

8 MUST-HAVES FOR THE D2C EXPERIENCE

Every direct-to-consumer (D2C) site should feature the following to stay relevant and competitive:



Mobile compatibility and apps

Your customers want to engage with your brand in the platform of their choice. Your website should be responsive, and the content should intuitively adapt to different devices.



User-friendly interface

Seamless navigation is key, as are easy check-in and quick checkout.



High-resolution photos and videos

Consumers like to see products from multiple angles, in different environments, and want to be able to zoom in.



Interactivity

Shoppers want to be able to “try on” clothes or glasses, get fitting recommendations based on measurements or connect virtually with an expert for advice.



Honest, user-generated reviews

95% of shoppers read reviews, and 57% will only use a business if it has 4 or more stars.



Payment gateway integrations

A selection of payment options — like PayPal or Apple Pay — provide more flexibility in payments.



Secure transactions

Any information that's transmitted should be encrypted and secured.



Special offers and promotions

Shoppers always like to think they're getting a special deal.

THE BOTTOM LINE:

A good user experience is critical for your D2C website — it can improve your conversion rate and boost your organic search ranking. It's also a great way to build trust with consumers and turn them into loyal customers.