

D2C Acceleration Playbook

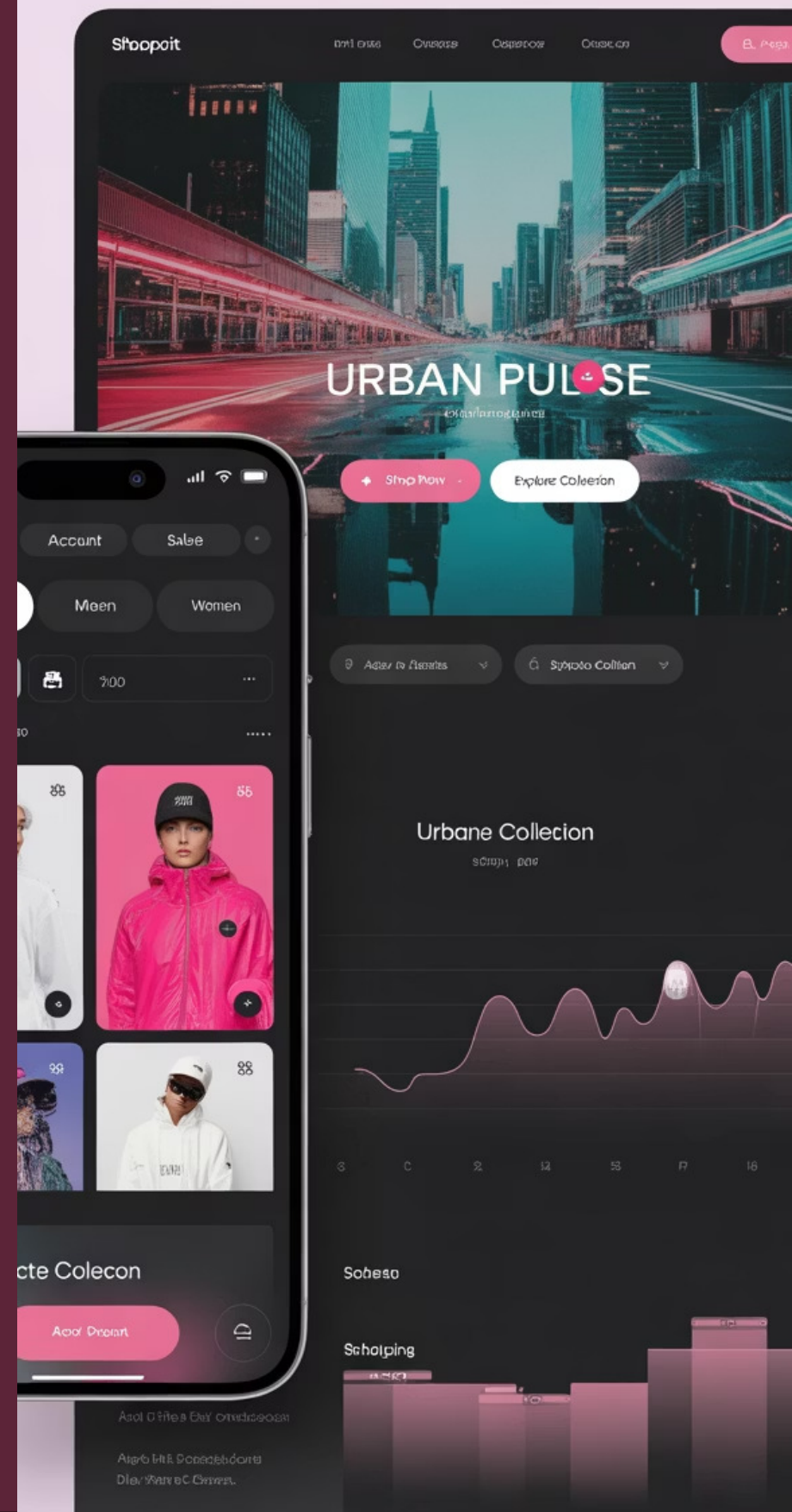
Unlock rapid growth for your Direct-to-Consumer (D2C) business with our proven strategies and swift implementation.



From Storefront to Sales in 30–45 Days.

This playbook is for D2C brands that need Shopify optimization, conversion-driven design, and automated creative workflows — all geared toward revenue growth.

Example: For a women's fashion D2C brand, we redesigned their Shopify storefront for clarity and speed, leading to a 20% lift in checkout completion in the first 30 days.



What's inside? The four Growth Levers:

1

E-commerce Optimization

Impact design for brand identification, streamlining your site for speed, user journey, and trust signals. Example: Revamped product pages for a D2C aromatherapy brand, boosting add-to-cart rates by 15%.

2

Conversion Funnel Analysis

Identify where users drop off, and fix it. Example: Built behavior heatmaps for a D2C food brand, reducing cart abandonment.

3

Creative Automation Setup

AI-powered content systems for email, ads, and product storytelling. Example: Automated product descriptions and social creatives for a fashion brand to speed campaign rollouts.

4

Performance Tracking Dashboard

Real-time dashboards for sales, engagement, and campaign ROI. Example: Designed a custom metrics dashboard for a women's wear brand integrating Shopify + GA4.

Timeline - 30–45 Days to tangible growth

AD

Week 1–2: Audit + Optimize

Example: Audited the Shopify backend for a D2C food brand and implemented faster checkout flows.

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Week 3–4: Automate + Test

Example: Set up email journeys + AI-driven content schedules for a fashion D2C.

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Week 5–6: Measure + Scale

Example: Introduced a conversion-focused content strategy for an aromatherapy D2C, resulting in higher ROAS.

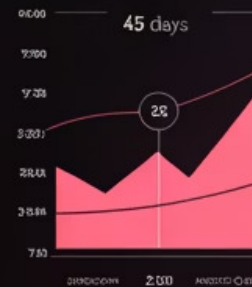
Project Phoenix



Ignition

PROFITABLE

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Ascension

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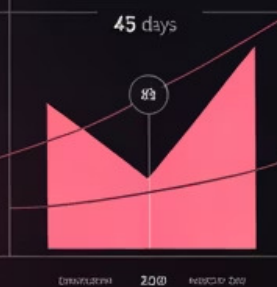
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Sustain

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Why this works

Frictionless D2C experience

Customers move faster from browse to buy.

Conversion science

Funnel insights + tweaks for instant results.

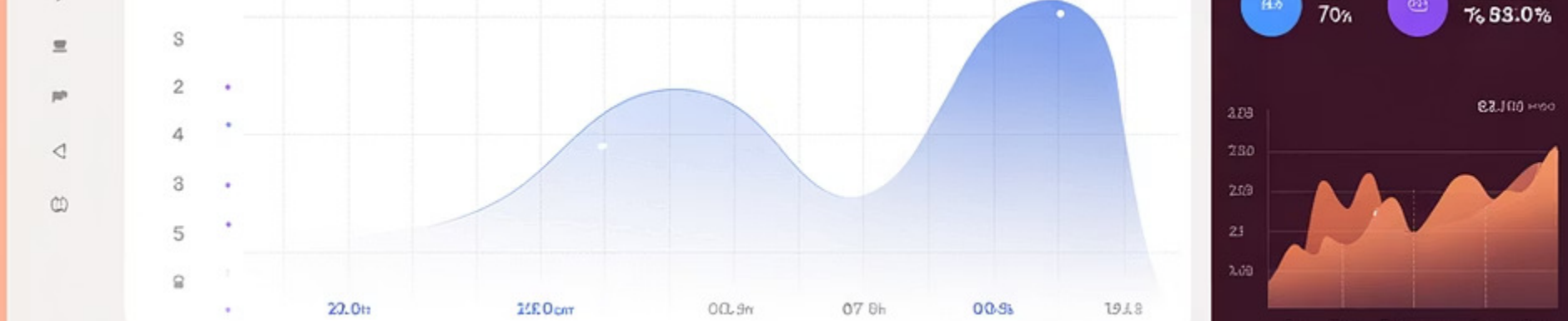
AI-driven content engine

Creative output that doesn't rely on manual production.

Always-on tracking

Data dashboards to track, learn, and grow.

Example: For a D2C personal care brand, we combined funnel optimization with automated ad creatives, resulting in a 25% uplift in return purchases.



Deliverables

- 1 Optimized Shopify/D2C Store**
(UI/UX + backend improvements).
- 2 Conversion funnel insights + Recommendations**
- 3 AI-powered creative & content Automation setup**
- 4 Performance tracking dashboard**
(custom KPI board).

Example: For a food D2C brand, we deployed all deliverables in 45 days, leading to 2x repeat orders within 8 weeks.