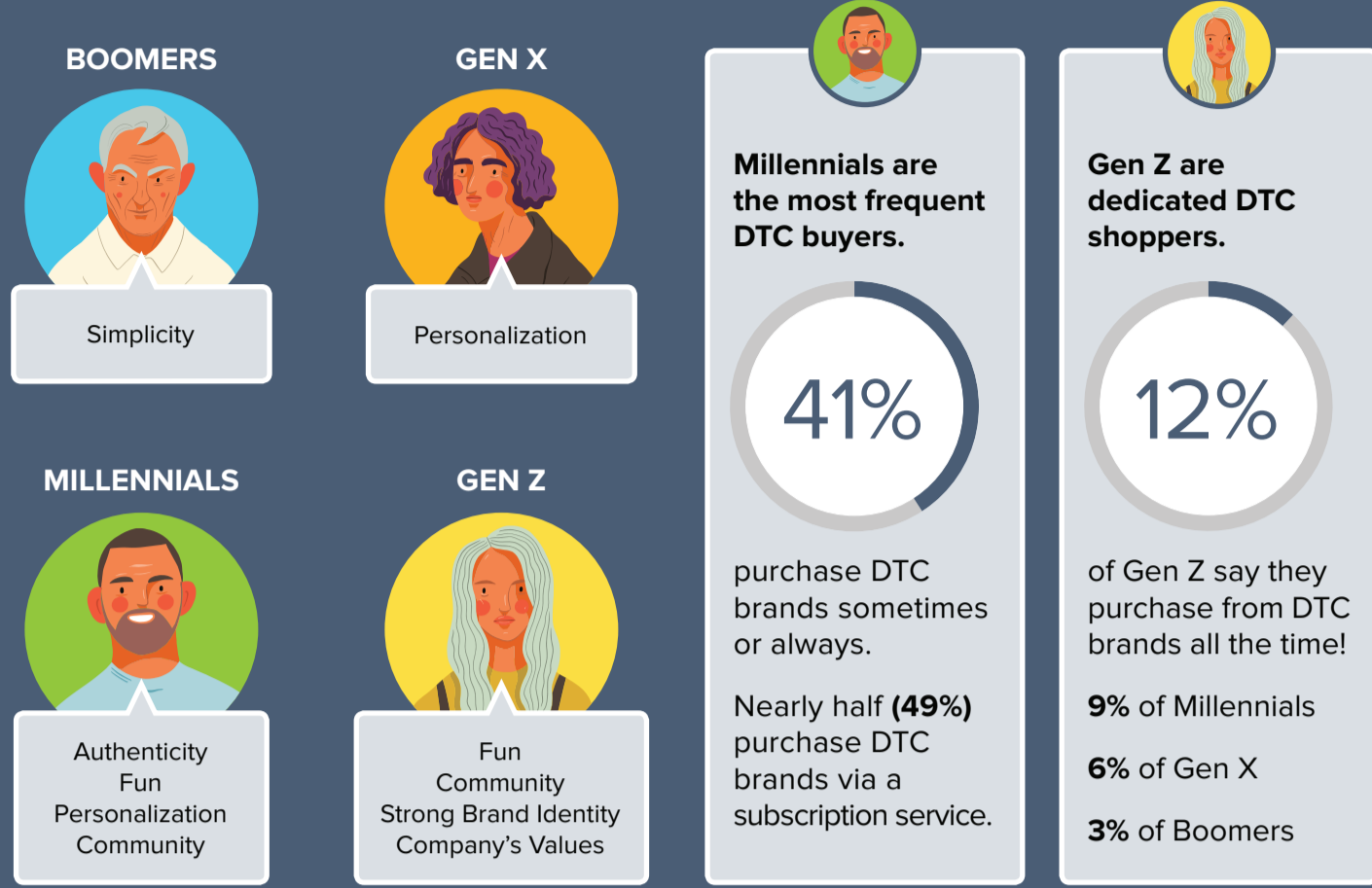


The Direct-to-Consumer Brand Value Index

DTC Brands Forge an Emotional Connection with Consumers.

From Boomers to Gen Z, all appreciate the convenience, simplicity, and personalization. Millennials & Gen Z connect with DTC brands' values: sustainability, social responsibility and community.

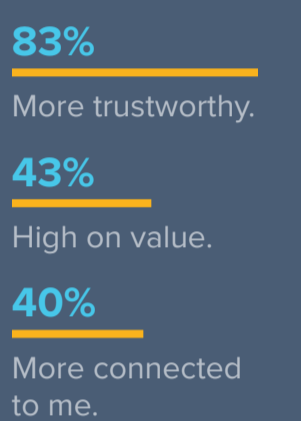
What They Like Most



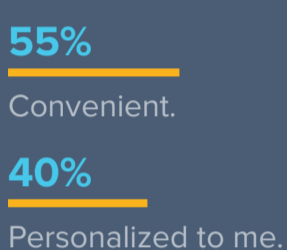
TO GEN Z DTC BRANDS ARE...



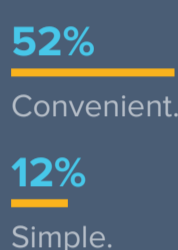
TO MILLENNIALS DTC BRANDS ARE...



TO GEN X DTC BRANDS ARE...



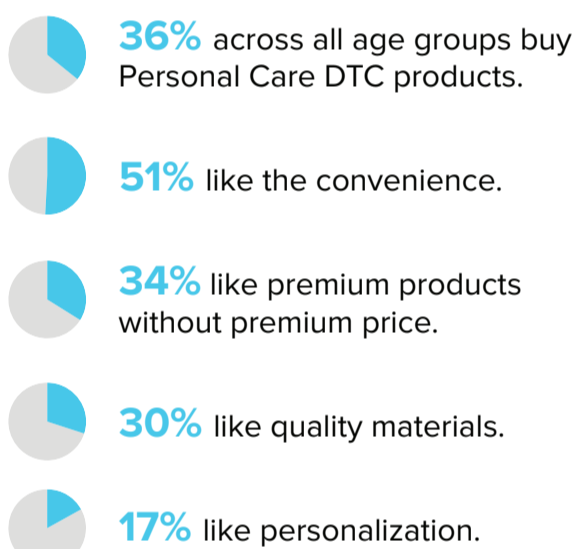
TO BOOMERS DTC BRANDS ARE...



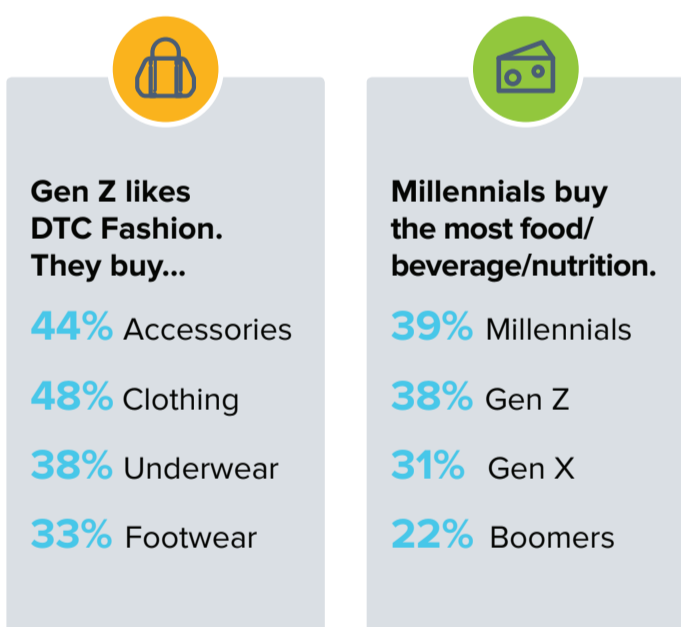
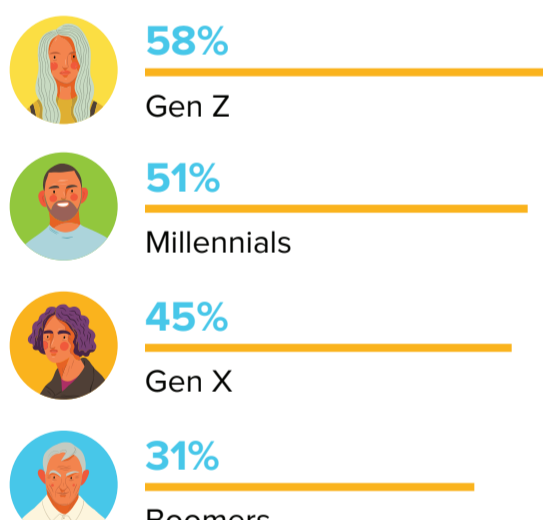
What They're Buying



PERSONAL CARE RULES

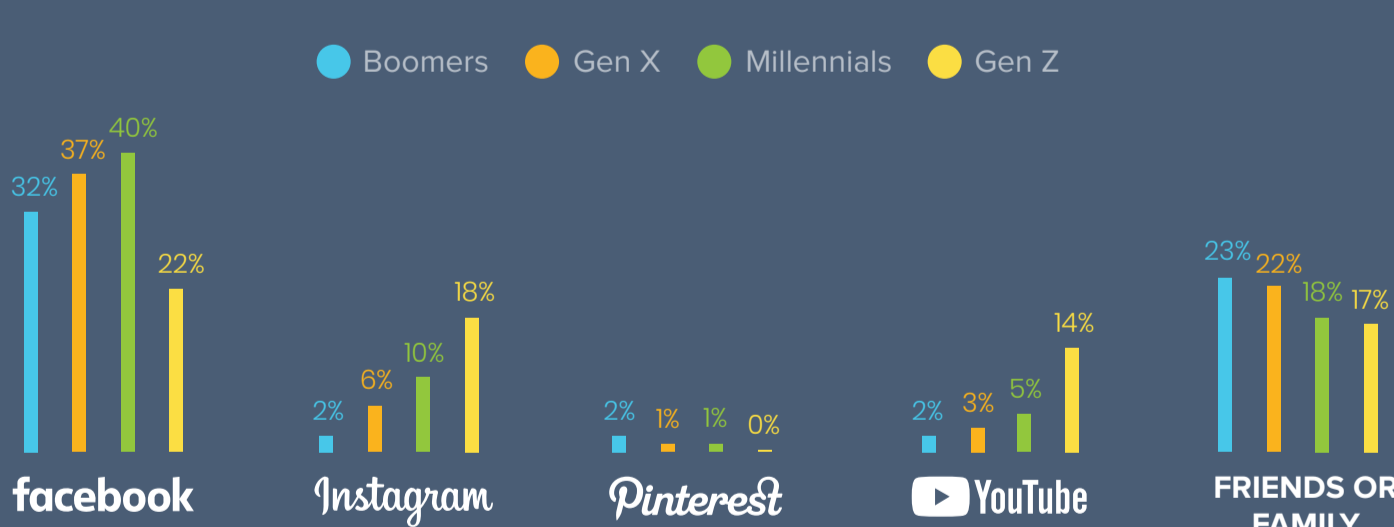


GEN Z IS DOING THE MOST PERSONAL CARE BUYING



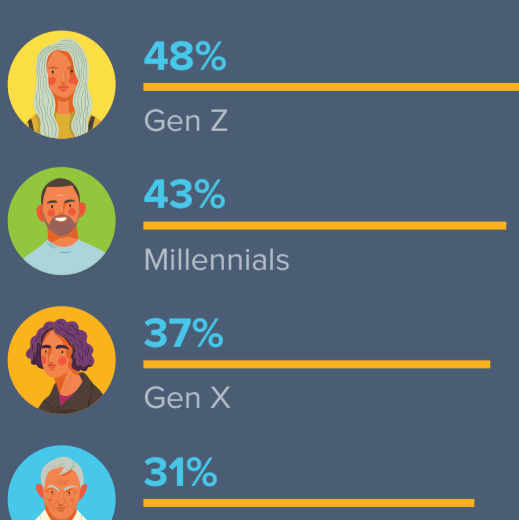
How They Find Brands They Love

FACEBOOK LESS IMPORTANT WAY TO DISCOVER NEW DTC BRANDS THE YOUNGER YOU ARE



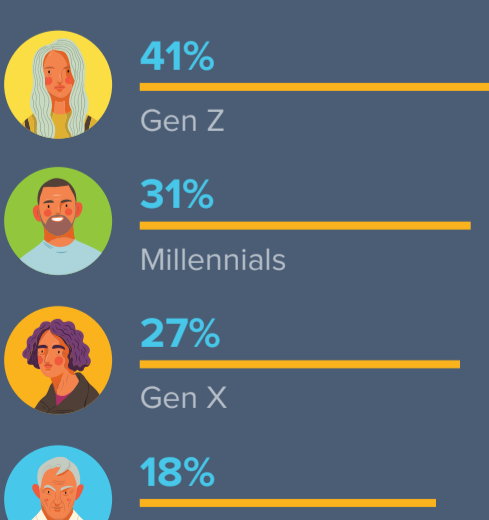
WHAT THEY EXPECT FROM A DTC BRAND

A seamless Omni channel shopping experience is extremely important.



WHAT DO THEY WANT NEXT?

VR Shopping!



Methodology

A 32-question online quantitative survey was issued to members of the Smiley360 community from August 23 - September 6, 2019. 10,846 respondents completed the survey.

About Social Media Link

Social Media Link (SML) powers online communities to turn real customers into brand evangelists by delivering personalized content, at scale. Hundreds of brands have partnered with SML to activate millions of consumers to drive customer acquisition, long-term loyalty, and 5-10x ROI. Founded in 2009 in New York City, Social Media Link works with leading brands including Unilever, P&G, Pfizer, Seventh Generation and Johnson & Johnson. For more information, please visit our [website](#) or connect with us on [Twitter](#).