

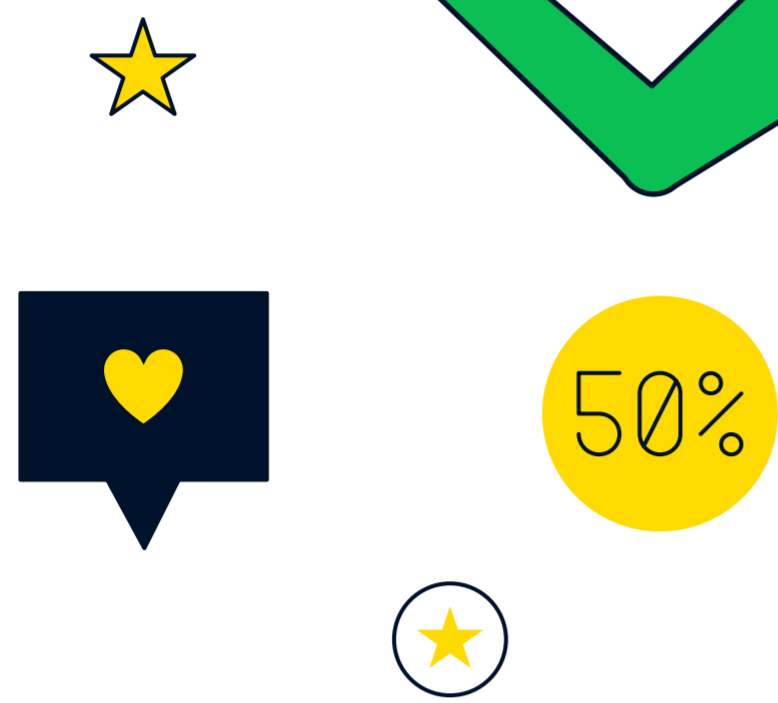
# Six essential D2C strategies to build customer engagement & loyalty



## Fast shipping

69%

brand advocates (nearly 7 in 10) state that it would positively influence their loyalty



## Cross-channel buying

60%

of consumers would be more loyal to a brand if they provided cross-channel buying options

## Loyalty programs

64%

of consumers report that loyalty programs have a significant bearing on increasing their loyalty to a given brand

## Streamlined payment experiences

58%

advocates prefer to store their payment card information with a brand to enable faster checkout for return visits



## Responsive customer service

3 in 5

brand advocates claim that having an online chat for customer support would positively influence their loyalty

## Contextual experiences

60%

of brand advocates claim that receiving personalized recommendations would encourage their loyalty

\$74.8b

in revenue is influenced by consumers who have made a purchase directly from a consumer brand manufacturer due to a personalized customer experience

