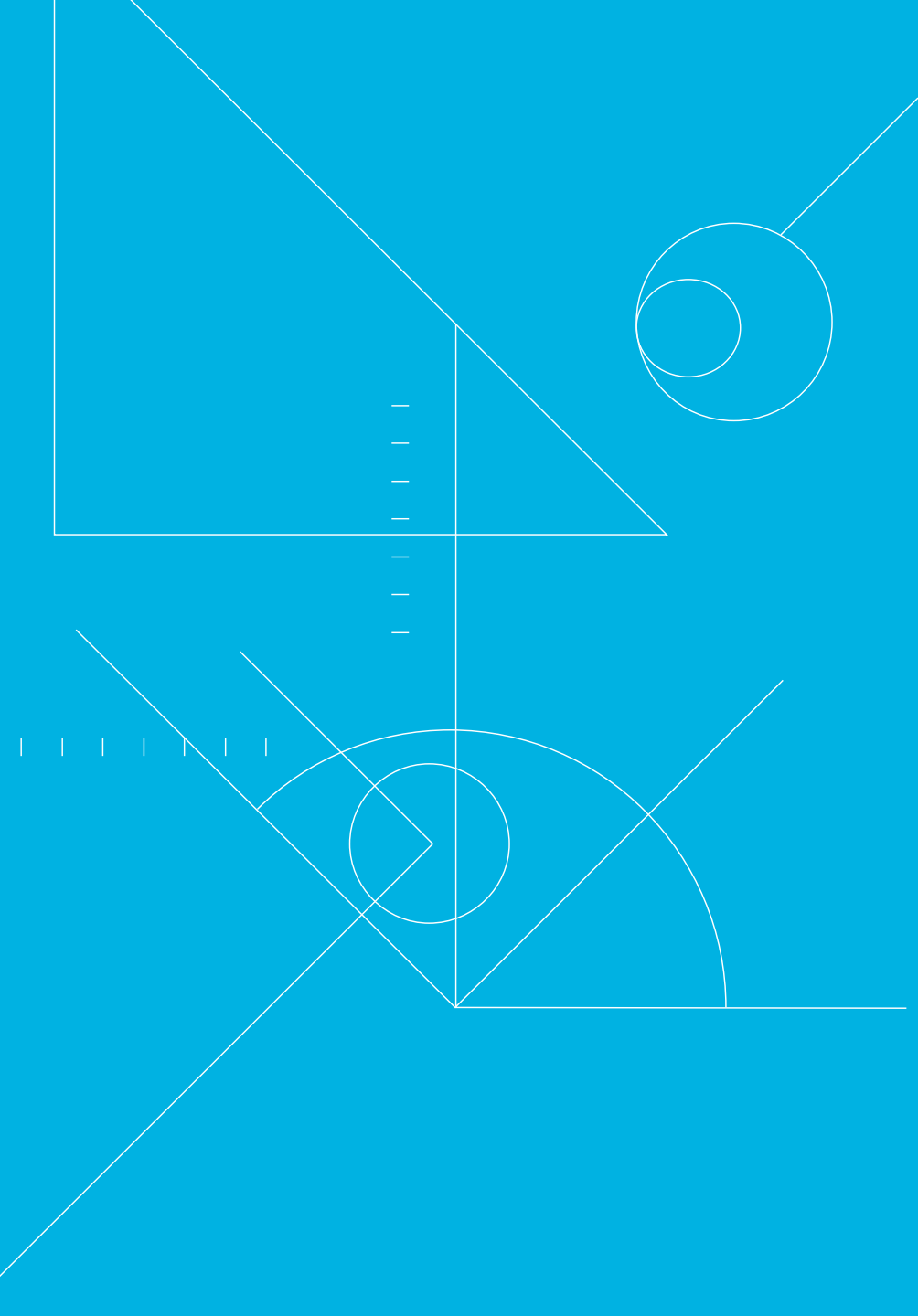


D2C Report 2019

Benchmarking the customer experience provided by
100 consumer brands' direct-to-consumer websites



P3	Executive Summary
P5	Methodology
P7	Top Sites Ranked
P8	D2C Benchmarks
P11	Value Adding Product
	Product Benchmarks
	Product Examples
P22	Value Adding Services Examples
	Services Benchmarks
	Services Examples
P36	Value Adding Content Examples
	Content Benchmarks
	Content Examples
P47	Recommendations
P48	About Practicology

This report was produced by our teams in the UK and Australia, with particular support from Sam Gaunt, Daniel Romberg, Joanna Perry, Amelia Coleby, Amanda David & Samantha Law.

D2C Report: Executive Summary

Direct-to-consumer (D2C) often only makes up a tiny percentage of a brand's overall sales. And so there has been relatively little research on what's important to a D2C website, compared to the huge amount of content that exists about multi-brand retail websites and marketplaces.

However, D2C websites are becoming more important to brands for several reasons, not least:

- They want to protect their brand reputation, and deliver an excellent brand experience to end customers;
- They want to be less reliant on third-party retailers, who are subject to significant change in their industry;
- Marketplaces are creating an unprecedented focus on price and volume at almost any cost.

With this in mind we decided that we wanted to conduct a significant study of D2C sites, assessing them through the eyes of a consumer, and focused the criteria both on general customer experience principles as well as how they add value for customers.

As many of the 100 brands featured are also stocked by retailers and marketplaces we particularly set out to answer the question: "Why would a consumer buy a product directly from the manufacturer online, rather than from a retailer (online or offline) or marketplace?".

To help us answer this question, and assess how well each brand was doing at differentiating its D2C site from other sales channels, we built a scoring methodology that included three aspects of added value:

- Value adding product
- Value adding services
- Value adding content

More information on our assessment process can be found in our methodology (P5).

Top performers

Nespresso and Nike came joint first in our ranking, with both scoring 80% against our best practice criteria.

Nespresso has been built as a D2C brand, with a focus on developing long-term transactional relationships with its customers.

Nike's joint first place ranking is perhaps more interesting, as its products have such mainstream distribution.

D2C Report: Executive Summary

Nike has managed to differentiate through its D2C offer with a particular focus on unique content, unique product and personalised product that consumers who love the Nike brand can only purchase direct from its site.

Therefore it comes as little surprise that Nike's D2C sales are growing substantially quicker than those through its wholesale channel, and the brand has emphasised that its direct channel is "more productive and profitable than other less differentiated customer experiences."

Do you need D2C?

A brand can ask itself the following 10 questions to help determine whether it would benefit from offering a D2C website. The more of the following that a brand answers 'Yes' to, the more likely it is that the brand would derive value from a D2C website:

- Could you sell products that are non-commoditised, have brand cache or are hard to find?
- Could you sell products or bundles that are economical to ship?
- Would a customer want to buy a basket of items in one checkout

from your D2C site, or buy the same item(s) regularly?

- Is there a place within your product range for exclusive products and services to add value to your D2C proposition?
- Could a D2C proposition support your broader product or service innovation agenda?
- Do you have, or could you develop, value adding content?
- Are you concerned about your brand perception being damaged by the customer experience provided by third-party sellers?
- Are you concerned about the prospects for some of your established online or offline sales channels/partners?
- Does D2C make sense as a strategy to enter emerging markets?
- Do you have an appropriate structure, skills and/or partnerships to support D2C operations?

If a D2C site is appropriate for your brand, then the following pages should provide inspiration as you develop and refine your proposition.

We reviewed 100 D2C websites of global brands operating in Western markets across a variety of product categories during Spring 2019. Our scoring criteria includes a mixture of ecommerce hygiene and usability best practice, plus criteria relating to value-adding elements of the site or its proposition.

For the value add elements, each brand's score was based on the elements it offered that were relevant (for example, a subscription model, loyalty scheme or extended warranty were not appropriate for some of the brands included).

During the reviews we were particularly looking for:

Communication of proposition – Are there benefits of buying from the site over other stockists, and are they clearly highlighted – such as free delivery, free returns, a loyalty scheme, extended warranty etc.

Information architecture – We checked whether the site's menu, category names and product names are user-friendly.

On-site search functionality - Best practice includes type-ahead results, including highlighted products/categories and product images.

Delivery information – We checked for appropriate delivery information through the customer journey.

Product information & imagery – We checked for relevant and in-depth product details, and multiple zoomable images that could help a consumer make a purchase decision.

Basket & checkout – How easy was it to complete a transaction.

Customer service – We submitted customer service enquiries via email and Facebook, and checked whether Livechat was available.

SEO – How visible was the brand's web store in search results.

Value adding product – We checked for exclusive products and bundles plus whether free samples were offered and gift packaging options.

Value adding services – We focused on whether each brand had a loyalty scheme, subscription/auto-replenishment offer, provided an extended warranty or allowed appointments to be booked.

Value adding content – Finally, we assessed whether each site offered content beyond that used to directly sell products, such as How-To guides or blogs, video instructions and community-generated content.

In addition to this we have included some benchmarks among the results for elements that were not scored, such as how many sites offer next-day delivery and delivery costs,

Our findings from reviewing 100 D2C websites

D2C Report: Rankings

The top ranking brands

Brand	Score	Brand	Score
Nespresso	80%	Tea Pigs	68%
Nike	80%	Dr Martens	68%
Adidas	79%	Jo Malone	68%
Timberland	77%	Liz Earle	68%
Speedo	71%	MAC Cosmetics	68%
Asics	71%	Pandora	66%
Clarins	71%	Tumi	66%
Dermalogica	70%	Lego	64%
Fossil	70%	Sonos	64%
Shiseido	70%	Urban Decay	64%
		Victorinox	64%

Top skincare & cosmetics brands

Brand	Score
Clarins	71%
Dermalogica	70%
Shiseido	70%

Top electricals brands

Brand	Score
Sonos	64%
Bose	63%
GHD	61%

Top food, beverage & alcohol brands

Brand	Score
Nespresso	80%
Tea Pigs	68%
Twinnings	55%
Brewdog	54%
Dolce Gusto	52%

Top grocery brands

Brand	Score
Lily's Kitchen	54%
Thorne	54%
Lintbells	52%
Durex	52%
Grenade	52%

Further details

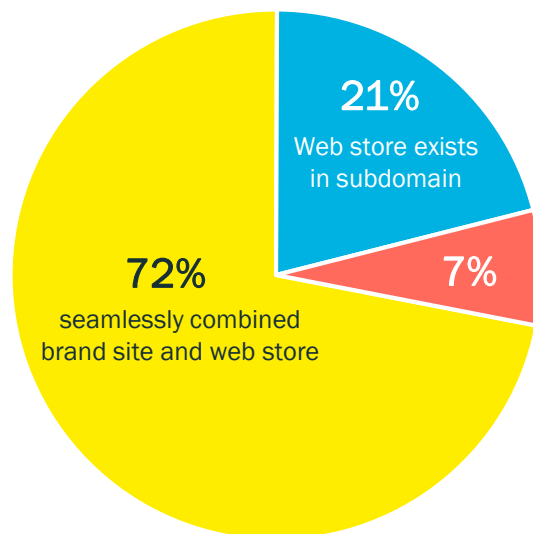
These tables show the brands that scored highest overall and within key industry categories.

If you would like more information on the full list of brands included in our research, or would like to discover how your brand scored against our criteria, please contact us at:

hello@practicology.com

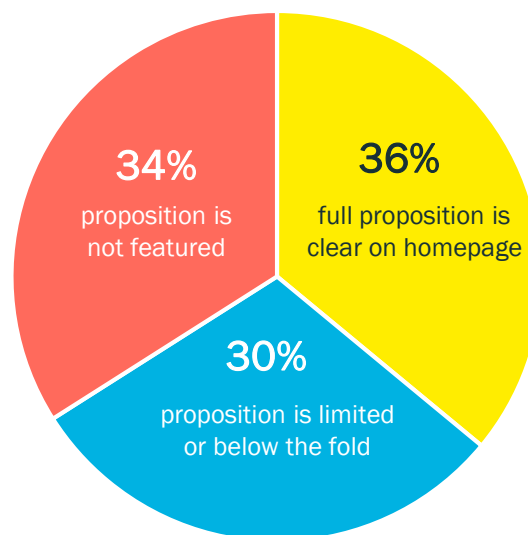
100 D2C sites - benchmarks

Integration of brand site and web store



Web store is badly signposted from brand site

Clear ecommerce proposition on homepage



Homepage



40%

offer a clear and easy to use store locator



40%

offer best practice on-site search

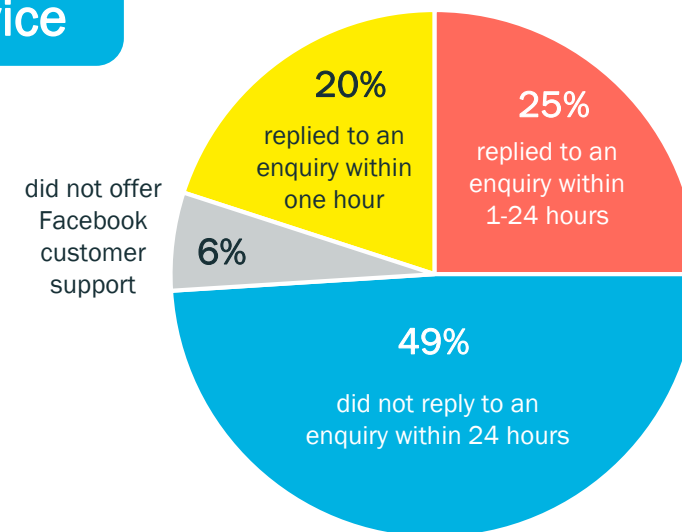


32%

provide best practice navigation

Customer service

Facebook customer support



65%

provided a good response to an email enquiry within 24 hours

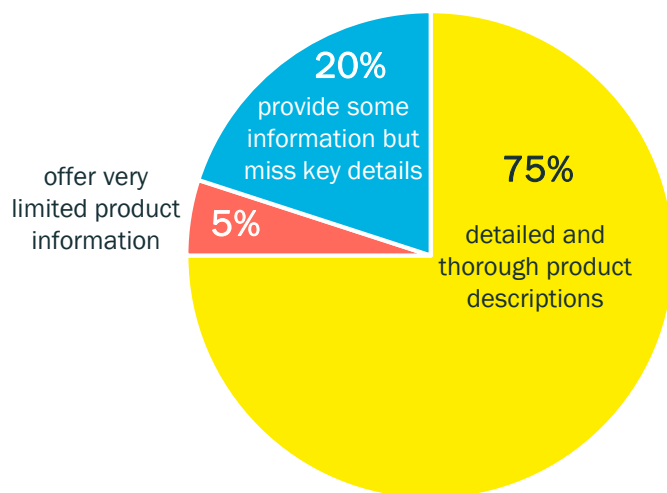


24%

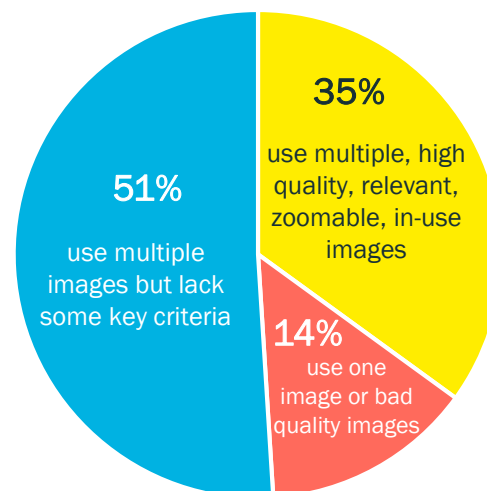
offer a best practice Live Chat

100 D2C sites - benchmarks

Quality of description on product detail pages



Quality of images used on product details pages



Product pages

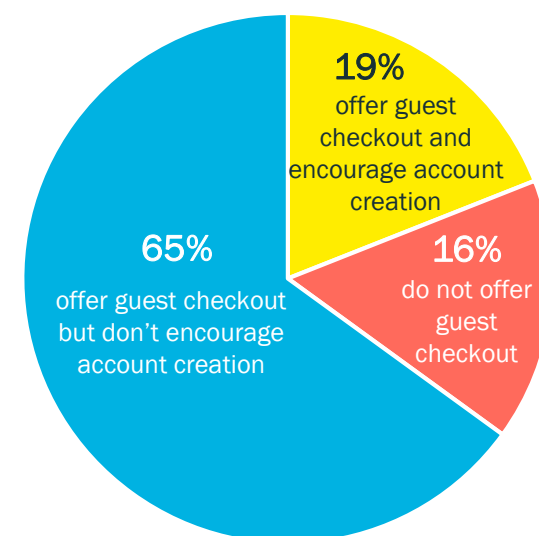


65%

offer best practice checkout experience



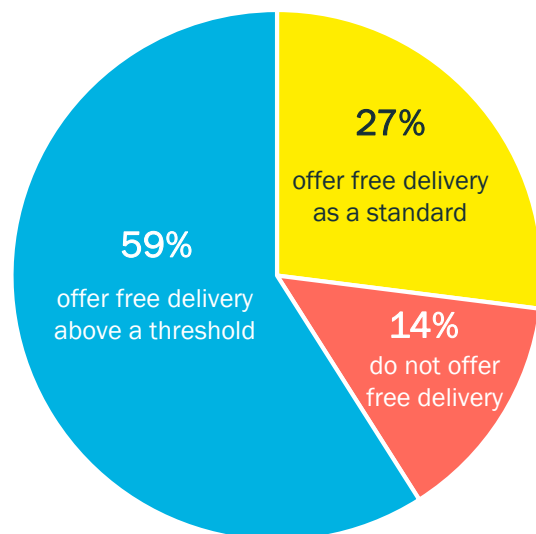
Guest checkout available



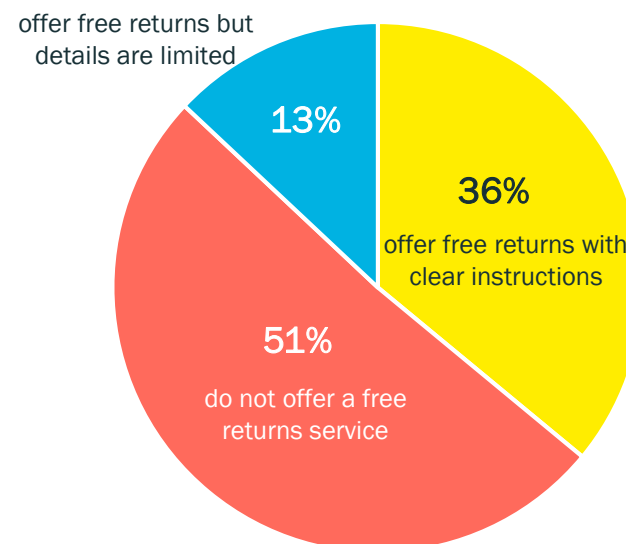
Checkout

100 D2C sites - benchmarks

Free delivery offer



Free returns



Delivery & returns



13%

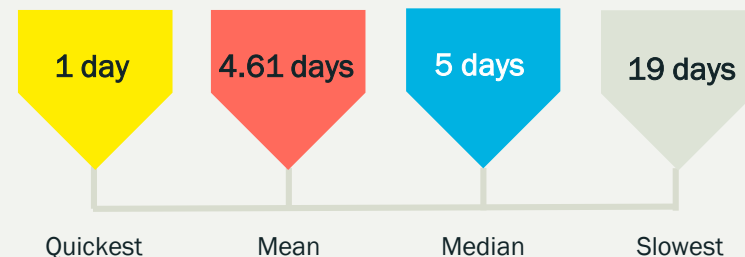
provide a click-and-collect service



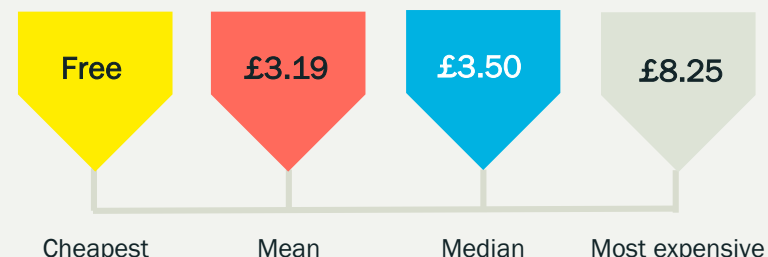
45%

offer guaranteed next day delivery

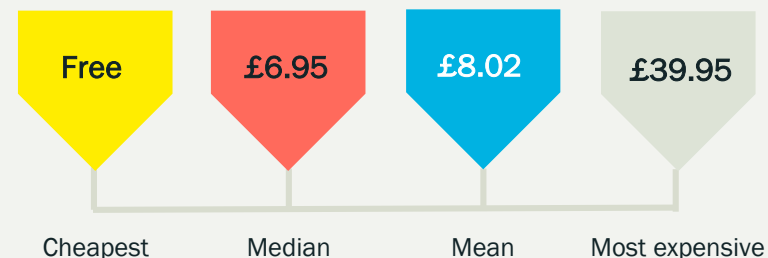
Standard delivery time



Standard delivery cost

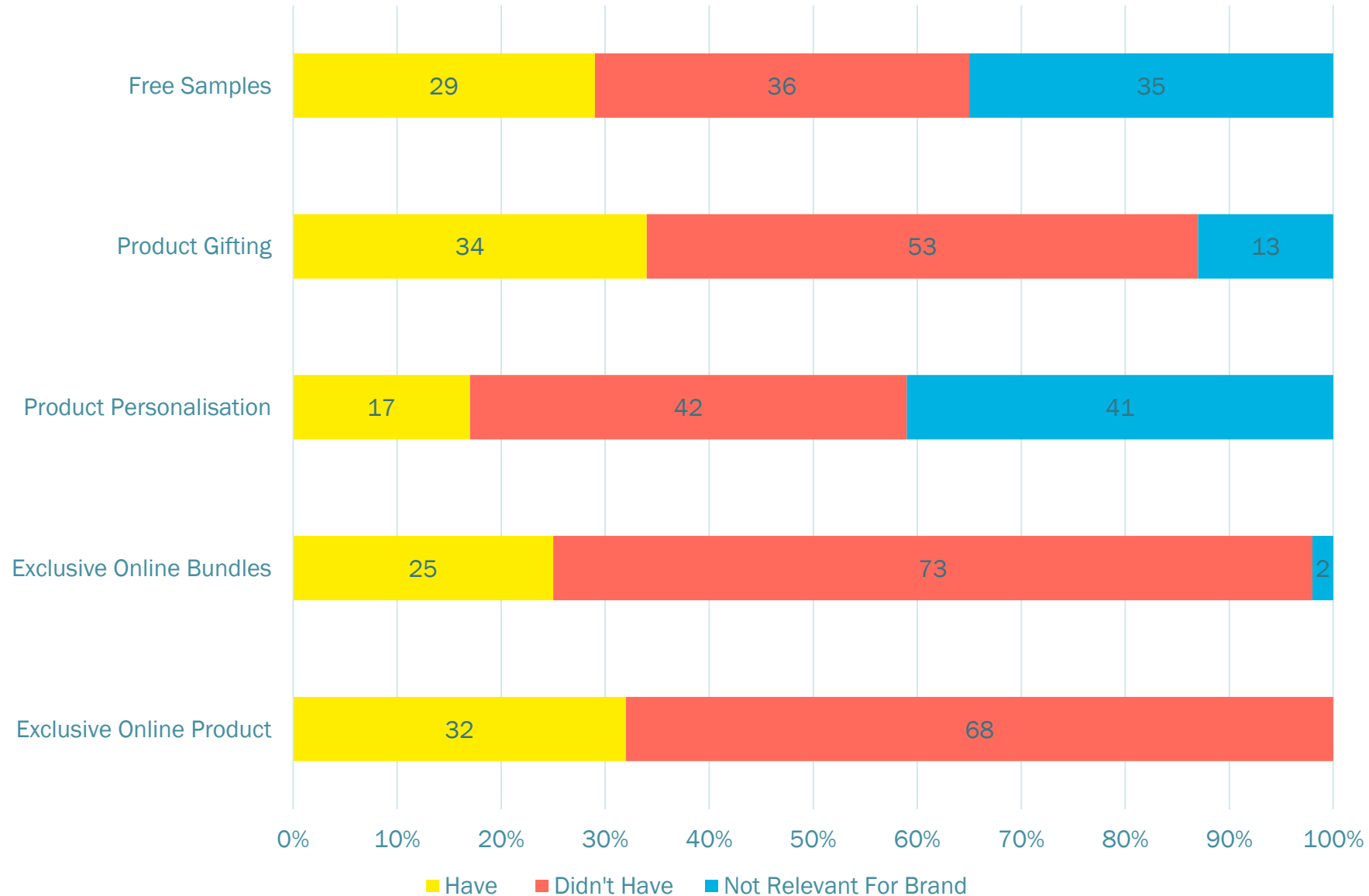


Express delivery cost (if offered)




Value adding product

D2C Report: Value adding product benchmarks



Exclusive online product – L'Or



Product image showing the L'Or Espresso Delizioso packaging. The main image is a dark blue box with the L'Or logo in gold and the word 'ESPRESSO' below it. A smaller image shows the bottom of the box, which is orange and features the word 'DELIZIOSO'.




[← BACK TO OVERVIEW](#)

ONLINE ONLY

ESPRESSO DELIZIOSO

IN STOCK

DELIZIOSO delights in perfect balance with its smooth & mild roasted espresso character - chiming with sweet & subtle overtones that refine the blend and define finesse.

 DELICATE - BALANCED  ESPRESSO  INTENSITY

£3.19

[Nutritional Information](#)

ADD TO BASKET

Exclusive online product should be highlighted, such as L'Or does, so that customers are aware that they can't buy it elsewhere.

Exclusive online product – Clarins

[STORES](#)[SPA](#)[INSIDE CLARINS](#)[HELP](#)[CLARINS](#)[LOG IN](#)[FACE](#)[MAKE-UP](#)[BODY](#)[MATERNITY](#)[SUN](#)[MEN](#)[GIFTS &
SETS](#)[OFFERS](#)[CLARINSMAG](#)[BEAUTY
SCHOOL](#)[Home](#) / [Body and Home](#)

Body and Home

15 Products

PRICE

☐ £0 - £25 (12)☐ £25- £50 (3)

SKIN TYPE

☐ All skin types (14)

CONCERN

☐ Hydration & Comfort (3)

TEXTURE

☐ Gel (3)☐ Liquid (1)[GRID VIEW](#)[DETAIL VIEW](#)**ONLINE EXCLUSIVE**

Tonic Citrus Body Lotion



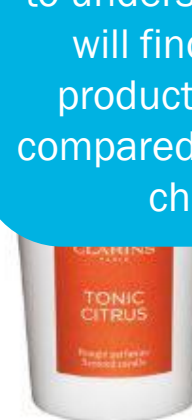
£23.00

ONLINE EXCLUSIVE

Tonic Citrus Foaming Gel



£23.00

ONLINE EXCLUSIVE

Tonic Citrus Scented Candle



£31.00

Highlighting exclusives on product listings pages and product details pages helps customers to understand that they will find additional products on the site compared to other sales channels.

Exclusive online bundles – Teapigs

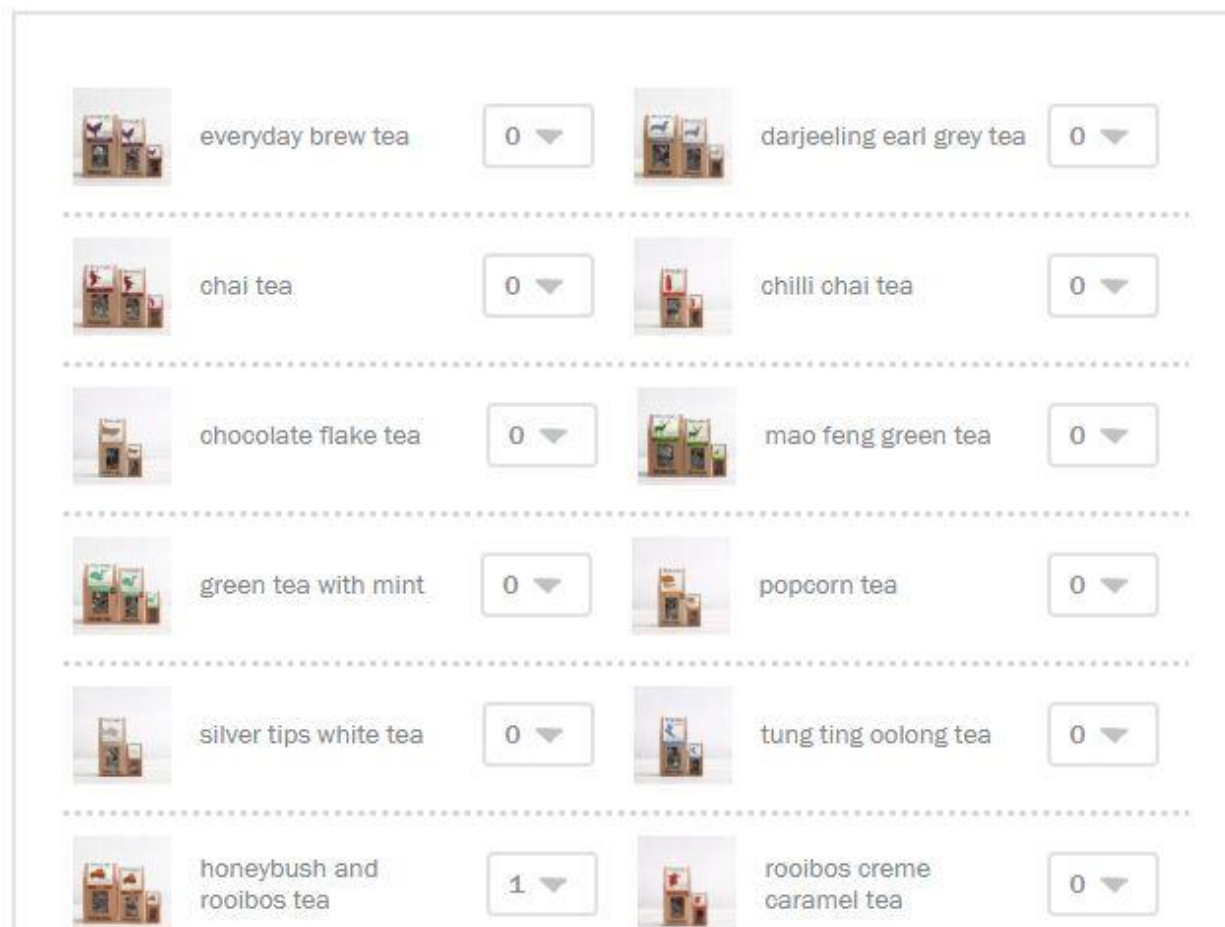
tea pick n' mix

choose your own 12 teas [READ MORE](#)

Bundles that other channels don't offer, can allow customers to buy in bulk or try a wider variety of your product. New product testing and analysis is also possible through such pick n' mix options.

£17.99

★★★★★ (38 reviews)



Exclusive online bundles – Twinings

PICK & MIX

We can't comment on the financials of selling individual teabags within a bundle, but this bundle proposition does provide a reason for a customer to purchase from the brand rather than a retailer.

COUNTRY OF ORIGIN ▲

☐ SOUTH AFRICA

FLAVOUR ▲

☐ APPLE

☐ BERGAMOT

☐ BLACKCURRANT

☐ BLUEBERRY

☐ CAMOMILE

SEE ALL

PRODUCT TYPE ▲

☐ CHOCOLATE

☐ MALT DRINK

☐ PYRAMID

☐ STRING & TAG

1-55 of 55 results

VIEW TYPE:   PRODUCTS PER PAGE 96 ▼ SORT BY Please select ▼



COLD INFUSE - BLUEBERRY, APPLE & BLACKCURRANT - SINGLE ENVELOPE

£0.50 each

NEW Cold Infuse from Twinings. Blueberry, Apple and Blackcurrant flavoured cold water infusion.



COLD INFUSE - WATERMELON, STRAWBERRY & MINT - SINGLE ENVELOPE

£0.50 each

NEW Cold Infuse from Twinings. Watermelon, Strawberry and Mint flavoured cold water



COLD INFUSE - PASSIONFRUIT, MANGO & BLOOD ORANGE - SINGLE ENVELOPE

£0.50 each

NEW Cold Infuse from Twinings. Passionfruit, Mango and Blood Orange flavoured cold water

Product personalisation – Nike



Nike By You – the product personalisation service offered by the brand - allows customers to create a virtually bespoke product and takes the purchase decision away from being price focused. This was the most advanced example of product personalisation we found.

LACES



Court Purple



University Red



Team Red



Bordeaux




Arctic Orange


Product personalisation – Cadbury's

ORDER BEFORE 4PM FOR NEXT DAY DELIVERY

MOTHER'S DAY CHOCOLATE & GIFTS

[Login](#) [Register](#) [Help](#)



 5 items £54.18

CHECKOUT

Home | Cadbury Personalised Chocolate Bars & Milk Tray | Cadbury Gifts Direct

Choose Size

Personalise

Review

FRONT

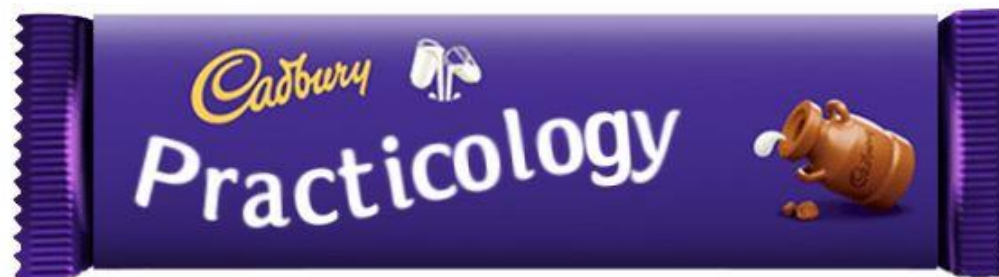
BACK

ADD YOUR MESSAGE

Up to maximum 15 characters

We even found examples of commodity products offering personalisation options.

CHANGE SIZE



REVIEW

Simply add one of the below to your basket at checkout for the perfect finishing touch...



Luxury gift box

If you select one of our Liz Earle Signature Blue gift boxes, all your chosen products will be beautifully hand-packed, ready for the big reveal.*

[Find out more](#)



Premium gift bag

If you opt for the bag, it will come flat-packed with your order – ready for you to choose what you pop in, and perfect for adding your own personal touch.

[Find out more](#)

Bag dimensions: W150mm x D100mm x

Offering additional products/packages such as Liz Earle does can make a gift purchase more special, particularly if the purchase is being delivered directly to the gift recipient. Gift bags and boxes are easier to deal with when dispatching gift orders than gift wrapping services.

Is this a gift?

- ☒ Yes
- ☐ No

Great gift choice. You can have Fitbit send an email to the recipient, and include a special message to make your gift more personal.

Want us to send an email to the recipient of this gift?
(Don't worry, we won't include the price.)

- ☒ Yes
- ☐ No

What's their email address?

From

When should we send this heads-up?

- ☒ **Today**
- ☐ When the gift ships
- ☐ On this date:

Include a custom message to make this email funny, sweet or special:

FitBit's gift message and receipt option, including allowing the customer to choose when the communication is sent out to the gift recipient ensures that surprises aren't spoiled, and that the recipient has a record of the purchase in case they have a service or support issue in the future.

Free samples – La Roche-Posay

SELECT 3 COMPLIMENTARY SAMPLES FROM THE BELOW SECTION



TOLERIANE ULTRA SAMPLE FOR SENSITIVE SKIN

Free

 ADD TO BAG



ANTHELIOS ULTRA-LIGHT TINTED SAMPLE

Free

 ADD TO BAG



LIPIKAR BALM AP+ 7ML SAMPLE

Free



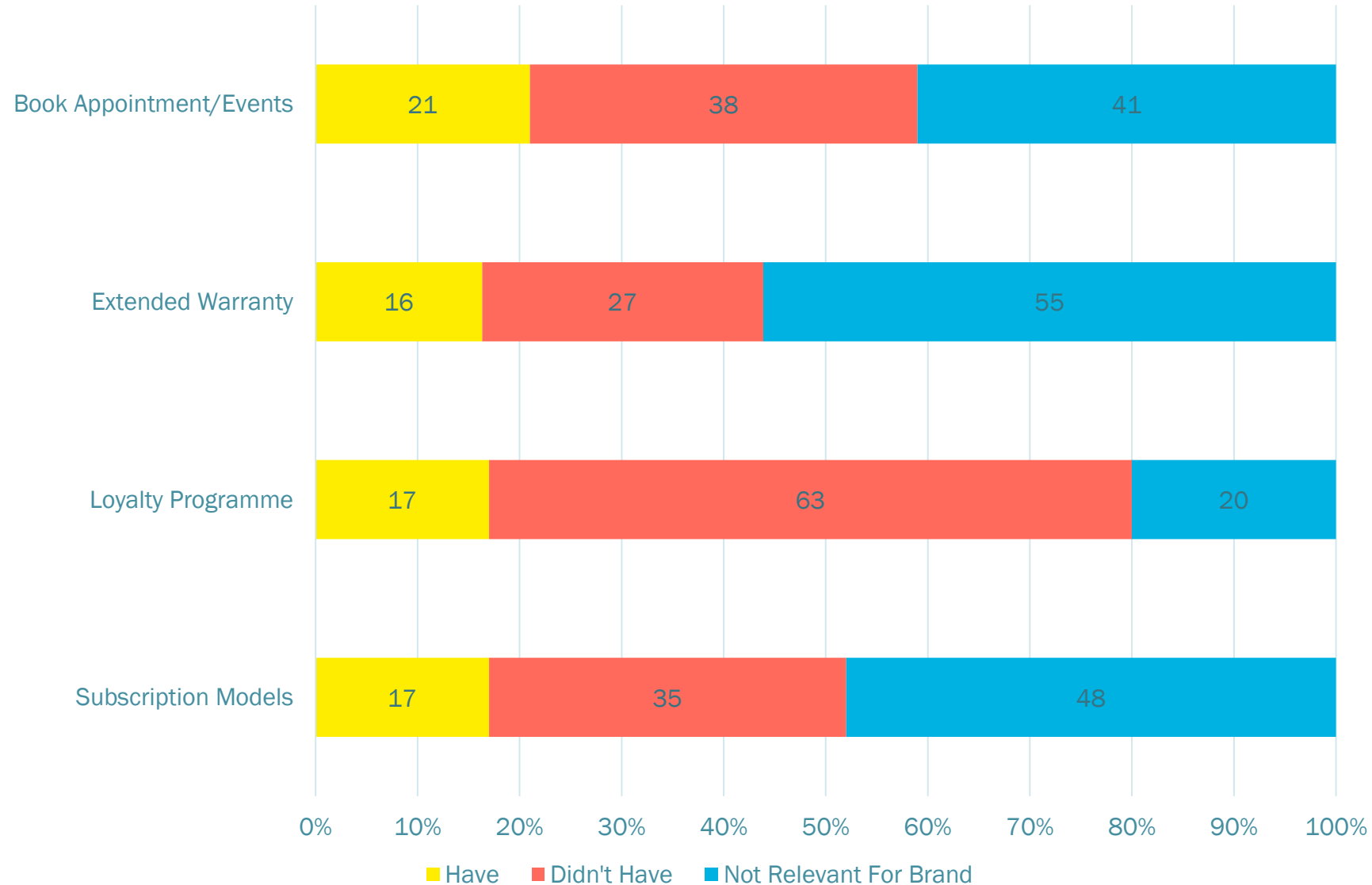
EFFACLAR DUO [+ SPF 30 SAMPLE

 BAG

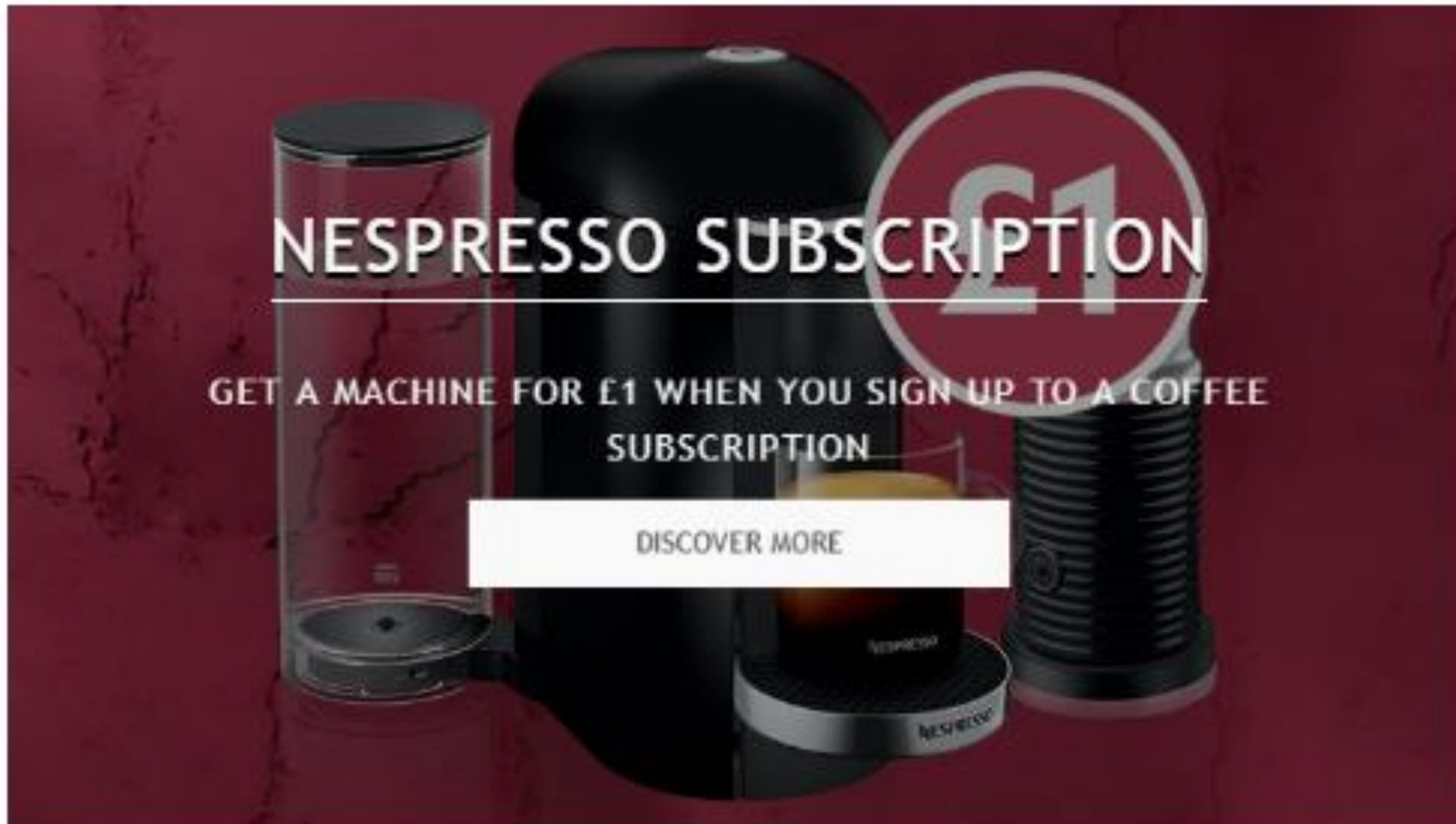
Beauty brands provide the best inspiration for providing free samples. La Roche-Posay was one of the brands that allows customers to choose multiple free samples with every purchase.

Value adding services

D2C Report: Value adding services benchmarks



Subscription models – Nespresso



Nespresso is well known for its subscription model, and offers great deals to encourage consumers to sign-up; with the idea that once they have it will benefit over the longer term.

Subscription models – Dermalogica

Several brands offered auto-replenishment options in addition to customers being able to make one-off purchases. Flexibility in delivery frequency helps to make for a more compelling offer.



1

shop

Opt-in for **auto-replenish** on the product page or in your bag.



2

schedule

Select the delivery frequency that suits your needs.



3

enjoy

Free next day delivery and gift with every order.

[shop now](#)

[view faqs](#)

Subscription models – Sipsmiths

PAY ANNUALLY

£180

JOIN NOW

You'll receive an exciting delivery of two 20cl bottles of our latest experimental gins, 6 times per year. Membership will be billed annually on your joining date.

PAY BI-MONTHLY

£35

JOIN NOW

You'll receive an exciting delivery of two 20cl bottles of our latest experimental gins, every other month. Membership will be billed every other month on the date of you joining.

Membership can be cancelled anytime after the first two payments have been taken. This membership will continue to be billed bi-monthly until cancelled.

GIFT MEMBERSHIP

£185

ORDER NOW

The perfect way to gift membership to the Sipping Society. You'll receive a giftable box containing a 5cl of Sipsmith London Dry Gin alongside a gift card the lucky recipient can redeem for one year's Sipping Society membership.




Received a gift membership? [Click here](#) to redeem your gift and join the Sipping Society.

Sipsmiths provides great inspiration for alternative subscription models, including a gift subscription. Again, such initiatives can also allow a brand to experiment with new products through its most loyal customers.




Loyalty programmes – Ren Skincare

Introducing Clean Collective Rewards

Earn clean credits when you complete activities

-  **Make a purchase**
1 point per £1
-  **Create an account**
10 clean credits
-  **Refer a friend**
100 clean credits

Redeem clean credits for rewards from REN Clean Skincare UK

-  **£5 voucher**
50 clean credits
-  **£10 voucher**
100 clean credits
-  **£15 voucher**
150 clean credits

Log in or sign up to REN Clean Skincare UK to earn rewards today

[Log in](#) / [Sign up](#)

A compelling loyalty scheme should also be clearly explained. It is interesting to note that Ren offers £10 worth of points to customers who refer their friends. This can be a cost-effective way to acquire new customers compared to other acquisition marketing channels.

LEGO® VIP LOYALTY PROGRAM

[About VIP](#) [Join VIP](#) [Register Card](#) [Promotions](#) [FAQ](#) [VIP - Terms and Conditions](#)

If it is not appropriate to give away margin through a loyalty scheme, then other benefits can be offered, such as early access to new products, clearance product or free samples etc.

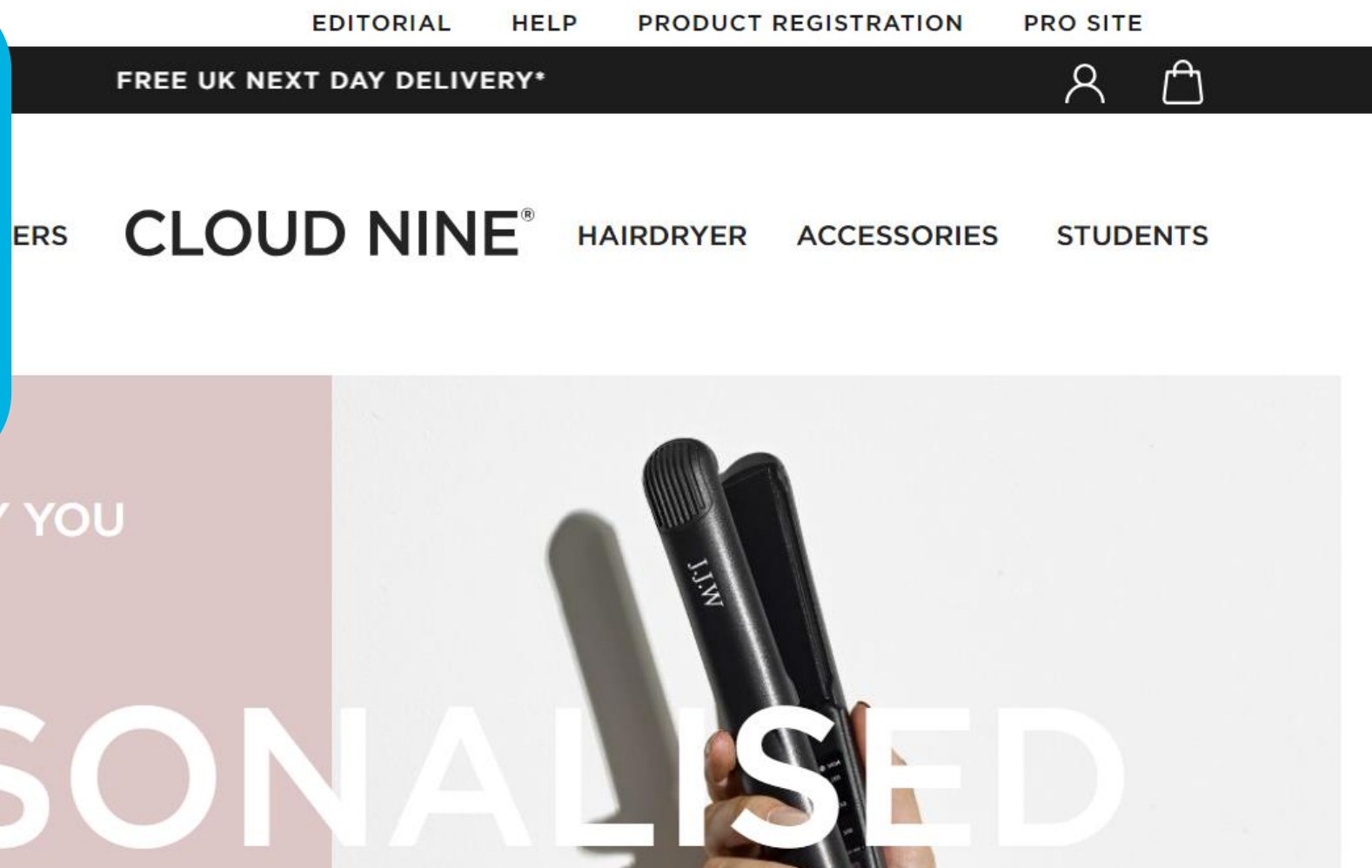
UNLOCK VIP BENEFITS

- **Points towards valuable rewards!**
Watch your points balance grow with each LEGO® purchase! Get a £5 reward for every 100 points earned!
- **Early access to exclusive LEGO® sets!**
As a LEGO® VIP, you'll have the opportunity to purchase exclusive sets before anyone else.
- **Members-only gifts and more!**
VIPs enjoy access to special promotional gifts throughout the year.
- **Monthly promotions!**
Earn bonus points on selected LEGO® sets every month, both online and in store.



Extended warranties – Cloud Nine

Offering an extended warranty or product registration (such as Cloud Nine with its very visible header link) doesn't just provide a reason for a consumer to purchase from a D2C site, but also visit the site to register products bought elsewhere. Converting customers who have previously purchased from marketplaces is a particular aim of many D2C sites, and product registration is one way to achieve this.

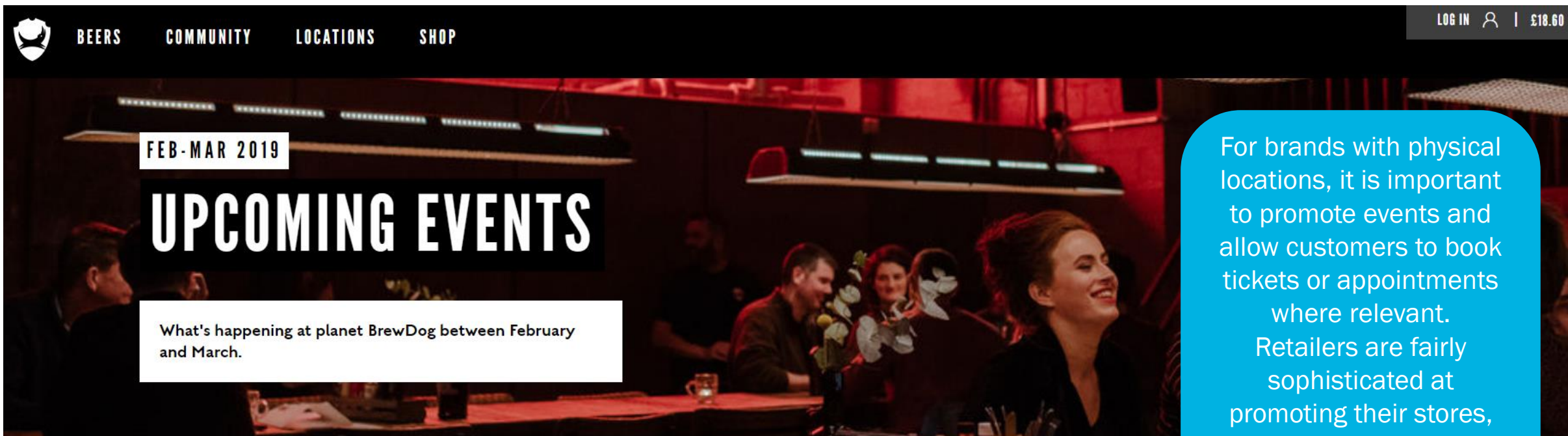


Nutritional Supplements 90 Days Money Back Guarantee

UK Customers: **We want you to be satisfied with your purchase, and stand by the quality of our products. If you are unhappy with your purchase and wish to claim a refund you will need to do so within 90 days of placing your order on philipkingsley.co.uk and you must have brought a three month supply of supplements to be eligible for this money back guarantee. To arrange your return, simply call our Customer Service team on +44 (0)207 237 7100 to arrange for them to send you a returns form. You must then send all products (even if empty) back to Philip Kingsley, Unit 4 Glengall Business Centre, Glengall Road, SE15 6NJ using the Royal Mail postage sticker provided, along with the completed returns form included within your original order. No replacements or exchanges available. Only available at philipkingsley.co.uk. Philip Kingsley reserves the right to end this promotion at any time. Whilst stock last. Not valid with any other promotion. Money will be refunded back into your account within 14 working days of receipt of returned product. We will normally refund you using the same payment method that you used to purchase the products. Product must be returned in clean condition, in its original packaging. Original delivery charge will not be refunded. Only valid on our Nutritional Supplements.

Offering a money back guarantee that retailers don't provide is another way to add value for the customer, and moves purchasing decisions away from being purely based on price.

Bookable appointments & events – BrewDog



For brands with physical locations, it is important to promote events and allow customers to book tickets or appointments where relevant. Retailers are fairly sophisticated at promoting their stores, and consumers have an expectation of there being a link between online and offline.

OVERWORKS LAUNCH

6TH FEBRUARY 2019

AIRLINE TAKEOFF

21ST FEBRUARY 2019



The LEGO® Mosaic Maker

The Mosaic Maker offers LEGO fans of all ages the opportunity to purchase their very own, one of a kind, personalized LEGO mosaic portrait in selected LEGO Flagship Stores!

The special machine captures your image and in less than ten minutes, you will receive printed instructions and the bricks required to complete the LEGO portrait.

How to Pre-Book:

1. To ensure availability, we encourage you to pre-book your time slot prior to visiting the store.
2. Choose your LEGO Store below and pick your date and time.

What you need to know before your Mosaic Maker experience

1. Cost: to learn more about price please select your preferred LEGO Store below
2. Please visit the cashier before your time slot.
3. After purchase, you'll receive your LEGO Mosaic Maker experience card to use in the machine.

Have fun!



Allowing customers to pre-book for special events is particularly valuable when a brand has relatively few locations and customers are likely to make a special visit.

Select a store

LEGO Mosaic Maker - London

LEGO® Store Leicester Square, 3 Swiss Ct, London, W1D 6AP

LEGO Mosaic Maker - Berlin

Tauentzienstr. 20, Berlin, 10789

Bookable appointments & events – Twinings

AFTERNOON TEA EXPERIENCES

Book a place or find out more information by calling our Brand Ambassadors on **0207 353 3511**.



For decades Afternoon Tea has been all about the elegant surroundings, the delicate crockeries and the delicious food. But what about the tea?

Tea has been relegated as a side-lined supporting character, sometimes almost forgotten and often over brewed.

Here at Twinings' **historical store**, we want to bring the focus back on the Tea.

To do so we have created a different Tea Experience, where our customers won't simply enjoy delicious food with a decent cup of tea. We will take them on a sensorial journey, from the welcoming cocktail, to the last food pairing.

All while we walk them throughout centuries of Twinings and Afternoon Tea history, showing them where the tea they are drinking comes from and how it is made, and why we paired it with that specific food, based on the **art of food pairing** with tea.

At the Strand we want to make the quintessential British experience of Afternoon Tea as memorable as possible for all of our customers.

Are you looking for something even more special? *Look out for the themed dates of the Afternoon Tea Experience!*

TWININGS AFTERNOON TEA EXPERIENCE - 2019 DATES

March

Afternoon Tea Experience - Saturday, 30th (**FULLY BOOKED**) and Sunday, 31st (**FULLY BOOKED**) - 5pm to 7pm
£48 per person

April

Afternoon Tea Experience - Saturday, 20th (**FULLY BOOKED**) and Sunday, 21st - 5pm to 7pm
£48 per person

May

Afternoon Tea Experience - Saturday, 18th (**FULLY BOOKED**) and Sunday, 19th (**FULLY BOOKED**) - 5pm to 7pm
£48 per person

June

Afternoon Tea Experience - Saturday, 15th (**FULLY BOOKED**), Sunday, 16th and Friday 28th - 5pm to 7pm
£48 per person

July

Afternoon Tea Experience - Saturday, 13th and Sunday, 14th - 5pm to 7pm
£48 per person

If you can't offer online booking, at least provide contact details so that customers can book via the phone or email.

UPCOMING EVENTS

Be the first to find out - sign up to our mailing list.

Bookable appointments & events – Jo Malone

COMPLIMENTARY BENEFITS

JO MALONE LONDON

WHAT'S NEW

SCENTS & PRODUCTS

GIFTS

FAVOURITES

MEN'S

MAGAZINE

BOUTIQUES

DISCOVER A DAZE OF BLOSSOMS

Discover our Limited Edition Blossoms collection and let us take you through the ingredients and find the scent to suit you.

15 minutes ☐ Select



SCENT YOUR HOME

Style your home with scent for different moods and occasions.

15 minutes ☐ Select



HAND & ARM MASSAGE

Enjoy a scented Hand & Arm Massage and an introduction to the art of Fragrance Combining™.

20 minutes ☒ Selected



SCENT YOUR WEDDING

Select the perfect scents and gifts for your wedding.

30 minutes ☐ Select



Bookable appointments with store staff provide a reason to visit the website, and highlights the value add that a brand's stores can provide.

Bookable appointments & events – Benefit

Find a Store

Hey gorgeous! What are you looking for?

Enter a location
London, UK

Search


Find a specific service: brow wax 

WE'VE FOUND 74 STORES!

Boutique

1. Covent Garden Boutique

19 Shorts Gardens
London, UK

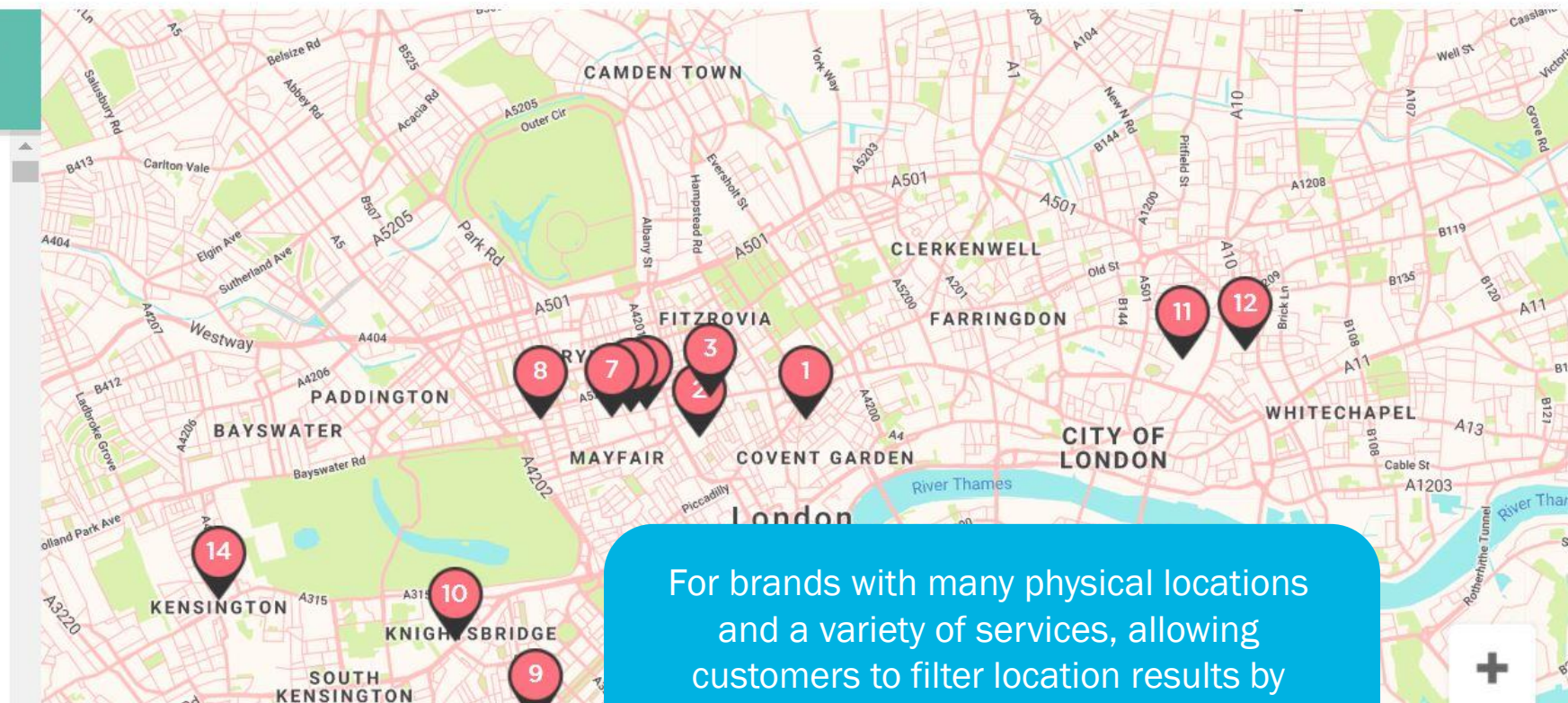
 0.5 miles
 0207 3790316

[GET DIRECTIONS](#) [BOOK APPOINTMENT](#)

Mon	10:00-19:00	Fri	10:00-19:00
Tue	10:00-19:00	Sat	10:00-19:00
Wed	10:00-19:00	Sun	12:00-18:00
Thu	10:00-20:00		

* Store and service hours may vary, just give us a ring.

 LOCATION SERVICES



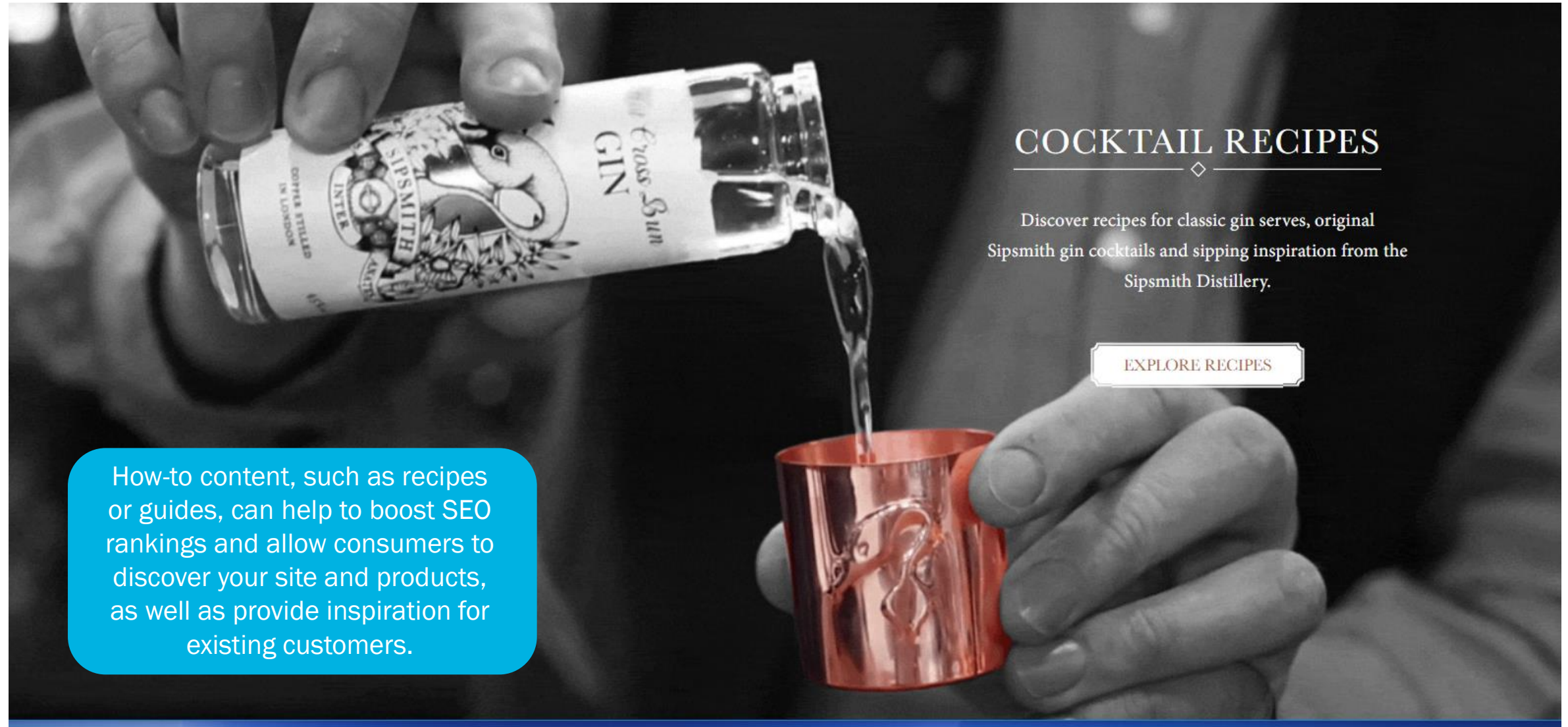
For brands with many physical locations and a variety of services, allowing customers to filter location results by services offered and then book online provides a great experience.

Value adding content

D2C Report: Value adding content benchmarks



How-to guides – Sipsmiths



COCKTAIL RECIPES

Discover recipes for classic gin serves, original Sipsmith gin cocktails and sipping inspiration from the Sipsmith Distillery.

EXPLORE RECIPES

How-to content, such as recipes or guides, can help to boost SEO rankings and allow consumers to discover your site and products, as well as provide inspiration for existing customers.

FIND YOUR CABIN BAG

A cabin luggage suitable for Air France, Easyjet, Ryanair is not always easy to find due to specific allowed dimensions. DELSEY simplifies your life by helping you find the cabin baggage that is perfect for you... and for your airline.

[Dimensions for checked luggage](#)

SELECT YOUR AIRLINE

To view the luggage that is accepted by your airline, click on your airline below or select it in the drop-down menu below.

AIRFRANCE

55 x 35 x 25 cm

easyJet

56 x 45 x 25 cm

vueling

50 x 40 x 20 cm

 **Lufthansa**

55 x 40 x 23 cm

 **RYANAIR**


55 x 40 x 20 cm

 **transavia**

55 x 40 x 25 cm

Several luggage brands offered tools that allow customers to check which products are accepted as hand luggage on which airlines. This type of tool is beneficial to customers both pre and post-purchase.










How-to guides – Nespresso



Prodigio&Milk Titan

→ Select another machine

INSTRUCTIONS GUIDES & VIDEOS TROUBLESHOOTING OVERVIEW

 <p>First use or after a long period of non-use → Instruction Guide → Video</p>	 <p>Energy saving mode → Instruction Guide</p>
 <p>Coffee Preparation → Instruction Guide → Video</p>	 <p>Milk Froth Preparation → Instruction Guide → Video</p>
 <p>Programming the water volume → Instruction Guide → Video</p>	 <p>Emptying the system before a period of non-use and en for frost protection, or before a repair → Instruction Guide</p>
 <p>Reset to factory settings → Instruction Guide</p>	 <p>Descaling → Instruction Guide → Video</p>
 <p>Cleaning → Instruction Guide → Video</p>	

USER MANUALS

- **Prodigio&Milk Magimix**
7.97MB English
- **Prodigio&Milk Krups**
1.82MB English

Comprehensive instruction guides – in addition to video guides which can be more user friendly – provide a further reason for customers to visit a brand's site, and provides confidence that if they make a purchase that there is support available to help them use and maintain the product.

How to use Huel



One of our priorities when designing Huel was that it should be simple to use. We hope you'll agree we've succeeded.

To learn all you need to have a great first experience with Huel, read on, or download our [Quick Start Guide](#). Enjoy the ride!

How to prepare the perfect Huel

Follow these simple steps to start off on the right foot:

Add 400ml cold water to your shaker then:

+ **Add** 3 scoops of Huel

+ **Add** 3 ice cubes (optional)

+ **Shake** hard for 10 seconds

+ **Top up** via the spout with another 200ml of water

Re-shake.

While written content is easy for Google to read and surface in search results, video guides can often demonstrate how to use or maintain a product in a more compelling manner. Huel is another brand to offer both. Video content can also be published on other platforms – such as YouTube – again to help potential new customers discover the brand.

BARISTA BASICS

Videos can also provide inspiration on how to get the most out of a product, in addition to more basic usage instructions.



MAKING THE PERFECT ESPRESSO

All you need to know to make your first shot.

Duration: 04:24



MAKING THE PERFECT AMERICANO

A favourite for those who like a longer, black coffee.

Duration: 01:59



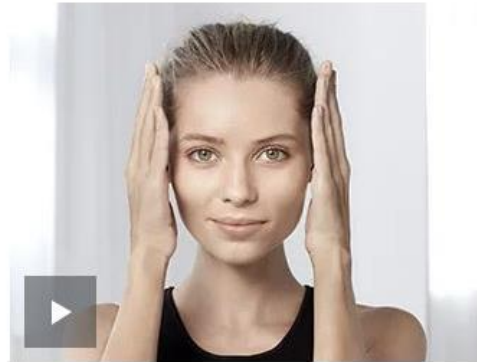
MAKING THE PERFECT CAFFÉ LATTE

Learn how to make this popular drink.

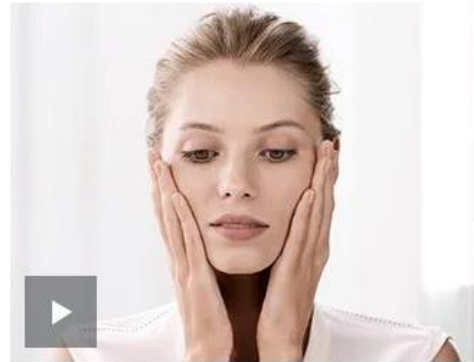
Duration: 02:34

Video instructions – Clarins

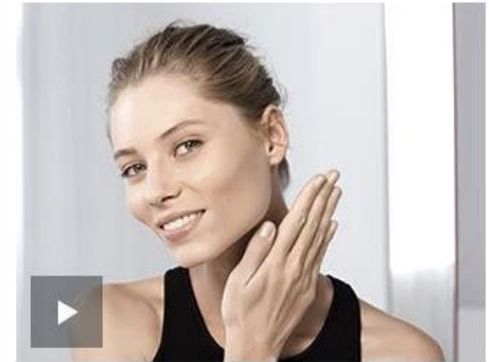
Beauty brands offered strong video content. Clarins' video guides are not specific to particular products, making them more generally applicable. Having a page that collects such video content in one place makes it easier to discover than if it is only published on certain product or blog pages.



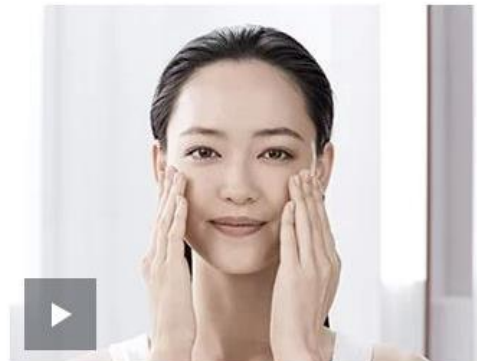
How to remove make-up with water
CLEANSERS & TONERS



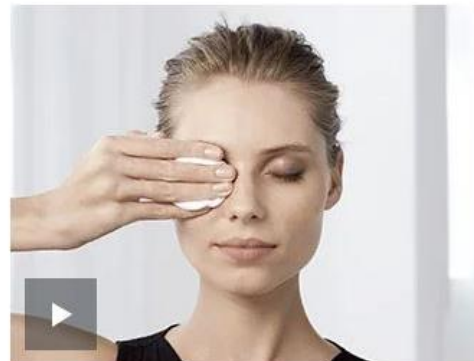
How to apply day cream
DAY PRODUCTS



How to remove make-up without water
CLEANSERS & TONERS



How to apply face oil
OIL



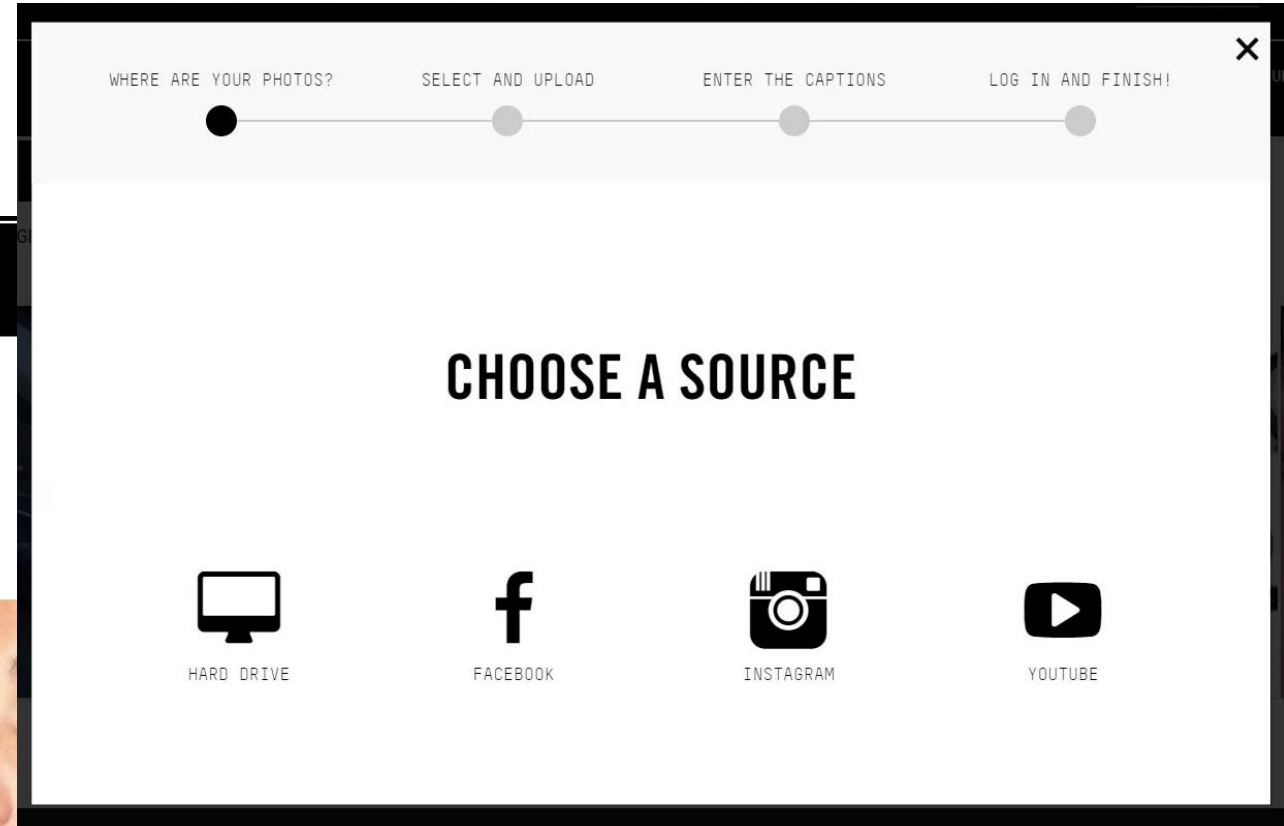
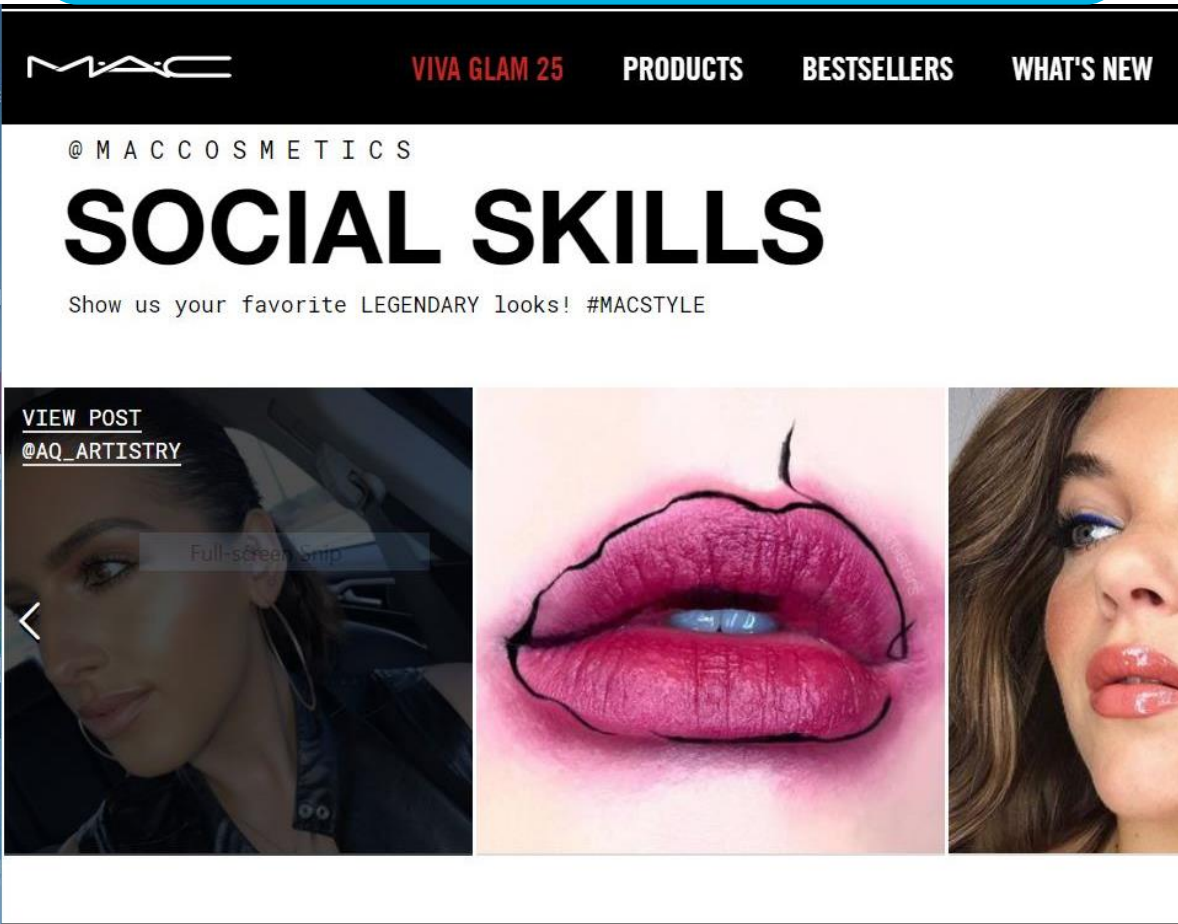
How to remove eye make-up
CLEANSERS & TONERS



How to apply night cream
NIGHT PRODUCTS

User-generated content – MAC

Customers can be your best advocates. MAC is one of the brands that uses user-generated content well across its site and makes it easy for customers to share their images from a variety of sources.



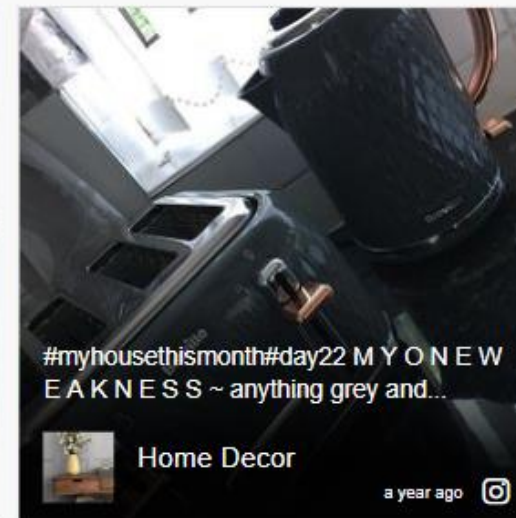
User-generated content – Breville

Show us what you've got!


#BrevilleCurve



Breville shows how it is possible to get customers to share content about its products by broadening the theme of its user-generated content. Customers might not boast about owning a toaster, but they do like to share photos of their kitchens.



User-generated content – Wilkinson Sword




★★★★★ Simon1969 · 2 years ago

Free sample


Received the Hydro 5 as a free sample #thatmoment before I used it I hadn't shaved for well over 24 hours and it was a joy to use, good clean cut, comfortable to hold - loved it!

☒ Yes, I recommend this product.



Originally posted on WILKINSON SWORD HYDRO 5 RAZOR

Helpful?

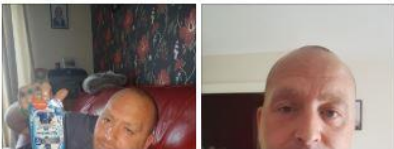


★★★★★ Shadwell72 · 2 years ago

Hydro 5

I received my razor today and used it straight away and I have to say I think it is absolutely brilliant, it gave a clean and close shave i am very pleased.

☒ Yes, I recommend this product.



Originally posted on WILKINSON SWORD HYDRO 5 RAZOR

Gives a clean, close, comfortable shave

Makes shaving easy

Doesn't leave skin red or irritated after shaving

Better shave for your skin

Wilkinson Sword has excelled at generating ratings and reviews – including added value user-generated content such as customer picture and even video reviews – with a competition to encourage its customers to post. This type of content can provide value at multiple places in the customer journey.

Conclusions: Eight tips for optimising a D2C website

- D2C needs the support of marketing, brand, product and sales teams.
- Structure for success and partner where appropriate.
- Localise to meet the needs of customers in different markets.
- Benchmark against retail and brand competitors AND marketplaces.
- View your proposition through the eyes of consumers.
- Remove conversion blockers at every stage of the customer journey.
- Use added value to move purchase decisions away from purely price.
- Use value add to build loyalty to your brand.

About Practicology



Practicology is a strategic omnichannel consultancy founded in 2009 with offices in the UK, China, Hong Kong, UAE, USA and Australia. In September 2018 we were acquired by Pattern Inc, an online marketplace specialist and one of the top 10 Amazon sellers globally.

Together our mission is to help our retail and consumer brand clients around the world to solve their digital and omnichannel challenges; ultimately to sell more, protect their brands online and build profitable relationships with their customers.

The retail and consumer brands we have worked with include: Bacardi, Converse, Kong, Moët Hennessy, Pandora, Rapha, Reckitt Benckiser, Seafolly, Skechers and Skullcandy. We have also conducted extensive CX benchmarking research on retailers around the world on behalf of Google.

We support our clients in building an omnichannel or digital strategy and executing against it, with a mixture of traditional consultancy and outsourced ecommerce services, including fulfilling the role of a brand's entire ecommerce or marketplace team. We are an accredited Tmall Trade Partner, and offer 1P Amazon managed services as well as acting as the preferred 3P Amazon seller partner for more than 40 consumer brands.

Find out more at www.practicology.com/au

Email us at hello@practicology.com