

D2C brands' next playbook, loyalty program expectations, and the significance of context

Audio

On today's episode, we discuss what the direct-to-consumer (D2C) playbook 2.0 contains, which D2C players are the ones to watch, and which spaces are ripe for D2C disruption. We

then talk about what people currently expect from a loyalty program, how much context really matters, and how to avoid treating customers like data points. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Jeremy Goldman.

Top 25 US D2C Brands, Ranked by Average Monthly Site Traffic Growth, Aug 2020-May 2021

thousands of visits and % change

	Aug-Dec 2020 traffic	Jan-May 2021 traffic	% change
1. Honeylove.com	569	1,390	144.4%
2. Vessi.com	179	428	139.4%
3. Summersalt.com	232	530	128.3%
4. AthenaClub.com	106	215	103.6%
5. LumeDeodorant.com	820	1,645	100.6%
6. Dossier.co	251	484	92.7%
7. Mudwtr.com	391	734	87.7%
8. VerbEnergy.co	101	185	83.3%
9. Supergoop.com	220	378	71.8%
10. HillHouseHome.com	239	405	69.8%
11. WearPepper.com	146	245	68.2%
12. Huel.com	234	387	64.9%
13. Bokksu.com	223	363	62.7%
14. GoodAmerican.com	319	511	60.4%
15. LittleSpoon.com	152	242	59.5%
16. UrbanStems.com	386	611	58.5%
17. OurKindra.com	202	318	57.0%
18. 11Honore.com	108	168	54.9%
19. HeroHealth.com	116	180	54.7%
20. Monos.com	147	224	52.0%
21. PriorityBicycles.com	105	159	51.6%
22. LoveWellness.com	452	665	47.3%
23. Thuma.co	168	247	46.9%
24. Gainful.com	416	610	46.6%
25. AthleticGreens.com	187	268	43.3%

Note: minimum 100K average monthly visits; digitally native direct-to-consumer brands only; no marketplaces, retailers, or intangible products/services included
Source: SimilarWeb, June 24, 2021

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