

A Guide to D2C Experimentation

Strategies for running impactful experiments
for direct-to-consumer companies.

Why Experimentation Matters for D2C Brands

For direct-to-consumer brands, intuition alone is no longer enough. Data-driven experimentation has become essential for brands looking to **maximize conversions, retention, and lifetime value**.

The most successful D2C brands today recognize that optimizing the customer journey requires **systematic testing across every touchpoint**—from the first landing page visit to post-purchase engagement.

Experimentation empowers teams to identify precisely which elements **drive purchases, reduce abandonment, and create the personalized experiences that transform occasional buyers into loyal advocates**.

Guide Overview

This guide outlines five key growth opportunities for D2C brands and actionable experimentation strategies to achieve measurable results.

- 01 Capture new sales by driving first-time conversions
- 02 Localize app experiences to personalize the user journey across the world
- 03 Increase average order value by enhancing product discovery methods
- 04 Improve the 28-day retention metric & decrease time between next purchases
- 05 Reduce churn and reactivate dormant customers through targeted win-back campaigns



Capture new sales by driving first-time conversions

01

Observation

During the sign-up or checkout process, the purchasing journey can be complex for users (crowded navigation, unnecessary form fills, etc.), resulting in higher friction and lower conversions.

Paths

add_to_cart

Measured as

🔗 Conversions as

🕒 Completed within

add_to_cart

Step 1

Step 2

100%

50.0%

20.0%

50.0%

Experiments to run

- A/B test first-time visitor pop-ups with social proof ("2,459 purchased today!") against discount-focused copy ("15% off your first purchase")
- Compare traditional password creation against "one-time code" login options during checkout
- Test streamlined form fields (email-only sign-up) against traditional multi-field registration
- Experiment with different form layouts (single-page vs. multi-step) and measure completion rates

Impact

Drive sign-up conversions by making the path to purchase seamless and intuitive. Reduce form abandonment rates and increase first-time visitor purchase rates through optimized messaging and simplified authentication.



Localize app experiences to personalize the user journey across the world

Observation

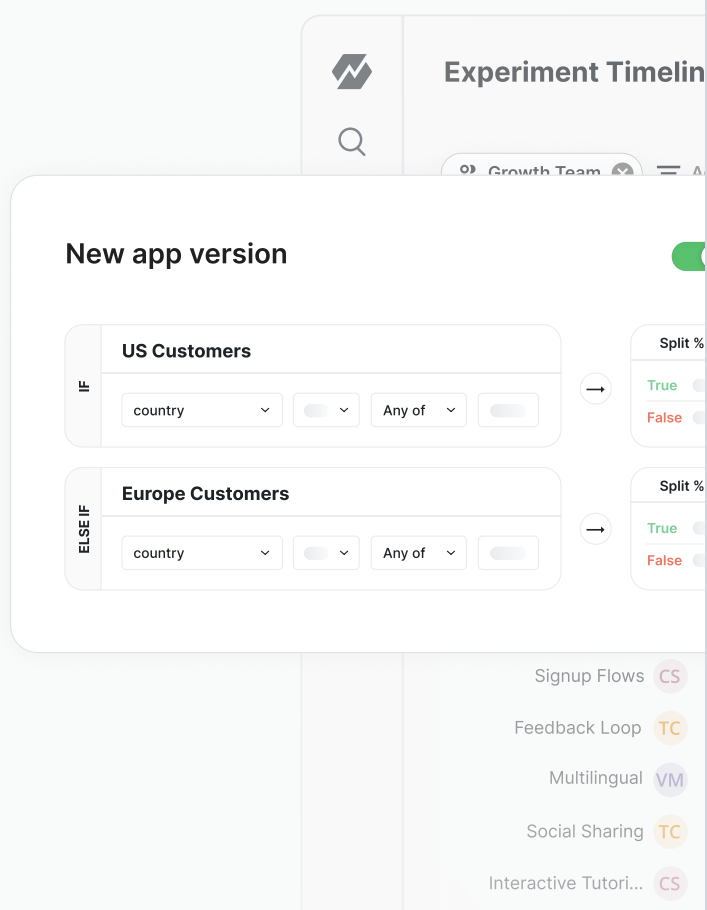
Buyer preferences often vary across regions, posing a challenge for brands to tailor the user experience.

Experiments to run

- A/B test region-specific product collections on the homepage (winter wear for northern regions vs. summer items for tropical markets)
- Compare locally-relevant imagery (local models, settings, occasions) against generic product photos
- Change the website language to reflect the local languages of each user's region
- Experiment with regionally-preferred payment methods prominently displayed (Alipay for China, SEPA for Europe)

Impact

Increase conversion rates for specific regions through culturally relevant shopping experiences. Expand global market penetration while maintaining brand consistency across diverse customer segments.



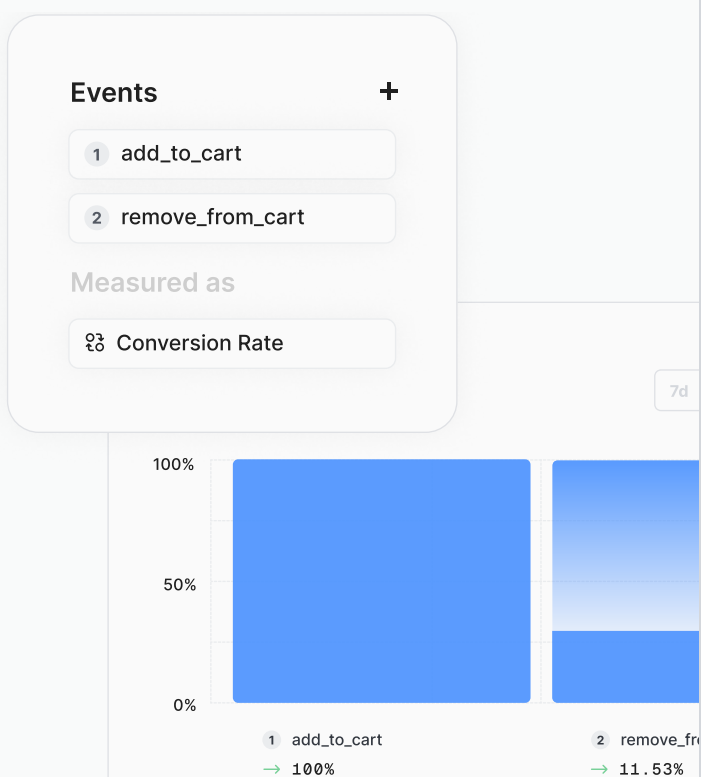
Increase average order value by enhancing product discovery methods

Observation

Traditional category navigation and basic search functionality often lead customers to only interact with a small percentage of available products, leading to lower average order values, or worse, high bounce rates if they cannot find relevant products quickly. This "hidden inventory" problem becomes increasingly challenging as D2C brands expand their product catalogs.

Experiments to run

- A/B test different search algorithms - compare semantic search against keyword-based search to measure conversion impact
- Test search auto-suggestions featuring trending products vs. personalized recommendations based on browse history
- Compare different bundle presentation formats ("Complete the look" vs "Frequently bought together")
- Test product filtering options (most popular vs. newest vs. price-based) impact on conversion



Impact

Boost average order value and reduce bounce rates by helping customers discover complementary products. Increase catalog exposure, diversify sales, and build brand affinity through helpful, non-pushy product discovery.

Improve the 28-day retention metric & decrease time between next purchases

04

Observation

Personalized recommendations are a critical growth lever, but must be balanced with timing and frequency not to overwhelm users and lead to churn.

Experiments to run

- Test different recommendation frequencies (every visit vs. every third visit vs. only on product pages)
- Compare subtle vs. prominent recommendation UI placements to measure engagement
- A/B test content variety (product recommendations vs. educational content vs. community features)
- Experiment with opt-in personalization ("Show me more like this") vs. automatic recommendations
- Compare loyalty point acceleration offers vs. static reward structures for repeat purchases

Start Event

product_view

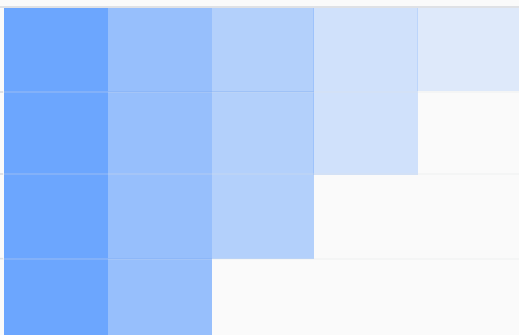
End Event

add_to_cart

Measured as

📈 Shown as Retention Curve

DAY 0 DAY 1 DAY 2 DAY 3 DAY 4



Impact

Reduce the average time between purchases and transform occasional shoppers into consistent buyers.



Reduce churn and reactivate dormant customers through targeted win-back campaigns

Observation

It can be easy to focus heavily on new customer acquisition while neglecting strategies to improve retention. However, expanding the wallet share of existing customers is often far cheaper than driving net new purchases.

Experiments to run

- Test different re-engagement notifications within your app or site for returning dormant users ("Welcome back! Here's 20% off" vs "We saved your favorites")
- Compare various incentive types in account dashboards for inactive customers (loyalty point multipliers vs time-limited discounts vs exclusive access)
- A/B test personalized homepage experiences for dormant customers (featuring new products in their preferred categories vs previously viewed items)

New messaging test

Primary Metrics

product_view
add_to_cart

Secondary Metrics

-2%

0%

-2%

0%

Impact

Decrease customer churn rate through early intervention with at-risk segments. Determine the most effective win-back strategies to decrease churn and reactivate dormant customers while gaining actionable insights to inform product development priorities and customer experience improvements.

The Experimentation Advantage

The most successful D2C brands approach experimentation as an **ongoing discipline rather than occasional projects**. By establishing a **culture of continuous testing and learning**, your team can respond quickly to changing customer behaviors and market conditions. Remember that experimentation isn't just about optimizing metrics—it's about **developing deeper understanding of your customers**. Each test, whether successful or not, provides valuable insights that bring you closer to delivering experiences your customers truly value.



Our goal extends beyond capturing the interest of transient users like tourists or joy-riders. We strive to craft an experience that converts them into engaged users, fostering sustained growth in our user base.

Omar Guenena

ENGINEERING MANAGER / LIME

All testing and iterations for our flagship news feed release were carried out using Statsig. It played a crucial role in helping us make key decisions about how the feed should look.

Don Browning

SVP, DATA & PLATFORM ENGINEERING / SOUNDCLOUD

I know that we are able to impact our key business metrics in a positive way with Statsig. We are definitely heading in the right direction with Statsig.

Partha Sarathi

DIRECTOR OF ENGINEERING / ANCESTRY



Want to see how Statsig can power your experimentation journey as a D2C brand?

GET A DEMO

