

RAPID RESPONSE: THE RENAISSANCE OF BRAND.COM

A STRATEGIC TRANSITION
TO SELF-RUN DTC OPERATIONS

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NBC UNIVERSAL ONE24 ANNOUNCEMENTS ILLUSTRATE CHANGE IN TV ADVERTISING OPPORTUNITIES

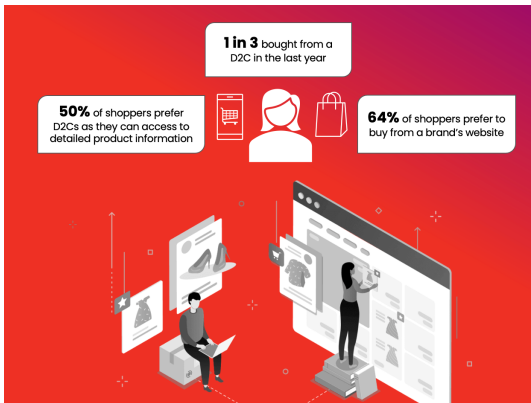
“BRAND.COM” TRANSCENDS MERE ONLINE STOREFRONT

In the retail renaissance, "[brand.com](#)" transcends online storefronts, embracing all facets where consumers directly engage with brands. From the consumer's point of view, we would argue that [DTC is any channel or method consumers perceive as buying directly from the brand owner](#).

Brand.com is important in DTC strategies alongside marketplaces, mobile apps, and social commerce. In 2024, the digital universe will house [about 1.09 billion websites](#). 252,000 new sites will be created daily, adding to the diverse and ever-growing online world.

The surge in brand-owned online platforms highlights a pivotal shift in corporate sales and customer interaction strategies. This approach has grown considerably, especially recently, as a component of the broader DTC movement.

[The pandemic acted as a digital adoption accelerator](#), with brands boosting their online presence to cater to consumers' increased preference for web-based shopping—an enduring change, opting for convenience and ease of use.



Brand-owned eCommerce channels have revolutionized retail [marking a strategic transition from third-party reliance to self-run DTC operations](#). This grants brands total control over consumer relations, enabling personalized experiences that cultivate loyalty.

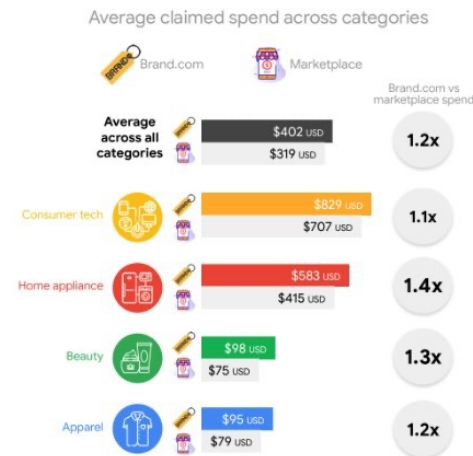
Digital-first brands in the apparel and beauty sectors are at the forefront, with [giants like Nike allocating substantial investments](#) in their brand.com and app presence. Even [the traditionally cautious luxury industry has adopted brand.com](#) to provide an aura of exclusivity and immersive upper-mid funnel experiences.

THE DTC BRAND.COM UNIQUE OFFERING

DTC Brand.com platforms are distinctive for their [personalized approach and loyalty-building](#) potential in modern commerce. By directly managing their web presence, brands provide tailored experiences that align closely with consumer preferences.

Meaning that all interactions, storytelling, and products on a brand's site represent its ethos and aspirations, offering customers authentic and comprehensive brand journeys. Additionally, for markets where English is not the primary language, brand.com prioritizes [localization to ensure relevance and accessibility](#).

The elimination of intermediaries bolsters profit margins and marks a financial turning point for brands that once leaned heavily on wholesale channels. [Brand.com can command a 20% higher spend premium from shoppers](#).



Technological advancements have lowered entry barriers, enabling even small players to launch sophisticated eCommerce sites. By 2023, [71% of businesses had a website](#), ensuring a robust digital presence essential for future success.

This move towards a brand-centric online presence is an enduring shift in retail strategy. In this context, [investing in a strong digital presence](#) is not merely an option but a necessity for brands seeking to thrive. The focus now is on leveraging technology to gain actionable insights, optimize the customer experience, and drive growth in a landscape where [the digital storefront is as crucial as the physical one](#).

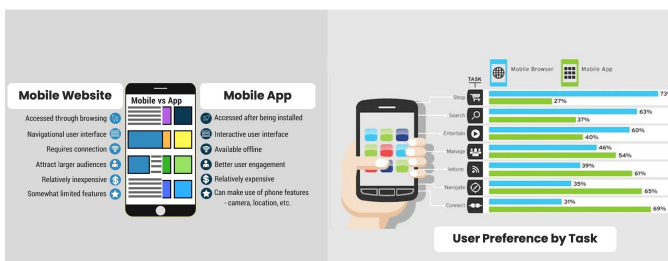
INCREASED POPULARITY OF ECOMMERCE DTC PLATFORMS

eCommerce platforms such as [WooCommerce](#), [BigCommerce](#), and [Shopify](#) have gained popularity due to their user-friendly platforms that simplify the creation and management of online stores. They offer a range of customizable templates, integrated payment solutions, and extensive app stores that help merchants enhance their eCommerce capabilities. Their affordability, scalability, and comprehensive support resources make them accessible for new entrepreneurs and established businesses looking to expand their online presence.

The rationale for brands investing in DTC opportunities becomes even more vital when we consider the generational dynamics that come into play over the next decade. [By 2030, the Alpha generation, the first generation to be raised entirely within the smartphone era](#), will become economically active. While Gen Z, the first generation to be raised entirely within the internet era, will have emerged as the core target audience for many retail and CP businesses. The 2024 [OMD Signals survey](#) reports that younger generations have more [diverse and dynamic need states as they navigate uncertain life pathways](#).

As smartphones become central to daily life, [mCommerce](#) emerges as a seamless and secure avenue for consumers to shop. [With 90% of mobile time spent in apps](#), businesses are pivoting to a mobile-first strategy, prioritizing app development for speed, offline access, and enhanced engagement, leading to greater conversions.

Today's consumer is happy to shop on both desktop and mobile and we expect seamless experiences on both



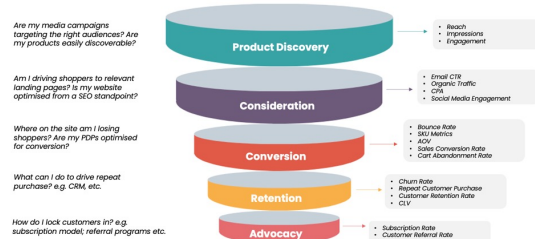
Innovations like [Ikea's AR app](#) are redefining shopping experiences, while omnichannel services blend the convenience of online with the tangibility of in-store interactions. Advancements in AR, digital coupons, and [voice search](#) continue to enrich mCommerce, signifying its growth as a primary shopping channel in the digital era.

ASSESSING BRAND.COM'S SUCCESS IS VITAL FOR GROWTH

Despite the advantages, brand.com platforms face several challenges. Building and maintaining a robust eCommerce site requires significant technological and human resources investments.

There's also the ongoing [need to drive traffic to these sites](#), which often involves substantial marketing spend. Optimizing key metrics such as LTV, Conversion Rate, AOV, Churn Rate, CAC, MRR, Product Margin, and NPS assess brand performance, customer loyalty, and financial health. Analyzing customer trends and retention provides insights for improving market stance, profitability, and long-term growth. This will enable marketers to give informed recommendations on website merchandising, enhancing the overall performance of the brands they represent.

Key Brand.com KPIs to consider



The ascendancy of brand.com requires [advertising agencies to adapt swiftly, innovating with technologies like AI and AR](#) to tailor shopping experiences to individual consumer preferences. A commitment to sustainable and ethical practices will be imperative in an era [of keen consumer awareness](#).

This renaissance calls for a robust, full-funnel strategy that attracts and retains customers by understanding and acting on the signals from media channels leading to brand.com.

Contact your regional or local commerce teams about how they can support brand.com strategies.



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