How Digitally Native Retailers Are Gaining — And Keeping — Market Share

WE LOOK AT WAYS THAT BORN-IN-THE-CLOUD RETAILERS ARE WINNING OVER THEIR EARTH-BOUND COMPETITORS

Digitally Native Retailers Are Hot, Hot, Hot

Among the brightest stars in ecommerce today are the so-called digitally native retailers. Companies like Warby Parker, Bonobos, Kylie Cosmetics, Casper, Rad Power Bikes and Stance began their lives selling directly to consumers (D2C) through the web and mobile sites. Although some are experimenting with pop-up physical or isolated brick-and-mortar stores, in most cases the vast majority of their revenues comes from online sales.

And they're doing well. Internet Retailer took a look at the top 75 digitally native retailers in 2018 and found that in 2017 as a group digitally native retailers grew at a very impressive three times that of the ecommerce market as a whole.

One-third
of U.S. consumers plan to do at least 40% of their shopping from D2C companies by 2023

81%
say they'll make at least one purchase from a D2C brand by 2023

Source: Diffusion's 2018 Direct-to-Consumer Purchase Intent Index

Just as traditional retailers are closing their doors, the new breed of D2C companies are opening more of them. More than 400 D2C brands are on the market today, with web traffic for D2C brands having doubled over the past 24 months. A recent survey found that 84% of consumer goods companies have seen increased D2C sales in the past 18 to 36 months, and 88% expect further increases by 2020.

And online sales continue to grow. eMarketer predicted that U.S. online retail would grow 14% to reach $587 billion in 2019. That continues a long-term trend as noted by Internet Retailer, which analyzed online retail sales in the United States between 2008 and 2018. It found that online sales topped $517 billion in 2018—a 15.0% increase over the previous year.

Ecommerce now accounts for 14.3% of total retail sales—almost triple what it was 10 years ago (5.1%). By 2022, BI INTELLIGENCE predicts global ecommerce will make up 17% of total retail sales.

What Sets Digitally Native Retailers Apart?

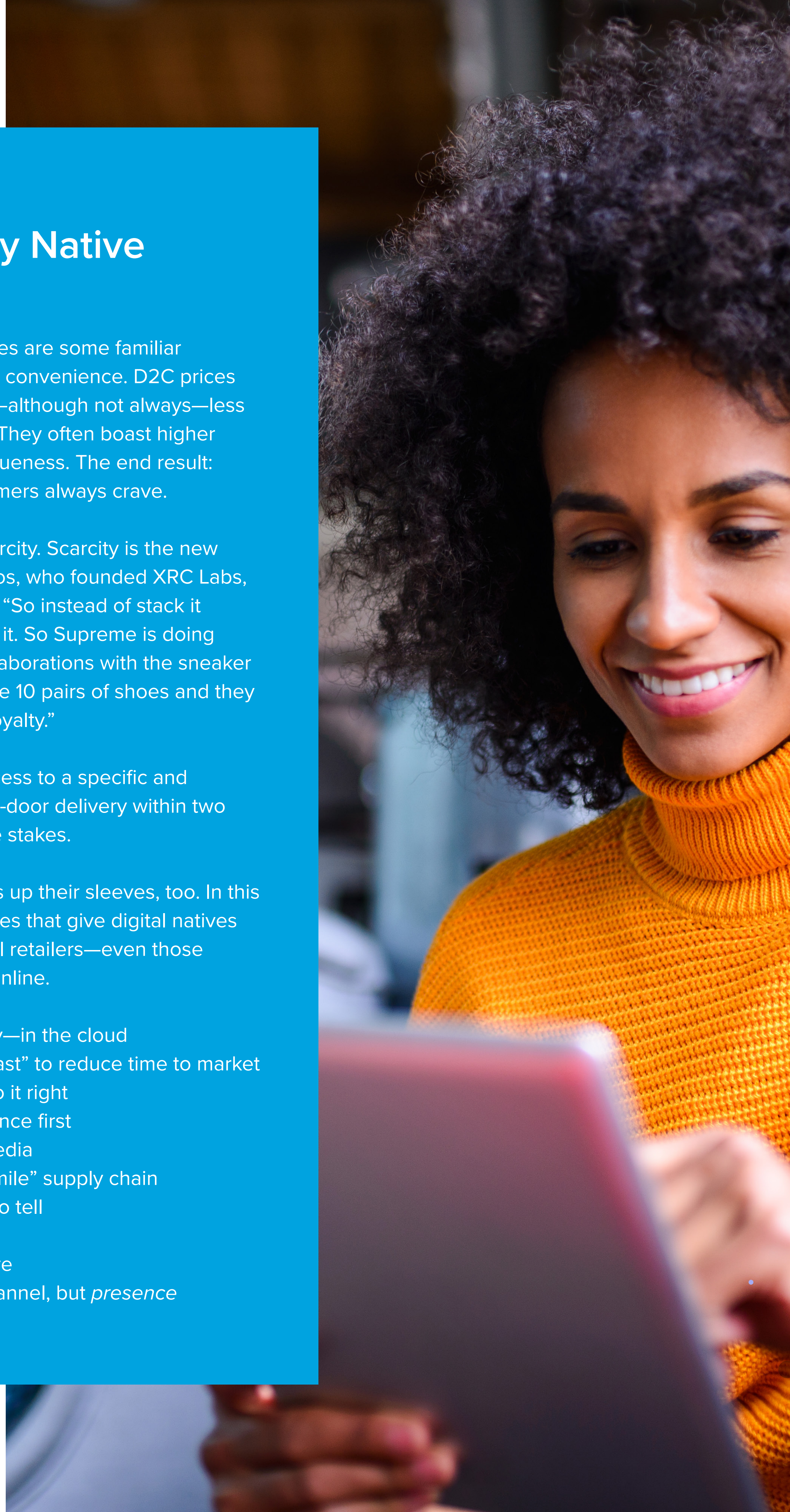
Driving growth among digital natives are some familiar mantras in retail: price, quality, and convenience. D2C prices from digital natives are frequently—although not always—less expensive than in physical stores. They often boast higher quality—or more importantly—uniqueness. The end result: more value, something that consumers always crave.

"The other dimension to this is scarcity. Scarcity is the new inventory," retail expert Pano Anthos, who founded XRC Labs, told us in an interview at Shoptalk. "So instead of stack it high, let it fly, it's good luck finding it. So Supreme is doing really well and Kith. And these collaborations with the sneaker manufacturers, where they produce 10 pairs of shoes and they sell out in a second. It's all about loyalty."

Then there's the convenience. Access to a specific and desirable product and free door-to-door delivery within two days—if not sooner—are now table stakes.

But digital natives have other tricks up their sleeves, too. In this e-book, we've identified 10 attributes that give digital natives distinct advantages over traditional retailers—even those retailers that are (rapidly) moving online.

1. They were born—and they stay—in the cloud
2. They are lean, agile, and "fail fast" to reduce time to market
3. They do one thing, and they do it right
4. They put the customer experience first
5. They are proficient at social media
6. They have mastered the "last mile" supply chain
7. They have compelling stories to tell
8. They innovate faster
9. They are riding the mobile wave
10. They don't think in terms of channel, but *presence*



They were born—and they stay—in the cloud

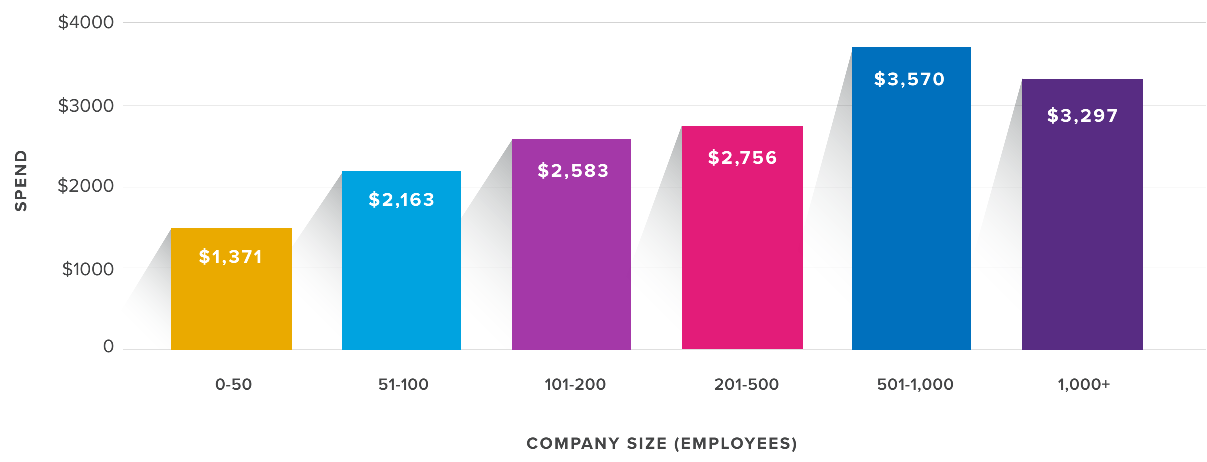
Digitally natives are extremely fortunate in that they have no technical baggage. No large, cumbersome legacy CRM, ERP, or HR systems in their own on-premise data centers that prevent them from taking advantage of the latest and greatest technologies. They were born in an era where software-as-a-service (SaaS) applications were continuing their slow but steady annihilation of traditional enterprise software.

So they're agile. They're unencumbered. They get to choose from cloud-based enterprise resource planning (ERP), customer relationship management (CRM), human resource management (HRM), supply chain management (SCM), web conferencing platforms, messaging applications, collaboration software, and more. And they don't have to buy hardware or the people to deploy and maintain it all. No capital investments. Just the monthly subscription fees.

Traditional retailers are just now painfully making their cloud transitions, and many have stalled in the complexities of making the shift. Digital natives are already there.

To give you an idea of the popularity of cloud-based applications, the SaaS market is anticipated to grow at a compound annual growth rate (CAGR) of 21.2% between now and 2023, whereas the overall enterprise software market will only increase at an 8% CAGR.

Annual SaaS Spend per Employee



Source: https://www.blissfully.com/saas-trends/2019-annual/

They are lean, agile, and "fail fast" to reduce time to market

Another thing that sets digital native D2C retailers apart is that they generally operate with very lean structures, choosing to outsource many parts of their ecommerce operations to technology providers who can do what they're good at while the core company focuses on products and marketing — and what they're good at.

Prominent venture capitalist Mary Meeker famously underlined the point in her 2018 Internet Trends presentation. As always, the ground Meeker covered in her signature presentation deck was vast. But she devoted 39 slides to the rapid evolution of ecommerce.

At the center of her ecommerce story was the notion that retailers built for the future were partnering with technology experts to run their ecommerce operations. Rather than be distracted by running operations that were not core to retail itself, these retail leaders were teaming up with companies like Shopify, Affirm, Signifyd, Stripe, Square and others to handle needs like payments, the online store, fraud protection, customer financing and on and on.

In the United States, ecommerce companies with fewer than 20 employees have captured 62% of the market. There are 174,000 of these tiny ventures, and they wield tremendous market power.

#	Employee Size	eCommerce Companies	Market Share
1	0-20	173,551	62.87%
2	20-50	68,439	24.4%
3	50-100	2,312	0.82%
4	100-500	27,171	9.69%
5	50-1000	3,109	1.11%
6	1000-5000	3,681	1.31%
7	5000-10k	895	0.32%
8	10k+	1,335	0.48%

Source: https://pipecandy.com/ecommerce-market-share/employee-size

With this lean structure comes extreme agility, and the ability to act quickly in the face of change.

> **"It's like a boat. It's very hard to change direction or stop a large boat," says Paul Savage, vice president of partnerships at coreDNA, which sells a "digital experience platform" to D2C firms. "It's much easier to stop a small boat. I think that the smaller you are the easier it is to react in these market changes and to try new things."**

Kylie Cosmetics, for instance, an $800 million company 100% owned by Kylie Kardashian, has only seven full-time employees.

Its manufacturing and packaging operations are outsourced to Seed Beauty, a private-label producer in Oxnard, California. Sales and fulfillment are outsourced to Shopify. Finance and public relations are handled by Kardashian's mother, Kris, in exchange for a 10% management fee.

This type of laser focus on core activities means that these companies can move fast. At Reformation, a top digitally native clothes manufacturer, a lean operation and agile culture means that a sketch can become a dress in about a month. The industry average for getting a piece of clothing to market is 12 to 18 months.

They do one thing and the they do it right

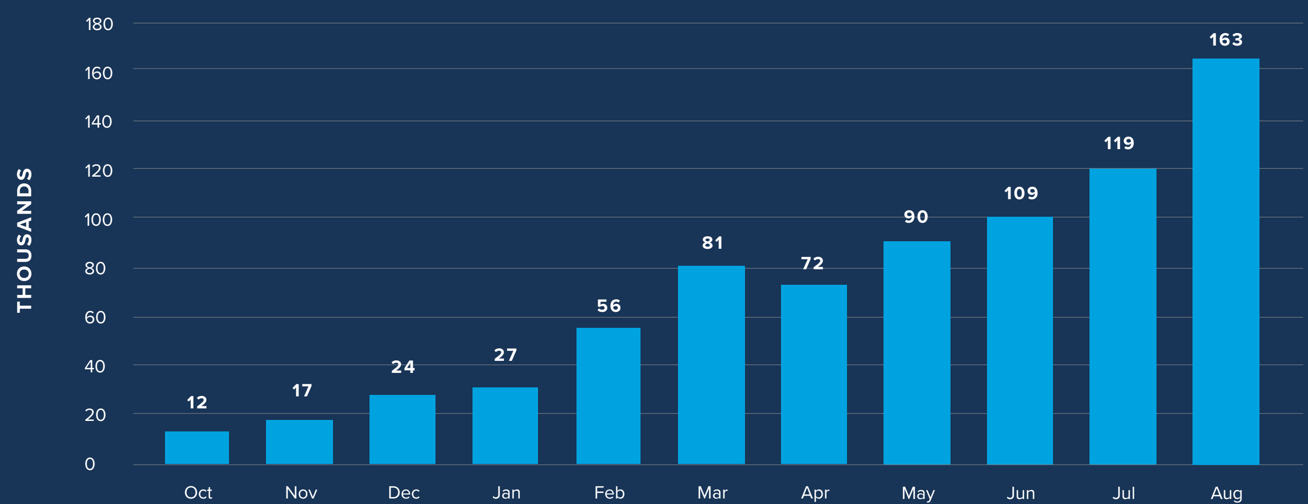
Many digitally native D2C brands get started by focusing on a specific problem. They then put all their energy into solving it so spectacularly that customers flock to their virtual doors.

Take bed-in-a-box digital native Casper, which was founded in 2014. It identified a real issue: people hated shopping for mattresses. The types and brands were confusing, the salespeople were pushy, and the pricing was confusing. So Casper took a different approach. It gave consumers no choices. After extensive research, it designed one mattress model, sold it at a very reasonable price, delivered it to consumers' doors, and offered free, painless returns. People loved it. Casper realized $1 million in sales after the first month, and $100 million within the first

two years.

Andy Dunn and Brian Spaley started Bonobos using the same problem-solving mentality. They knew from personal experience that men don't like shopping, and that they have trouble finding pants that fit. In 2007, they founded Bonobos, a company with one offering: a pair of corduroy pants. Six

Bonobo's Revenue During First Year



Month/Month Growth:	42%	41%	13%	107%	45%	-11%	25%	20%	9%	37%	

Source: CB Insights

Although it would eventually sell other types of clothing that men had trouble getting properly fitted, such as formalwear, swimwear, and shirts, Bonobos still focuses on quality, and giving customers what they can't find elsewhere. Naturally, customers can return whatever they don't like for free, and get an immediate refund. Today, Bonobos is a $310 million brand.

They put the customer experience first

Customer experience is the latest buzz phrase. But paying attention to it actually does have merit. Instead of merely counting clicks or adding up transactions, successful digital natives are more inclined to focus on the entire experience "ecosystem": customers' encounters with their brands before they buy, after they buy, and everything in between.

This is important, as digital natives are actually at a disadvantage when it comes to customer relationships when compared to their physical counterparts. They don't have the chance to meet their customers face to face. They don't have them temporarily captive in their own physical spaces. And they can't give customers immediate access to actual products to try.

That is most likely why successful digitally native retailers are master storytellers. They connect emotionally with their customers through evocative stories and by creating a sense of mission.

"They have a direct connection to the consumer. They have a one-to-one connection," XRC Labs' Anthos said. "You have to be consistent with your brand, what are you standing for. So Allbirds now, the new shoe has got this kind of fabric from a tree that is safe for the environment. The storytelling is part of the (digital native) story."

The leading digital natives understand that consumers in general are not happy with their digital experiences. Indeed, Gartner found that across all industries, 84% of consumers are disappointed with their digital experiences online.

D2C brands are working to find ways to engage customers on a deeper, more meaningful level. The winning digital native brands have found ways to do this.

An in-depth study by HotJar divided online retailers into four categories based on how seriously they took the customer experience: mature, competent, novice, and ignore. It turned out that focusing on customer experience paid off. A full 42% of mature companies have annual revenues of more than $100M, while almost half of Ignore companies make less than $1M a year. Indeed, customer-experience leaders see themselves as customer — rather than profit — centric. They actually put customer experience ahead of profits when there is a conflict, according to HotJar.

> **"That's why Warby Parker [digital native eyeglass manufacturer] will send you five pairs of glasses to see which one works best, or Casper will send you a mattress and tell you that if you're not happy with it, you send it back for a full refund," says Savage.**

A case in point: Bonobos was determined to be ultra-responsive to customer support. After it turned its attention to the full customer experience, it achieved a 90% "great email" rating. And it saw its direct traffic rate increase by 53.5% — an industry best, for which it won multiple awards.

37% of "mature" companies reported that delivering the most outstanding experience possible is the No. 1 goal, compared to 21% of "competent" companies, 18% of "novice" companies, and 19% of "ignore" companies.

Source: https://www.hotjar.com/blog/customer-experience

How digitally native companies deliver superior customer experiences

Above all, customers need to see actual products to believe in digital native firms' claims. One recent study found that not being able to physically try out and touch a product was the top reason that 61% of U.S. adults were reluctant to shop online.

"Getting products into people's hands definitely breaks down barriers," says Savage.

Leading digitally native brands thus do the following:

- Offer fast, *free*, delivery. This is not optional. Get the product into customers' hands ASAP
- Guarantee free, easy returns for full refunds.
- Focus on the post-purchase period with high-touch (human-to-human) interactions, while automating everything else.
- Create truly interactive chatbots to help customers on site.
- Keep an eye on customer reviews to inform business decisions, as 68% of shoppers rely on customer reviews when shopping online.
- Accept a broad range of payment options.

> **Keep in touch with what your customers think**
> Customer feedback is still the No. 1 tool for improving customer experience. Here are the top ways digital natives get that feedback
>
> Net Promoter Score (NPS)
>
> Microconversions
>
> Customer Effort Score (CES)
>
> Customer Satisfaction Score (CSAT)
>
> Problem Resolution Time

Typically, D2C upstarts begin by selling through their own online stores and advertising across digital platforms such as Instagram and Facebook, according to Sujay Seetharaman, a market analyst at PipeCandy, a predictive analytics firm.

This makes good sense. According to a recent survey, the influence of social media on buying decisions is increasing. In 2018, 58% of consumers said social media influenced their purchasing decisions, compared to just 45% two years ago. PipeCandy has observed that social media is "the new middleman," replacing malls and traditional retailers.

With more than 30 million Facebook Business pages, many D2C brands have taken advantage of Facebook's ecommerce feature. Indeed, Shopify found that that 85% of orders from social media come directly from Facebook.

Instagram in particular is growing in popularity, through its Instagram Stories program. More than a billion people use Instagram today, which also has more than 25 million business profiles. In response to its large business population, Instagram has developed a variety of paid advertising formats, from the "Shop Now" button introduced in 2015 to the "Swipe Up" feature found in Instagram Stories and IGTV that takes consumers straight to business websites.

Digital startups leverage social media in creative ways. Warby-Parker asked its customers to create their own content by posting selfies—both photographs and videos—on social media as they tried on their five pairs of trial glasses. Those who shared were 50% more likely to buy. More importantly, today there are more than 57,000 YouTube videos under the search term "Warby Parker Try On."

Indeed, YouTube is an essential tool for marketing used by digital natives. The Qurate Retail Group survey found that 55% of Americans say video product demonstrations influence their purchasing decisions, especially when discovering new products online.

The top benefits of distributing marketing videos via social media are:

- Audience-targeting capabilities (49%)
- Engagement (49%)
- Ease of distribution (35%)
- Scalability (34%)

And because it's getting increasingly difficult to break through the noise on standard social media, digital natives are spreading their social campaigns to alternatives to Facebook and Instagram by using Pinterest, Quora, and Reddit.

> "The rising number of upstarts that do this has driven up the CPC [cost per click] on Facebook. What was once an organic way to acquire customers has now become an expensive customer acquisition channel."
>
> – Sujay Seetharaman, market analyst

Source: https://www.businesswire.com/news/home/20180118005296/en/New-Trusted-Media-Brands-Survey-Finds-Marketers

They have mastered the “last mile” supply chain

Effectively, digitally native D2C brands are in the “small parcel” shipping business. And free two-day shipping is now a requirement, with one-day shipping becoming increasingly common in urban markets. When incoming orders reach a certain volume, this means proficiency at SKU picking and packing as well as a facility for negotiating with transportation companies is vital.

It’s easier for digital natives to master this because it’s ingrained in their DNA from the very beginning. For established brands accustomed to manufacturing, storing, and shipping mass quantities of finished goods, they have to be prepared to re-engineer their existing supply-chain, people, processes, and technology to achieve the art of small-package fulfillment.

Things shift more swiftly in the D2C world as well. Say an Instagram influencer posts about one of your products. You must be prepared to react swiftly. Predicting what you’ll need, where you’ll need it, and when, is far more challenging in the online space.

Traditional Retailers Must Catch Up with Digital Natives on Fulfillment*

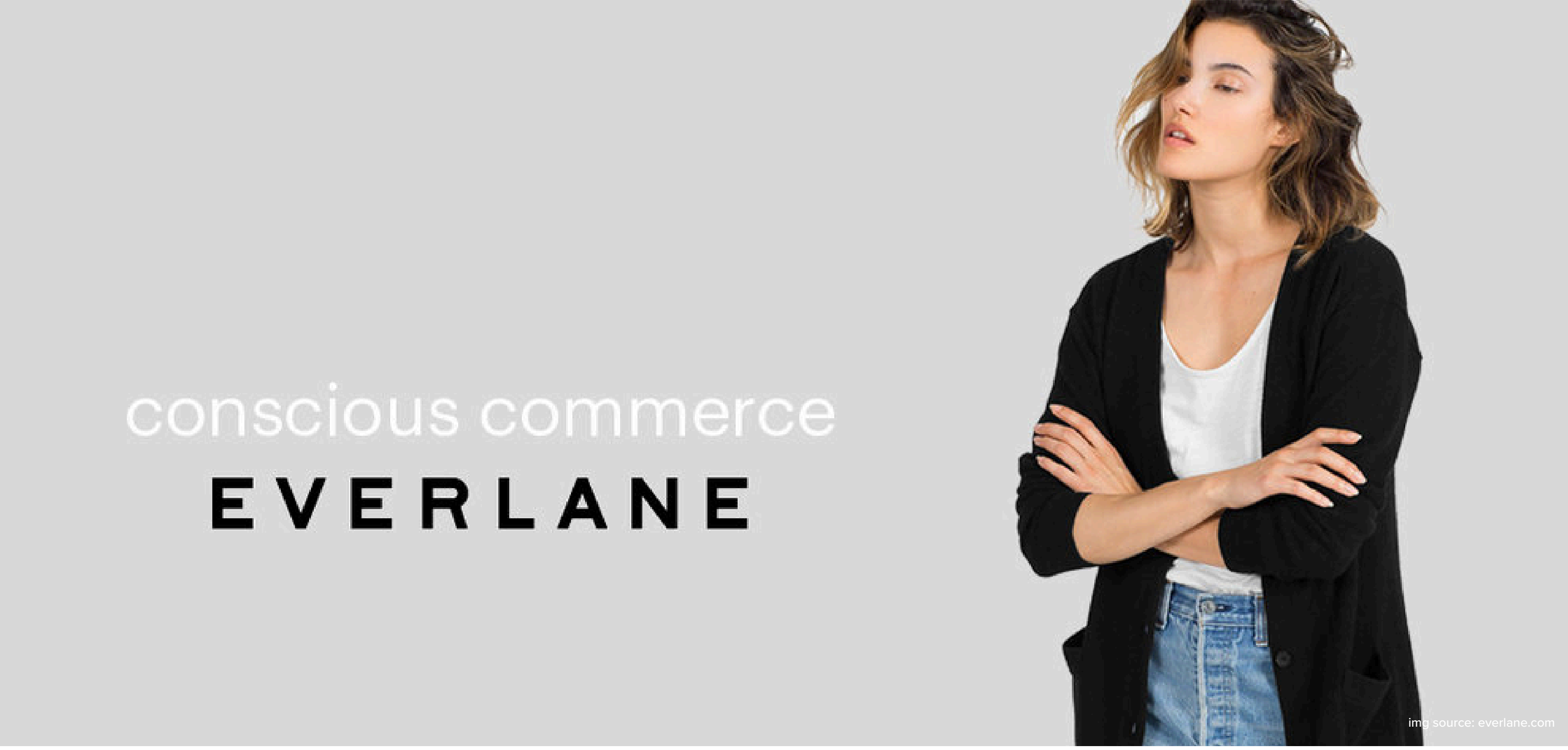
- More than half of ecommerce companies lose money on each order
- Retailers who start their D2C channel by developing an in-house program typically end up with costs in excess of 38% to 40% of their gross margins
- 20% of orders by non-digital natives are delivered late
- 41% of traditional retailers see fulfillment of D2C sales as a barrier to growth

All this complexity is why most digital natives outsource fulfillment and shipping. Many digital natives use supply-chain-as-a-service, where they can purchase individual supply chain functions on an as-needed basis. This ensures that they can scale as needed if sales take off.

According to Savage, last year, Amazon invited CPG brands to a three-day event in Seattle to promote its fulfillment center. It expected to get a huge response from digital natives, he says. After all, selling D2C requires extensive logistics, storage, and fulfillment capabilities. This requires a high capital investment to do it yourself. But by utilizing a fulfillment company such as Amazon, a D2C firm gets to use Amazon’s logistics and distribution facilities.

Plus, since Amazon has so many visitors, Amazon argued, placing products on its platform gives D2C brands the exposure they need.

Surprisingly, very few of digital natives have taken Amazon’s bait. “There’s no way to differentiate yourself on Amazon, versus your own D2C site,” says Savage. “And of course Amazon is now creating all its own private label brands to compete with.”



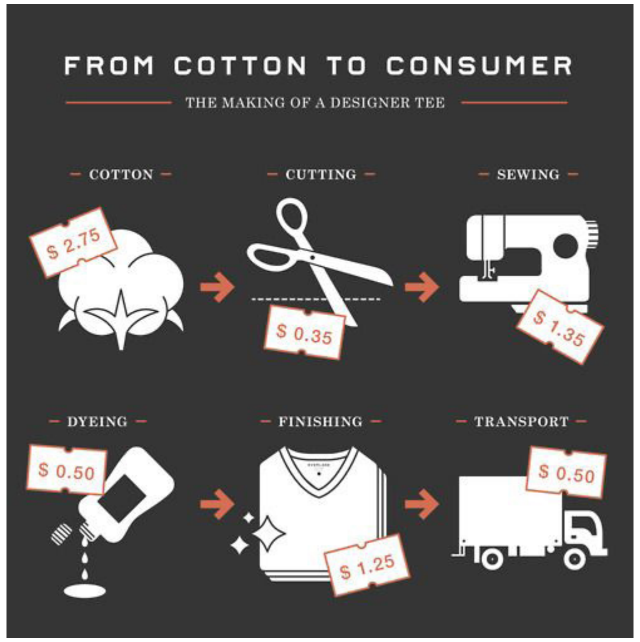
Partnerships are key in fulfillment and distribution, say experts.

“One of the more interesting things I’ve seen in the last 12 months are online brands going into new markets by partnering with local distributors,” says Savage. “Say you want to enter Greece, but are low on customer touchpoints. This can help you penetrate that market. You don’t have a presence in a country but you find a distributorship and give them the ability to sell directly through a localized website. The cost comes down immensely, and scaling this model for different markets is quite straightforward.”

A transparent, sustainable supply chain is top of mind among Millennials

Direct-to-consumer (D2C) brands also have the upper hand when it comes to integrating sustainability into their supply chain. They’re finding that customers like knowing where materials are sourced from, and the costs of bringing products to market.

For example, digital native D2C fashion brand Everlane weaves “radical transparency” into its mission statement, pulling back the curtain on factory conditions as well as its cost breakdown compared with traditional retail markups.



Source: Everlane.com

Rothy’s, a digital native D2C footwear brand that makes shoes made from recycled plastic, uses its online platform to detail its entire supply chain—from materials and production to transportation and product life span—to attract sustainability-minded customers.

They have compelling stories to tell

Customers like to know about the brands they are buying — whether it’s the history, the CEO’s background or a purpose-driven mission. A recent survey found that 53% of Americans say their purchasing decisions are influenced by a company’s history, founder’s inspiration, or mission. This is why most digital natives have widely broadcast their “origin” stories.

Take Harry’s, which delivers razor blades to customers on a subscription basis. Like many other digital native firms, Harry’s started out to solve a specific problem that its founder had personally experienced. Andy Katz-Mayfield went to the grocery store to buy razor blades, and grew frustrated over having to request that an employee retrieve the blades from a locked cabinet. There he found a number of undifferentiated brands, each of them more expensive than the other. He ended up paying almost $25 for four blades.

He contacted a friend, Jeff Raider, who happened to be the founder of the Warby Parker D2C eyeglass phenomenon, and started a D2C razor company with a simple model: It sold one high-quality razor with reasonably priced replacement blades, and shipped them to consumers’ doors. Harry’s started out manufacturing 10,000 razor handles in March 2013. These sold out within a week. By 2017, Harry’s was raking in more than $200 million in sales annually. This story has become a global legend.

Eco-friendliness and ethics matter in D2C retailing

The stories of digital natives usually include a nod to sustainability, ethics, or good causes. Ethically sourcing, manufacturing, and delivering products is usually an important part of a successful digital native’s story. This is especially true for brands trying to attract younger audiences.

- **2/3 Gen Z consumers made an eco-friendly purchase in the last 12 months**
- **More than 50% Gen Z consumers would spend more for a sustainable product**
- **¾ of Millennials said they would change their purchasing practices to minimize their carbon footprint**

Everlane, the digital native clothing store that believes in “radical transparency,” has gone to great lengths to establish itself as a cost-conscious, cause-driven, and environmentally friendly innovator. This story has won it not just customers, but actual fans.

Source: https://www.emarketer.com/content/d2c-brands-attract-young-consumers-with-sustainability-initiatives

img source: everlane.com

They innovate faster

Digital natives are also very much of the startup ethos — remaining nimble, willing to try things and fail fast.

"They're very, very lean and quick to pivot, and—most importantly—they understand the value of technology," says Robbie Hammett, director of strategy at Justuno, which provides traffic analytics to online retailers.

According to McKinsey, the most successful D2C players to date—for example, Dollar Shave Club and NatureBox—act more like technology companies than traditional retailers. They make big investments in technologies such as advanced analytics, not just to personalize their ads and product offers, but to predict future consumer preferences. Thus you see early uses of such innovations as drone delivery, chatbots and artificial intelligence (AI)-driven decision-making among D2C digital native retailers.

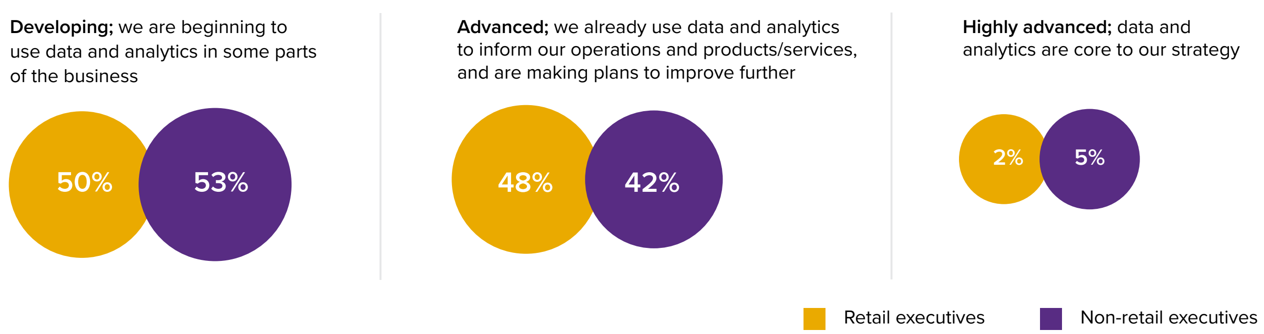
Take the example of how Eyewear D2C brand Warby Parker used technology to disrupt the $5 billion eye-exam industry.

The firm identified in 2017 that consumers spent an average of $50 for an eye test at local opticians, and typically then bought their glasses at those places. This was the culturally accepted thing to do. Warby Parker understood it would seem rude to ask their customers to get tested at a local optician, and walk away with the prescription but without purchasing glasses.

It decided to change that. It developed an app that allows opticians to prescribe glasses remotely. Warby Parker's Prescription Check app allows consumers to do an examination of their eyes via their smartphones. Data from the app is sent to remote optometrists who assess the results and issue prescriptions, which are then automatically uploaded to the Warby Parker site for fulfillment.

Digital natives are also proving savvier at using data and analytics. Because all their operations are digital, the amount of data they have on potential and actual customers is immense. Shopping at such firms' sites is rapidly becoming hyper-personalized in the same way that Facebook is now giving every visitor an utterly unique experience based on his or her profile, which in turn is based on numerous data points, such as how often they've visited the site, how long they stayed on each page, what they clicked on, and when and if they abandoned a shopping cart.

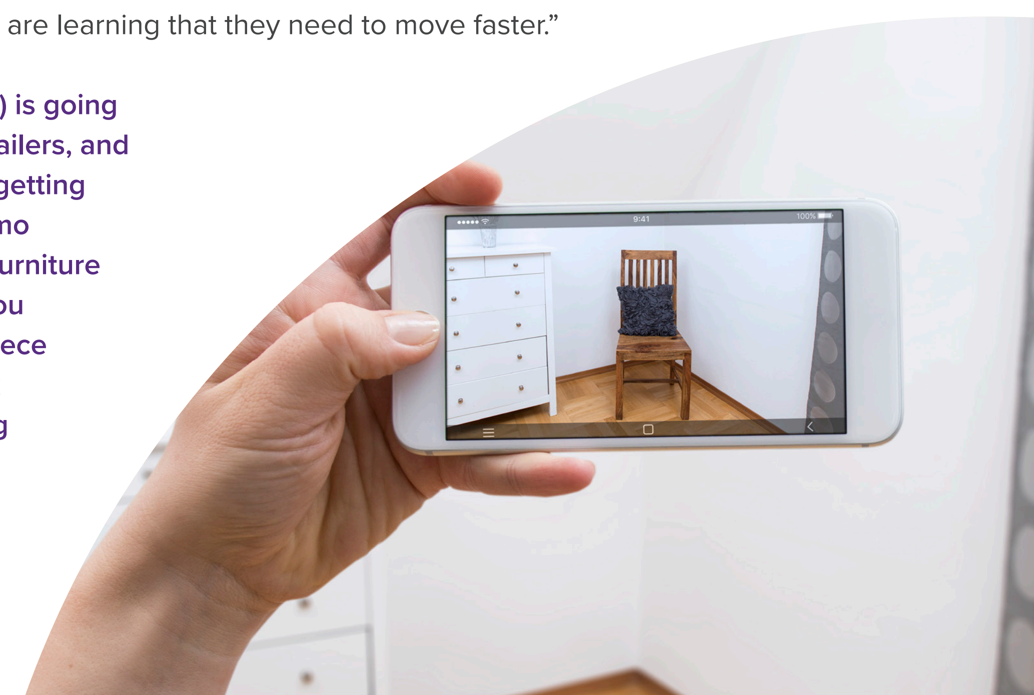
Q: Which best describes your organization's current use of data and analytics?



Alternatively, making data-driven decisions represents a major change for traditional retail brands. Having grown up when data wasn't readily available, they are burdened by legacy systems that can't do the kind of number crunching and advanced analytics that the digital natives can.

"Larger brands are more hesitant to work with new technology because they're so protective of what they know works as opposed to taking a chance," says Hammett. "But thanks to the new digital natives, legacy retailers are learning that they need to move faster."

> Augmented reality (AR) is going to be big for online retailers, and the digital natives are getting there first. "I saw a demo recently for an online furniture company, which lets you see how a particular piece of furniture would look inside your home using AR technology," says Savage. "It was very compelling."



They are riding the mobile wave

51% of digital native consumers use mobile devices to make purchases, while only 15% of digital immigrants do

57% of digital native consumers prefer mobile self-checkout, while 33% of digital immigrants do

76% of digital native consumers say they are definitely or somewhat “addicted” to digital devices, compared to 39% of digital immigrants

Source: https://www.retailtouchpoints.com/features/industry-insights/retail-2025-ai-and-digital-natives-will-rule

Over the past 10 years, online sales have shifted dramatically from the desktop to mobile devices. Within the next three years, mobile sales will top desktop sales. Another recent survey found that mobile sales increased 55% in 2018, and Forrester predicts that by 2022, smartphones will account for $175.4 billion in retail sales.

“Online businesses need to adopt a mobile-first approach now,” says Hammett. “Mobile has caught up with the desktop in terms of conversion rate and sales. Almost everybody I talk to says that 60% of their traffic is mobile. Digital natives are way ahead of the game here.”

img source: inc.com

They don’t think in terms of channel, but presence

We previously introduced the mattress-in-a-box digital native Casper. Like many of its peers, Casper is venturing into the physical retail space. Its flagship physical store is The Dreamery, a nap center in New York. Visitors to the store can feel what a Casper mattress feels like. But they are also given pajamas, toothbrushes, free premium skincare products, and “sleep audio.” It’s not so much exploring a new channel as making its presence felt.

Indeed Casper made headlines by announcing that it planned to open 200 stores across the U.S. But this was becoming the norm, as other digital native brands like Warby Parker, Harry’s and Everlane that began with online-only D2C models extended into traditional brick-and-mortar retail.

Ditto the digital native beauty brand Winky Lux. After opening some pop-up stores in New York, it moved to Atlanta to open the Winky Lux Experience, where 85% of visitors buy products, and 82% of purchasers hand over their email addresses, making a traditional bricks-and-mortar store a massive customer acquisition channel as well as a revenue generator.

These are not unique instances. The most successful digital natives are opening physical stores.

img source: ymijan.com

"Digital brands are reaching the $5M to $10M revenue mark with relative ease but breaking beyond that ceiling requires rethinking the "digital-only" aspect on both the advertising and sales channel fronts," says Seetharaman. "They're providing memorable/ instagrammable in-store experiences that drive footfall, WOM (word of mouth) marketing, increases in online sales, and ultimately high customer lifetime value. Glossier, Casper, and Birchbox are all leaders in this area."

Going offline might render the digital-only model redundant but considering 90% of retail is still offline, the move is inevitable and necessary for the brand to scale, says Seetharaman.

The natural path is to go omnichannel. But instead of thinking in terms of channels, online retailers simply look to engage with shoppers as they move along their shopping journeys. They need to be present during the whole journey—wherever it takes place, whether in a physical store, on a mobile device, or on a desktop.

"These stores have to be real experience stores rather than sales metrics-based stores," says Savage. Rather than opening up 10 stores in Boston, you open one in which you concentrate on the overall experience you're providing. Then you can do your customer support face-to-face if you need to, but it's also used as an advertising channel. It's all about presence—about being where the customer is."

Conclusions and Key Takeaways

A majority of D2Cs are choosing to Amazon-proof themselves. Earlier this year, when Amazon courted a few D2C brands to sell on its marketplace, the majority of them spurned Amazon," says Seetharaman. "They cited Amazon's impersonal user experience, faceless customer service, and refusal to share data, among other reasons."

Instead, the consensus among digital natives seems to be the contrary—that digital natives know they can provide better products, better service, and an overall better experience.

Retailers actually gain by the D2C movement, says Seetharaman. "As D2C brands realize that offline isn't going away, they will need to be on the aisles as well. For retailers too, bringing the modern and trending brands to the aisles, gives their shoppers an additional reason to visit the store."

In short, D2C is no longer a segment by itself. It's a playbook for success—be it for legacy brands and manufacturers, modern digital native brands or for retailers.

About Signifyd

Signifyd enables merchants to grow with confidence by providing an end-to-end commerce protection platform. Powered by the Signifyd Commerce Network of more than 10,000 merchants selling to more than 250 million consumers worldwide, its advanced machine learning engine is able to protect merchants from fraud, consumer abuse and revenue loss caused by barriers and friction in the buying experience. Signifyd counts among its customers a number of companies on the Fortune 1000 and Internet Retailer Top 500 lists. Signifyd is headquartered in San Jose, CA., with locations in Denver, New York, Barcelona, Belfast and London.

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HEADQUARTERS
2540 North First Street, 3rd Floor
San Jose, CA 95131
U.S.A.

—

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