

Client Story: DTC Mix of Business (1/2)

Background, Client Challenge and Solution Proposed

Our expert:



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Client Challenge

To have a clear overview of the revenue share coming from Direct-To-Consumer (DTC) channels of one of their competitors, our client reached out to us to identify the following:

- The competitor's Direct-To-Consumer sales strategies.
- Insights about sales driven by online and offline platforms leveraged.
- A summary overview to present the figures during an internal meeting with the CEO.

Our Solution

A framework to develop a **proxy for the DTC e-commerce sales** share (online), using information such as:

- E-commerce share
- E-commerce turnover
- Brand websites sales
- Qualitative insights from DTC sites

We delivered a **competitive benchmark related to the percentage of their revenue derived from DTC channels** leveraging premium news database Factiva, industry reports, competitor's publications, and conducting advanced web search.

The Outcome

We conducted research and invested efforts that resulted in the below:

- ✓ Overview of Direct-To-Consumer channel types used by the competitor.
- ✓ Indicators and values that could help in understanding the performance of each one of these DTC channel types.
- ✓ Based on the gathered information and assumptions taken, a sales share estimation for the competitor's DTC contribution to total sales was developed.

Client Story: DTC Mix of Business (2/2)

Deliverables and Client Testimonials

Advanced Press Research

Content and insights reflective of excel deliverable

Headline News/ Press article	Geographic Scope	Indicator	Value	Details	Insights
XX	XX	XX	XX%	Competitor's President: "XX is continuing its acceleration in the very strategic DTC channel, brand websites, and freestanding stores, recording in DTC a growth of plus XX%."	XX
XX	Global	DTC share from e-commerce sales	XX%	XX	XX
XX	XX	XX	XX%	XX	XX
XX	US	XX	XX M USD	XX	XX
XX	XX	Total DTC sites	XX	XX	XX

Sales share proxy

Methodology

Since data for the sales of DTC channels was scarce,

Infomineo developed a sales share estimation

based on different gathered insights and assumptions in order to get a very precise proxy.



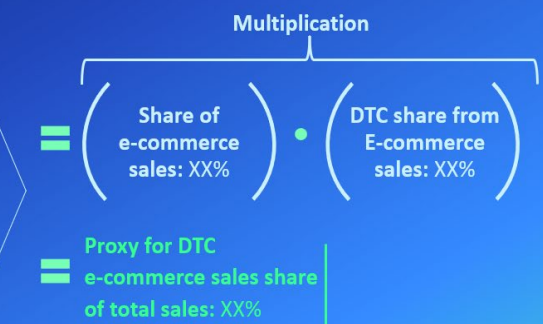
As information about the offline DTC channels were not available, the estimation only considers online DTC channels (e-commerce).

Sales share proxy

Sales share estimation:

Includes an overview of the sales share estimation for competitor's DTC channels vs. total competitor's sales

- DTC e-commerce sales share of total sales has been estimated at around XX%, while the proxy for 2020/2021 is reflective of sales via brand websites and Third-Party DTC Platforms
- Due to limited availability of information, the estimation is based on assumptions which Infomineo partially validated



"Thank you for the update – good progress!"

Senior Manager (Client)

"Thank you very much for this, we know it was a challenging request, but well done we did use your insight for our internal CEO meeting!"

Executive Director (Client)