

# D2C Ecommerce

Sell directly online  
to your end users.



Today's customers demand better relationships and experiences with companies, right down to purchasing directly from the manufacturer, so take control of your direct to consumer sales channel with the tradeit ecommerce platform.

## D2C Ecommerce Features



### Multiple sites/brands

Increase conversions, loyalty and customer satisfaction through offers, promotions and merchandising tailored uniquely for each customer.



### Content management

Create stunning content that helps to convey your brand's provenance, research & development and craftsmanship. Your customers now demand a central repository of all information, direct from the manufacturer.



### MOTO/Call centre

Use the built in call centre to gain a single view of customers, process offline orders alongside online orders and provide customer service support.



### Loyalty

Build brand affinity and automatically reward your best customers, incentivising them to keep coming back time after time, and turn them into advocates.



### Subscriptions

Provide replenishment, access or curation of products, or ongoing services, on a regular basis in exchange for regular payments from the customer helping retention, aiding forecasting, increasing revenue and improving customer engagement.



### User generated content

Drive customer engagement and peer validation with user generated content, also helping to enhance SEO.



### Online community

Engage with users through a host of community features from blogs, forums and online chat, to tradeit's very own on-site social commerce capabilities, enabling you to host your very own social network.



### Integrations

Integrate tradeit with your ERP, MRP, Accounts or other back office systems to drive efficiency, further cost savings and automations.



### Multiple sites/brands

Manage your D2C ecommerce channel alongside other digital routes to market like B2B and international ecommerce, all administered from a single system with unique or shared content as required.

# D2C Ecommerce

D2C (Direct-to-Consumer) Ecommerce is enabling manufacturers to quickly reach their end users whilst eliminating much of the cost associated with traditional routes to market. We help manufacturers deliver effective ecommerce solutions that enable them to own and develop their customer relationships.



Whether you are a traditional manufacturer with non-digital routes to market or a digitally native business whose sole offering is direct to consumer, the tradeit ecommerce platform is ideally suited to helping you build high value, long term relationships with your customers online. Today's customers now demand better relationships and experiences with companies, right down to purchasing directly from the manufacturer, so take control of your direct to consumer sales channel with tradeit.

- Offer your entire product range in every variation (size, colour, style, flavour) possible.
- Gain direct insight into your end user's buying habits and desires.
- Quickly spread your brand's reach by servicing additional customers both nationally and internationally.
- Cut out the middleman and their margins lowering the cost of customer acquisitions.
- Share your knowledge and expertise with your customers, don't rely on third parties or intermediaries to do your selling.
- Use direct learning to understand how customer's interact with your products online, aiding future product research and development.
- Have full control over how your brand is marketed, promoted, positioned, and advertised.



*Red Technology were great. They understood what we needed and fulfilled those needs. The people are the single best thing about my experience, always happy to help and advise when needed.*

**Online Manager, Morphy Richards**

## D2C Customers

**maximuscle** **morphy richards** **PME** **hillbrush** **amoena** **GAMES WORKSHOP**

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