

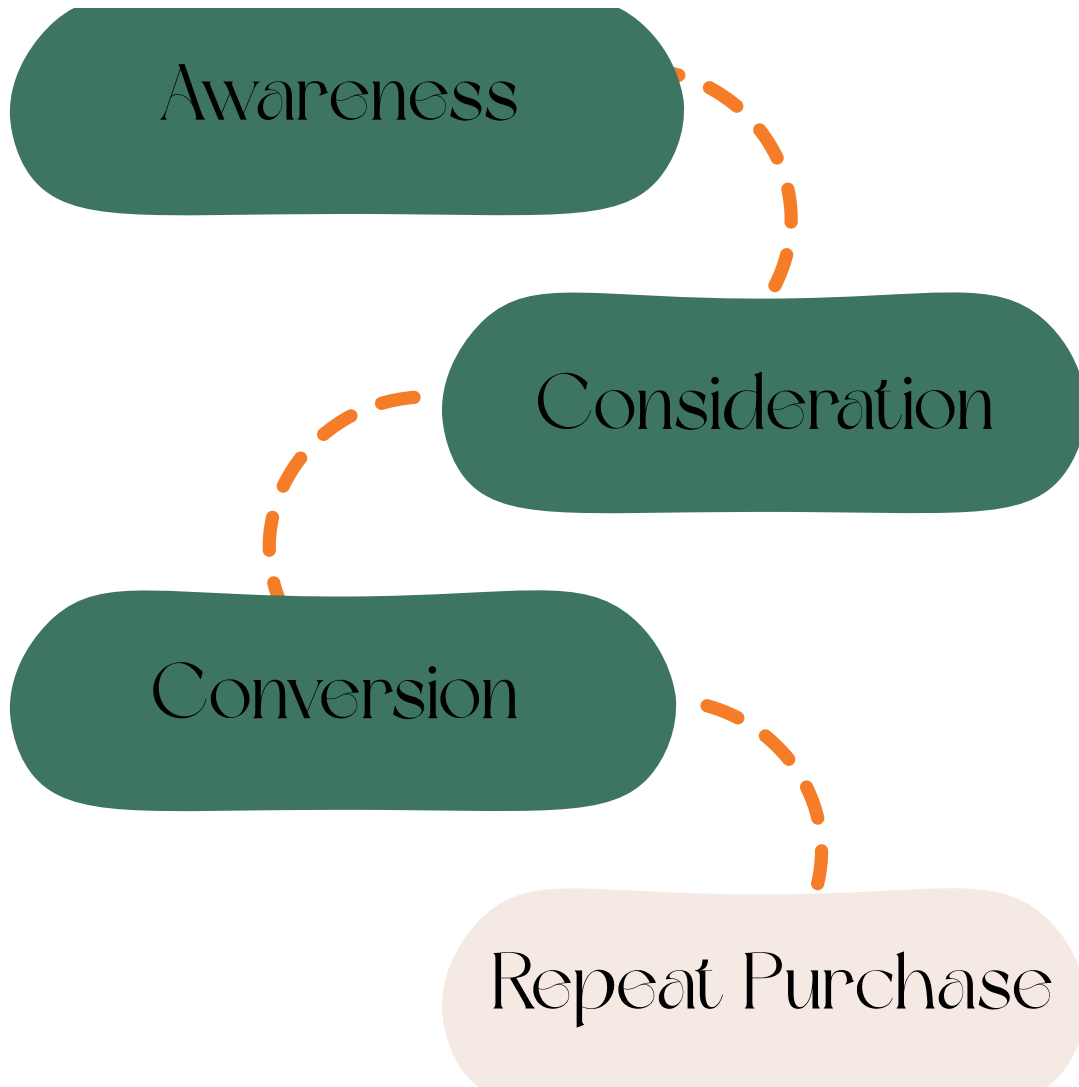


Can Your .Com  
Compete?

Navigo  
MARKETING

Why Your Customer Isn't  
Checking Out Where You  
Want Them To

# Brand.com



Brand .coms used to be the endpoint. Paid social built the funnel. Email picked up the stragglers. Everything pointed back to a single, controllable checkout. That logic no longer holds.

In 2025, shoppers aren't converting where you tell them to. They're converting where the experience is faster, easier, and more rewarding. That's not your site. It's Amazon, Ulta, and Sephora.

# What the Shopper Gets That Your Site Can't Offer

These platforms aren't just distribution channels. They've become the preferred point of interaction. They reduce friction. They increase confidence. They reward behavior.

## **Amazon gives the fastest yes**

Shipping shows up same day or next. Payment is one click. Reviews are visible and reliable. Returns are automatic. The platform is optimized for action, not exploration. That's why it converts trial. That's why it captures rebuy.

## **Ulta builds long-term value**

The cart is not just a transaction. It's a loyalty program in motion. Points accumulate. Offers stack. Shoppers come back because they're building toward something. Ulta isn't just selling products. It's selling progress.

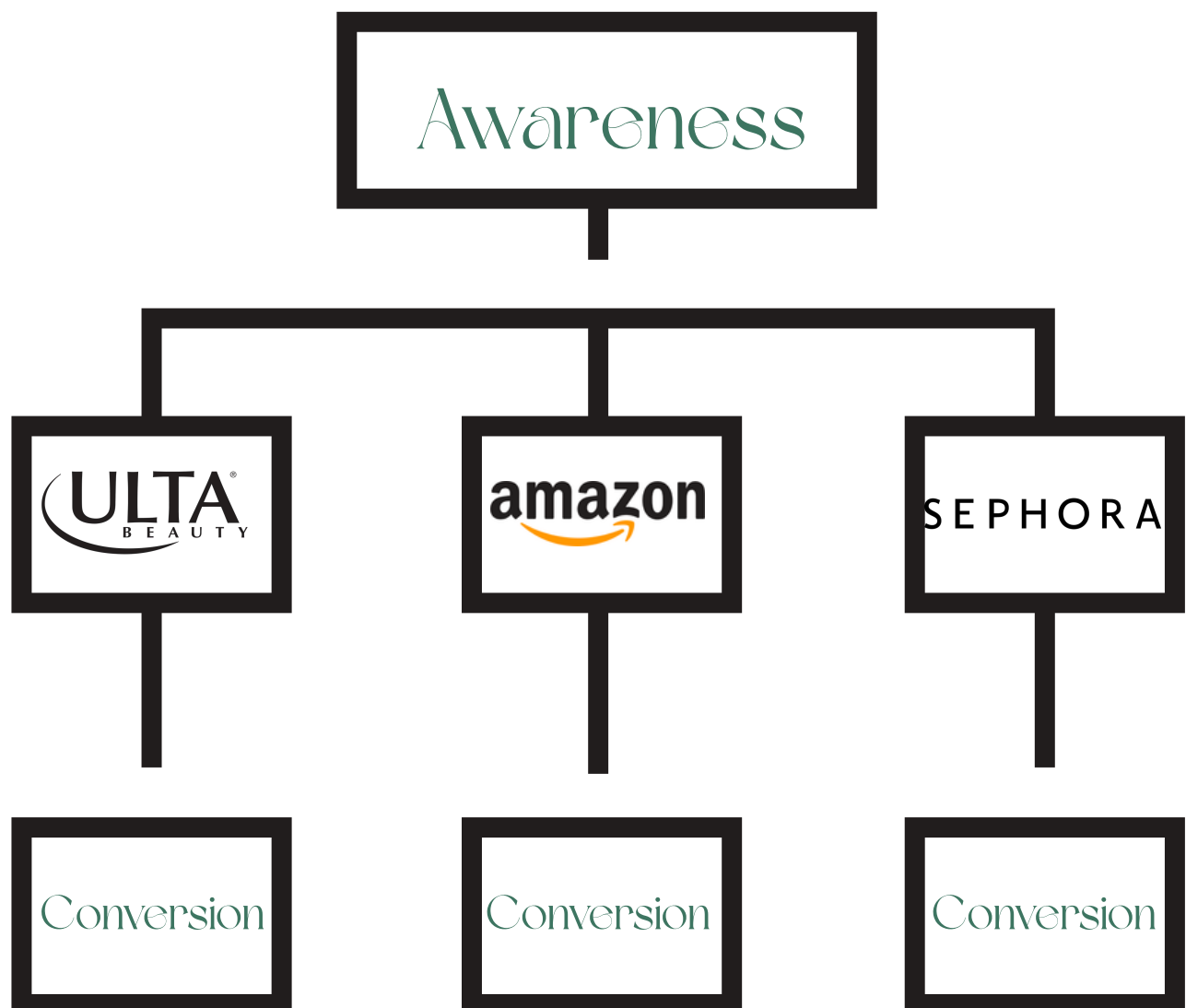
## **Sephora sells emotional upside**

Tiered rewards. Early access. Curated edits. Identity signaling. Sephora offers cultural alignment. It's where shoppers go to feel part of something aspirational. Conversion here is rarely urgent. It's often deliberate. None of this exists on a brand site. And the consumer feels the gap.

# Why DTC Is Losing Ground

On a brand site, the shopper starts from zero. New account. Unfamiliar shipping terms. Limited reviews. A different payment flow. There's no continuity. No speed. No trust infrastructure.

Even with a beautiful layout or immersive content, most .coms fail the new standard. How easy is this purchase compared to what I'm used to, for most shoppers, the answer is not very.



# What This Means for Brands

This is not about abandoning your site. It's about redefining what it's for.

Your DTC experience still matters. For education. For storytelling. For building narrative equity. But it's no longer the primary cart. Trying to force conversion back to your site is increasingly a misalignment of spend and shopper behavior.

## What Smart Brands Are Doing

They let the customer choose their cart

Media can start on TikTok or Meta, but the end goal is not to force the platform. It's to make the product feel desirable enough to be bought wherever the shopper prefers to check out

### **They prioritize presence over ownership**

Winning today is not about controlling the sale. It's about showing up where your consumer shops already. That might be Prime. That might be Ulta's app. That might be a Sephora search bar. If you're not there, the friction wins

### **They optimize for second-cart velocity**

It's not about the first sale. It's about how fast the second one happens. And where. That means building strategy around the channels that naturally support repeat behavior. Subscribe and Save is one version. Ulta rewards are another. Sephora Insider tiers are a third. Each drives its own loyalty loop. Brands need to know which loop they belong in

### **They treat DTC as infrastructure**

The site still matters. It houses the education. The deeper PDPs. The FAQ flow. The science. But the call to action is no longer "add to cart." It's "find us wherever you shop." And that's enough



# The New KPI

The brands winning in 2025 aren't abandoning .com. They're rebalancing it. The goal is no longer to make your site the only destination. It's to make it part of a platform-aware strategy that meets the shopper where they already are.

Touchland is the clearest case study. In the last 12 months, they drove \$7 million through DTC. Amazon delivered \$31 million. Brick-and-mortar drove \$90 million. In May, they were acquired in a deal publicly valued at over \$800 million. Growth came from building awareness across channels and converting where shoppers were already buying.

Most beauty shoppers are loyal to brand, not platform. But they're unlikely to switch platforms just to buy it. If they're an Ulta shopper, they want their points. If they shop Amazon, they expect speed. Redirecting that behavior is hard. Meeting it is scalable.

That's why the KPI has shifted. Growth brands are tracking total new-to-brand buyers across Amazon and Ulta. They're watching where shoppers enter and how quickly they come back. They're optimizing spend where discovery turns into habit.

DTC still matters for education, authority, and higher-consideration conversion. But it's no longer the center of gravity. It's one spoke in a system that works better when you meet the shopper on their terms.

# How Navigo Helps Brands Win on Ulta and Amazon

At Navigo, we build channel strategies around real shopper behavior. For most brands in 2025, that means showing up with clarity and consistency on Ulta and Amazon, two platforms that now drive the bulk of beauty discovery, trial, and repeat purchase.

We don't just launch listings. We develop platform-native strategies that align with how each retailer moves product. On Amazon, that means building for speed, trust, and search-driven conversion. On Ulta, it means positioning for loyalty-driven behavior, promotion alignment, and shopper spend optimization.

Our team works across the full stack—SKU selection, PDP design, paid media structure, and retail readiness—to help brands capture volume without losing margin. We use performance data, search insights, and real-time category shifts to adapt fast, optimize often, and scale smarter.

**If your product deserves to be where beauty is actually bought, we'll help you get there. With the right plan, the right formats, and the right visibility to win.**



**Navigo**  
MARKETING