

How to Turbocharge Your DTC (Direct-to-Consumer) Sales in Retail and Fashion

Direct-to-consumer sales for many large brands in the US reached.

\$117B
in 2022

Direct-to-consumer sales are expected to reach.

\$161B
by 2024

Revenue in the luxury fashion industry in 2023 will exceed.

\$111.50B

75% of consumers are not loyal to any specific brands and often try new digital behaviors.

30% of consumers who have a bad experience with a brand don't return to it.

Online shopping behaviors are changing



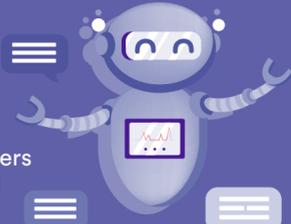
49%

of online customers shop using mobile devices.



60%

of online shoppers have interacted with chatbots.



70%

of consumers have downloaded a retailer's app.



20%

of online-bought products are returned, compared to just 9% of items bought in a brick-and-mortar store.



How can you harness the value of Direct-to-Consumer (DTC) sales?



Maximize the scale of testing with



Automation

Reduce test execution time by 50-99%.



Distributed testing

Apply technology-agnostic testing strategies applicable for any browser or mobile device.



Cloud testing

Better automation to enable retail organizations to test core business processes in minutes.

Adopt an omni-channel marketing approach

Provide a high quality ecommerce experience with true accessibility and augmented reality to help reduce returns.



Accessibility

1 in 5 consumers feel retailers don't make reasonable adjustments to allow for accessibility.

Augmented Reality (AR)

Consumers who used AR to try products virtually were less likely to return them.



Adopt a **"fit for use"** model as opposed to a **"fit for purpose"** one to provide solutions that are tailored to the specific needs of customers.

Easily launch and test new products by utilizing customer feedback to make improvements that are guided by metrics.



Learn more about dedicated solutions for modern challenges of Sales in Retail and Fashion at: qualitestgroup.com/retail

SOURCES

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Bloomberg: How augmented reality can cut down on returns <https://www.bloomberg.com/news/articles/2022-10-29/how-augmented-reality-can-cut-down-on-returns?leadSource=uverify%20wall>

Four things that ensure "fit for use" <https://itsm.tools/four-things-that-ensure-fit-for-use/>