

5 Key Ways Brands Sell on the Digital Shelf

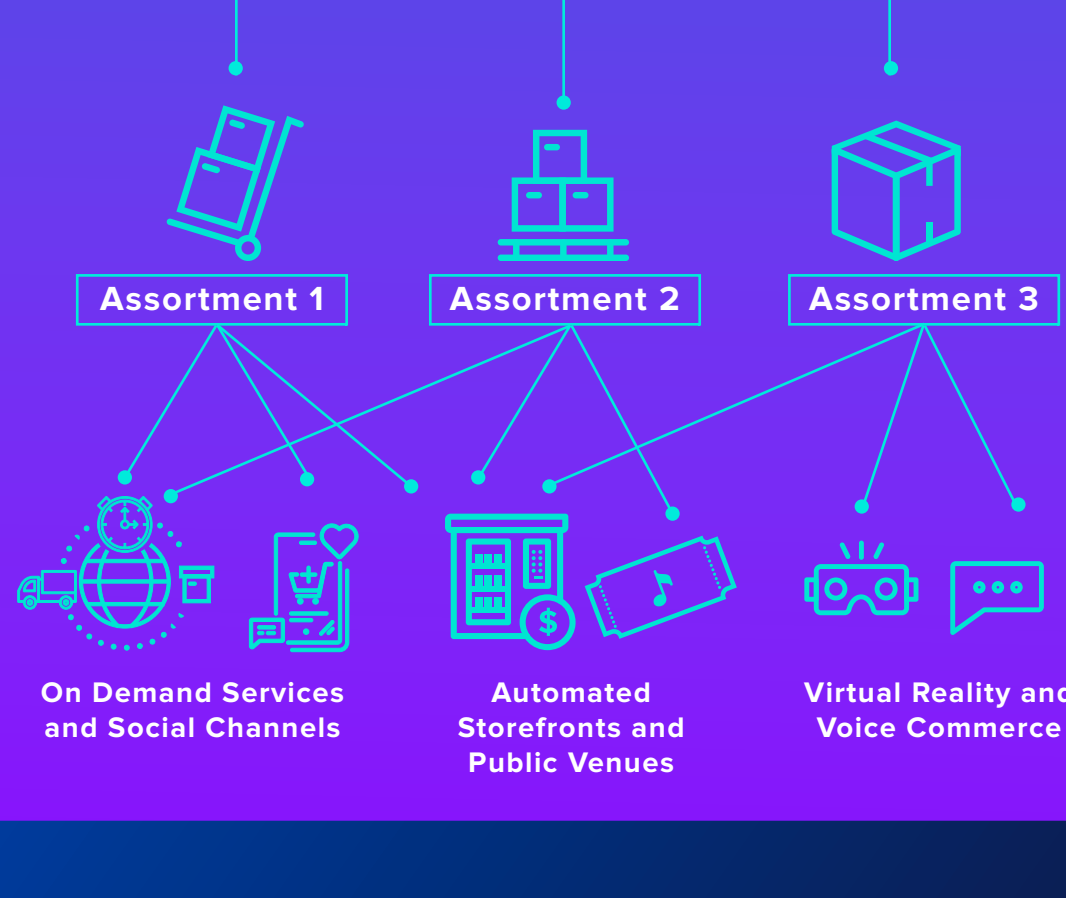
Engaging with buyers is becoming more challenging.

The modern shopping journey has shifted **from mass market to masses of markets**. But digital is the driver.

Mass Market



Masses of Markets



58%

About **58% (\$2.9 trillion)** of U.S. retail sales will be digitally influenced by 2023.¹

You have to be everywhere customers shop by spanning the **digital shelf**.

The **digital shelf** is the interconnected collection of **diverse and rapidly evolving online touchpoints** used by shoppers to engage with brands and discover, research, and purchase products.

As a brand, you have to be everywhere at **once** — and that's not always easy.

Brands face many challenges on the digital shelf:

- **Struggling** with inefficient go-to-market processes
- **Navigating** shifting buyer behaviors and markets
- **Balancing** in-store and online investments
- **Creating** engaging online experiences
- **Maintaining** brand loyalty
- **Implementing** effective technology solutions

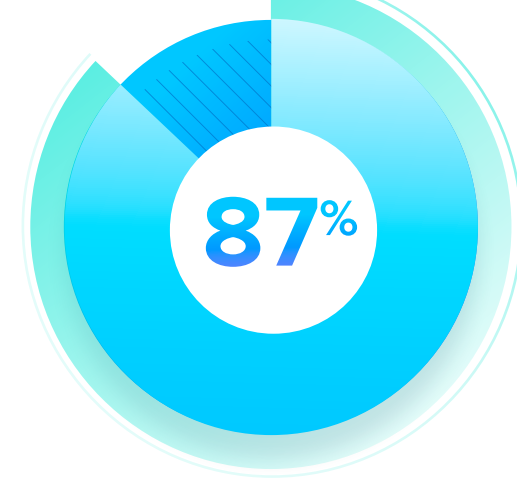
Shoppers have **changed the way they buy**, so brands **must change the way they sell**.

There are five primary ways brands sell on the digital shelf:

1. **Omnichannel Selling**
2. **Pure-Play Ecommerce**
3. **D2C**
4. **Marketplace Selling**
5. **Social Commerce**

1. Omnichannel Selling

Omnichannel selling is a multichannel approach that **provides consumers with a seamless shopping experience**, whether they're shopping in a **brick-and-mortar store or online** using a desktop computer or smartphone.



87% of shoppers start their journey on digital channels.²



Example:
The Home Depot offers in-store and curbside pickup, so shoppers can buy online and retrieve their orders the same day.

2. Pure-Play Ecommerce

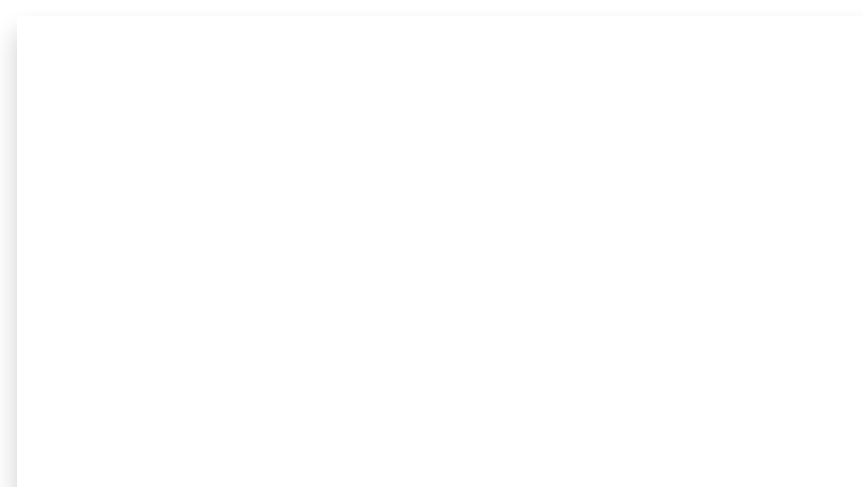
Pure play is a form of ecommerce in which **businesses only sell online through retailers like Amazon** and have no brick-and-mortar stores.



Example:
Mattress brand Casper sells primarily on its own website and through retailers like Amazon.

3. D2C

Direct-to-consumer (D2C) is a form of ecommerce in which **brand manufacturers sell directly to end customers** without using a retailer, distributor, or wholesaler.



Example:
Products from California-based alcohol brand Haus can only be purchased from the brand's website.

4. Marketplace Selling

A marketplace is **an ecommerce website that offers various products** from many third-party (3P) sellers.



Example:
Amazon is an online marketplace that sells products from over 5 million 3P sellers.

5. Social Commerce

Social commerce equips brands with **the ability to sell directly on social channels** like Facebook and Instagram.



39% of Generation Zers, millennials, and Generation Xers have purchased something on social media in the last year.³



Example:
D2C brand Thrive Causemetics leverages Instagram Shopping to sell products directly from its Instagram feed.

No matter where your customers find your products, modern commerce demands **seamless and consistent content experiences**.

To meet these new demands, you must **take control of your digital shelf**.