: none"> <li>· Exclusive Offers &amp; Limited Editions</li> <li>· Personalization &amp; Customization</li> <li>· Try Before You Buy</li> <li>· Enhanced Customer Service</li> </ul>	DIFFERENTIATORS
DTC Novices	<ul style="list-style-type: none"> <li>· Guided Selling</li> <li>· Educational Content</li> <li>· Referrals &amp; Loyalty Programs</li> </ul>	
DTC Unaware	<ul style="list-style-type: none"> <li>· Competitive Fulfillment &amp; Services</li> <li>· Streamlined Checkout</li> <li>· Frictionless, Intuitive Site Navigation</li> </ul>	TABLE STAKES

# Connect your online and offline experience

Ideally, brands should be on both physical and digital shelves to meet today's multi-channel shopper where they are.



## WHY?

Because it's important to a significant number of shoppers to be able to SEE and TEST products, and to see them brought to life in stores

# Integrate for your customer's convenience

For example, integrate an option like

BUY WITH PRIME

into your website or branded Amazon storefront to alleviate supply chain issues and provide quick shipping options.



# Service through subscriptions



If you don't already have one, develop a subscription service for your products.

By 2023, it's expected that **75% of DTC businesses** will offer subscriptions for their customers.



At the same time, be sure to maintain the expected level of personalization, necessity and transparency your consumers expect to avoid being part of the subscription churn.

## WHO IS QUAD?

Quad (NYSE: QUAD) is a global marketing experience company that helps brands reimagine their marketing to be more streamlined, impactful, flexible and frictionless. Quad's strategic priorities are powered by key competitive advantages that include integrated marketing platform excellence, innovation, and culture and social purpose. The company's integrated marketing platform is powered by a set of core disciplines including business strategy, insights and analytics, technology solutions, managed services, agency and studio solutions, media, print, in-store and packaging.

