

# The Digital Recipe for D2C Food & Beverage Brands



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## How UN/Common Agency Sets the Standard in Shopify Plus Success

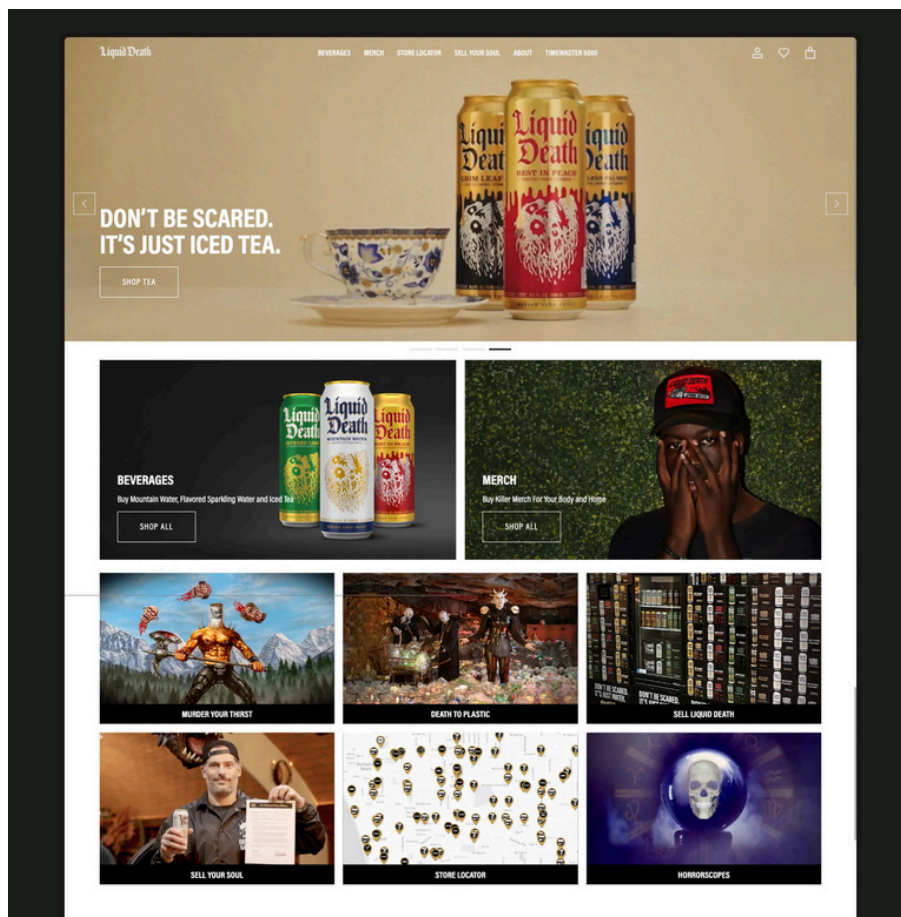
We're in the midst of a transformative period in the food and beverage industry, with brands increasingly adopting Direct-to-Consumer (D2C) models to survive and thrive in a fiercely competitive market. This strategic shift enables brands to directly engage with consumers through innovative eCommerce platforms, offering personalized experiences and fostering brand loyalty like never before. The D2C food market is on the brink of a monumental leap, projected to surge from \$50.66 billion in 2023 to a staggering \$195.39 billion by 2031. This exponential growth is fueled by evolving consumer behaviors that favor health-conscious choices and sustainability, presenting immense opportunities for brands willing to adapt.

As we delve into this vibrant landscape, we will explore how brands are overcoming digital commerce challenges, leveraging UN/Common strategies to accelerate success, and setting the stage for future trends that promise to redefine the sector.

# Scaling with Shopify Plus Replatforming and Redesign

UN/Common is committed to empowering brands through our comprehensive replatforming and redesign services using Shopify Plus, which allows brands to unlock scalability and customization and ensure an enhanced user experience.

Our developers build custom Shopify Plus themes and fully bespoke stores, focusing on conversion-focused experiences. We also have a dedicated B2B team specializing in optimizing operations, driving profitability, and exploring new revenue streams. By integrating cutting-edge design principles with Shopify Plus's powerful features, we help brands achieve flexibility and robust site performance. Whether you're starting from scratch or planning a website redesign, our team excels in front-end development, crafting visually stunning, high-performing interfaces that enhance usability and drive customer engagement.



**Liquid Death  
site redesign  
on Shopify Plus**



# Liquid Death Case Study

Liquid Death aimed to disrupt the conventional bottled water industry by positioning its products with an edgy, environmentally conscious branding. The brand adopted bold marketing strategies and creative packaging to capture attention and set itself apart from traditional water brands.

## Disrupting the Bottled Water Industry

As a rapidly evolving company, Liquid Death required an eCommerce agency that could keep pace with its swift developments, be agile enough to adapt quickly and be imaginative enough to push the boundaries. Our collaboration was centered on addressing these needs effectively, playing a key role in supporting Liquid Death's continuous innovation and success across all of our service offerings: Redesign & Replatform, Lifecycle Marketing, and Revenue Optimization.

UN/Common revamped Liquid Death's Shopify Plus site, focusing on flexibility and speed. Our eCommerce website design enabled Liquid Death's marketing team to create and manage landing pages and content efficiently. It improved overall site speed, greatly enhancing their agility in digital campaigns while ensuring a faster browsing experience.

**OUR FAVORITE PART OF WORKING WITH THE UN/Common SITE OPTIMIZATION TEAM IS HOW CLEAN AND ORGANIZED THEIR COMMUNICATION PATHS ARE WITH OUR TEAM. UN/Common's WILLINGNESS TO JUMP ON THE GRENADE TO SUPPORT LIQUID DEATH IN LIVE TIME DURING THE AIRING OF OUR SUPER BOWL COMMERCIAL SHOWS HOW GREAT THEIR ATTITUDE IS AND THEIR WILLINGNESS TO ALWAYS HELP THEIR CLIENTS.**

- Dan Murphy, Head Of Technology, Liquid Death

Once the foundation of the new site was launched, our focus shifted toward implementing a strategic roadmap built in collaboration with the Liquid Death team.





## The D2C Food and Beverage Boom

The D2C food and beverage sector is thriving and full of exciting opportunities. This remarkable growth stems from a significant shift in consumer preferences toward online shopping and a rising appetite for personalized, health-oriented products.

Shopify Plus is essential for the success of D2C brands, and even traditional B2B food and beverage brands are embracing it. It offers scalable and flexible solutions tailored to meet their unique wholesale needs. Our approach includes cutting-edge design principles, seamless integration of advanced features, and optimized site performance to drive measurable results and foster sustainable growth.

As brands embrace D2C models, they can minimize traditional retail hurdles, cut costs, and connect more directly with their audiences. And the increasing focus on sustainability and transparency in sourcing resonates with today's conscientious consumers, propelling this dynamic industry even further. Overcoming these challenges requires a comprehensive approach that combines technology, strategy, and customer insights. Collaborating with an experienced partner like UN/COMMON can provide the expertise to optimize digital operations, ensuring brands remain competitive and resilient in the evolving marketplace.

The case studies of brands in this eBook are not just inspiring examples, but also a testament to the potential for growth and success in this dynamic industry.

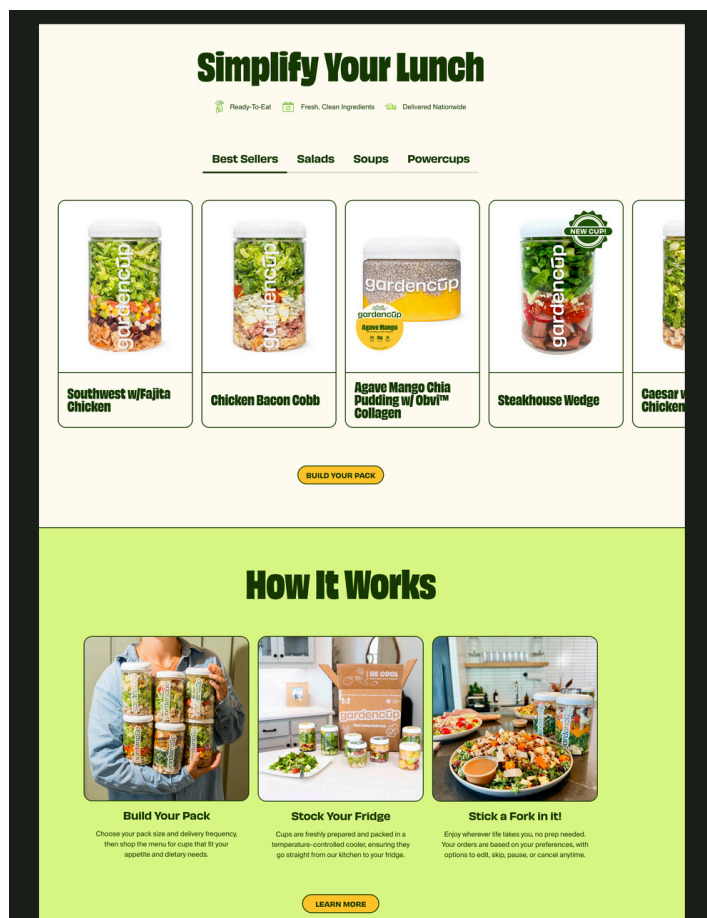
# Gardencup Case Study

Gardencup, a trailblazer in the health-conscious food sector, sought to revolutionize its digital footprint and enhance its customer experience. Through an innovative website redesign, we revamped the user interface, aligning it with the brand's new style guidelines. We collaborated to craft comprehensive lifecycle marketing and conversion optimization strategies and redesigned key elements of the online shopping experience to drive engagement and boost sales.

## Elevating Gardencup's Online Experience

Gardencup's website transformation was a pivotal step in enhancing its online presence. We integrated a fully custom Recharge SDK into their Shopify system. This integration streamlined the checkout process, providing users with a seamless and intuitive experience. Emphasizing the brand's identity, the site adhered to newly developed style guidelines that enriched the user interface with cohesive and modern design elements.

### Gardencup site redesign on Shopify Plus



# **Consumer Trends**

## **Subscription and Bundling Demand**

The demand for subscription and bundling options in the food and beverage industry is changing consumer purchasing behaviors. Subscriptions provide convenience and brand loyalty, while bundling allows customers to try various products at a perceived value, encouraging larger purchases. Brands that effectively implement these models can stand out in a competitive market. Using data analytics, companies can tailor offerings to consumer preferences, driving engagement and profitability through up-selling and cross-selling opportunities.

## **Sustainability and Transparency**

Consumers are increasingly conscientious about their purchases' environmental and ethical impact, prioritizing brands that demonstrate sustainable practices and transparent sourcing. This trend pushes brands to adopt eco-friendly production methods, reduce waste, and ensure ethical supply chains. Transparency in labeling, detailing the origin of ingredients and production processes, helps build consumer trust and loyalty. Brands that openly communicate their sustainability efforts and achievements are more likely to gain a competitive edge.

## **Health and Wellness**

The increasing consumer focus on health and wellness significantly influences the food and beverage sector. Today's consumers are more informed and proactive about their dietary choices. They often seek products that offer specific health benefits such as improved gut health, mental clarity, or immune support. This shift is driven by a growing awareness of the link between diet and overall well-being. Brands are responding by developing functional foods and beverages that cater to these health-conscious demands. Ingredients like probiotics, adaptogens, and plant-based proteins are becoming staples in product development.



# Lemon Perfect Case Study

Lemon Perfect, a rapidly scaling CPG brand, asked UN/Common to improve product page performance and conversions and launch a rewards program. The brand sought to invigorate the lemon water market by developing a product that offers flavor without compromising nutritional benefits. The brand leveraged natural ingredients and a refreshing taste to appeal to health-conscious consumers.

## Elevating Lemon Water Consumption

With a higher-than-average bounce rate on the PDP, UN/Common identified that improving the UI by shifting the page layout above the fold on mobile and desktop would significantly impact performance. Leveraging our expertise in conversion rate optimization (CRO) services, we implemented these changes, leading to a 25% drop in Lemon Perfect's PDP abandonment rate within weeks.

With on-site performance improving across the board, UN/Common shifted gears to support Lemon Perfect in launching a rewards program with key tech stack partner Yotpo.

Lemon Perfect achieved a strong market presence by focusing on quality and taste, appealing to consumers who prioritize health benefits and flavor in their beverage choices. The brand's commitment to healthy hydration continues to drive its growing popularity.

**ONE OF OUR BIGGEST PAIN POINTS COMING INTO THE PARTNERSHIP WITH UN/Common WAS OUR WEBSITE USABILITY AND ACCESSIBILITY... AND AFTER THE KEY CHANGES THAT UN/Common HAS MADE, SO FAR SO GREAT! OUR CORE TEAM MEMBERS AT UN/Common PROVIDE CLEAR AND CONSISTENT COMMUNICATION AND ARE ALWAYS VERY HELPFUL AND EAGER TO HELP US SUCCEED AND GROW THE LEMON PERFECT BUSINESS.**

- Shaun Kopko, Customer Experience Manager, Lemon Perfect

## Optimizing Lifecycle Marketing

Optimizing lifecycle marketing is essential for brands to build lasting customer relationships. This strategy involves engaging consumers at various journey stages, from initial awareness to repeat purchases and advocacy. By implementing targeted email and SMS campaigns, brands can nurture leads, convert prospects, and retain loyal customers. Effective lifecycle marketing relies on segmentation and personalization, allowing brands to deliver relevant content that resonates with individual consumer needs and preferences. Utilizing platforms like Klaviyo, brands can automate this process and enhance the customer experience with timely, contextually appropriate communications.

Integrating loyalty programs can incentivize repeat purchases and foster brand loyalty. Through continuous analysis and optimization, brands can refine their lifecycle marketing strategies to maximize customer lifetime value. Ultimately, a well-executed lifecycle marketing approach boosts engagement and conversion rates, strengthens brand equity, and drives sustainable growth in the competitive D2C marketplace.

## Enhancing Customer Journeys with CRO

CRO is a core service offered by UN/COMMON, crafted to boost brand performance metrics in the digital realm. Our CRO services are centered around understanding consumer behavior and optimizing various touchpoints of the conversion funnel. By analyzing user interactions and testing different strategies, we refine landing pages, call-to-action buttons, and navigation paths to maximize the conversion potential. We employ data-driven insights to customize and personalize the online experience, ensuring each visitor turns into a valuable customer. This focus on improving conversion rates enables brands to increase revenue while enhancing overall user satisfaction, fortifying their presence in the competitive D2C landscape.



## Curious Elixirs Case Study

Curious Elixirs entered the beverage market to offer sophisticated non-alcoholic cocktails that combine complex flavors with health benefits. Through creative formulation and artisan techniques, the brand catered to adults seeking an alternative to traditional alcoholic drinks.

### Innovating Non-Alcoholic Cocktails

Curious Elixirs partnered with UN/COMMON's CRO team to align their objectives with our expertise, given their ambitious array of initiatives from the start. With a focus on boosting conversions and increasing AOV, the team at UN/COMMON proposed, crafted, and implemented a custom-tailored bundle and save feature within the cart drawer, all intending to get it done and launched before the holiday season. This effort created a highly successful website that met and exceeded expectations quickly, catapulting the world's most intriguing non-alcoholic elixirs into a standout in the food and beverage landscape.

Taking a mobile-first approach, the UN/COMMON UX team designed a UX flow that not only supported users in adding additional products to their cart but clearly communicated discount incentives and product recommendations. On the PDP level, the team overhauled the Curious Elixir product form. With many variant selectors such as pack size, subscriptions, and delivery frequency, we proposed a dynamic UX that simplified the experience of making these selections for the Curious Elixir customer while establishing a clear and cohesive visual hierarchy.

The brand's innovative approach has propelled its success in the growing sober-curious movement. Overall, we achieved a 40% increase in click rate and a 7% increase in AOV.



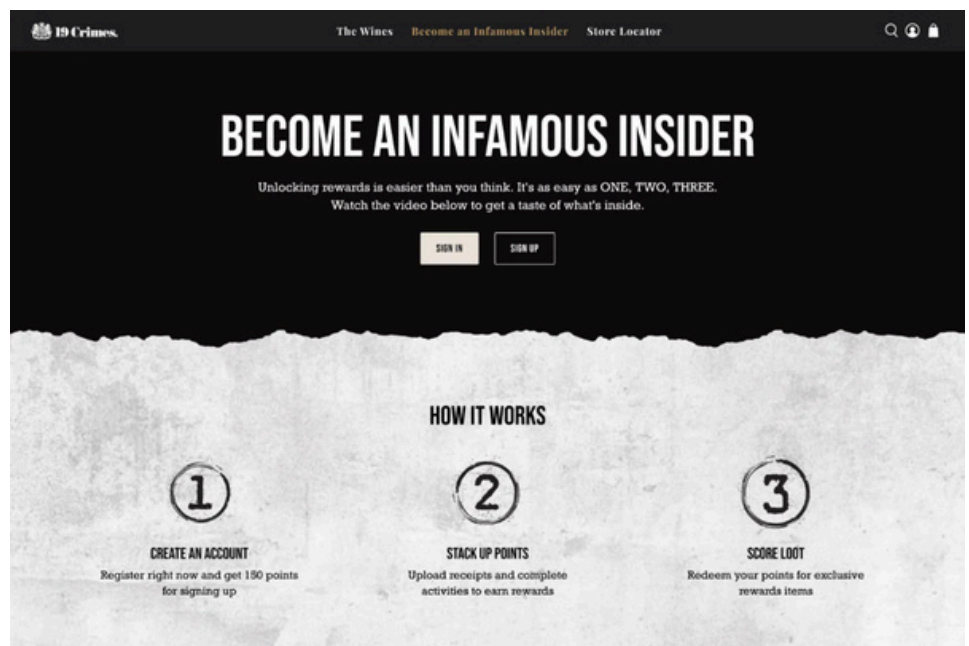
# Future-Proofing with AI and Personalization

Integrating AI and personalization in the D2C food and beverage industry is revolutionizing how brands connect with their customers and fueling future growth. By harnessing AI technologies, brands can sift through vast data to gain valuable insights into consumer preferences and behavior patterns. This allows companies to curate highly personalized shopping experiences, tailoring product recommendations and marketing messages to resonate with each individual.

With AI at their fingertips, brands can boost customer satisfaction and drive conversion rates through precise targeting and dynamic content delivery. Personalization isn't just about suggesting products; it encompasses customized communication, pricing strategies, and promotions that cater to each consumer's unique tastes and preferences.

As AI advances, its predictive analytics and machine learning capabilities will enable brands to anticipate consumer needs and pivot their strategies with agility. Embracing AI-driven personalization is no longer just an opportunity—it's essential for brands committed to forging strong, lasting relationships with their customers and achieving sustained success in an ever-evolving digital landscape.

## 19 Crimes site redesign and loyalty program on Shopify Plus and Yotpo



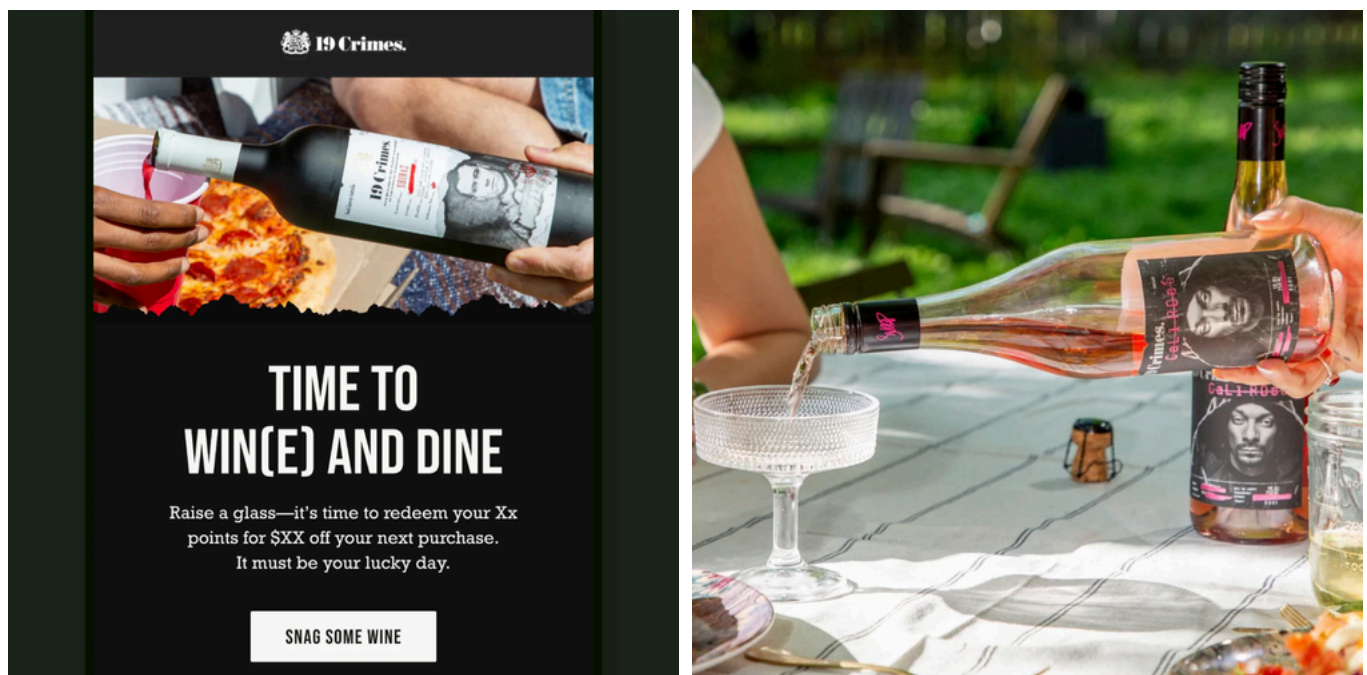
## 19 Crimes Case Study

By partnering with UN/Common, 19 Crimes successfully leveraged a unique narrative approach to create an immersive brand experience. The collaboration focused on integrating technology with storytelling, capitalizing on augmented reality (AR) to bring the brand's rich history to life.

19 Crimes utilized AR technology to engage consumers directly through their smartphone cameras. This innovative feature allowed customers to bring the brand's characters to life, inspired by real historical figures, creating a personalized and interactive experience that significantly enhanced consumer engagement.

## Transforming Storytelling Through AR

By blending storytelling with cutting-edge technology, 19 Crimes captured consumer attention and strengthened brand loyalty. The AR experience differentiated the brand in a crowded marketplace, transforming casual customers into dedicated advocates. By focusing on user engagement and expanding digital touchpoints, 19 Crimes amplified its reach and solidified its position in the D2C landscape.



## **Embracing Omnichannel Experiences**

Embracing omnichannel experiences is crucial for brands that seek to meet the evolving expectations of today's consumers. An omnichannel approach integrates various touchpoints, providing a seamless and cohesive customer journey across online and offline channels. By maintaining consistency in branding, messaging, and shopping experiences, brands can improve customer satisfaction and loyalty.

This strategy involves synchronizing digital platforms with physical interactions, such as in-store pickups, pop-up events, and personalized customer service, to create a holistic shopping experience. Utilizing technology—like mobile apps, AR, and social commerce—further enriches these interactions. For instance, allowing customers to view products virtually or access detailed information through smartphones can significantly boost engagement.

## **Influencer and Community Commerce**

Influencers are excellent allies in today's marketing landscape. Their ability to build trust and connect with diverse audiences makes them an incredible asset for brands looking to genuinely engage with their target demographics. By teaming up with influencers who align with their values, brands can tap into niche communities and craft personalized marketing campaigns that truly resonate. This not only boosts visibility but also enhances credibility through authentic endorsements.

Meanwhile, community commerce fosters vibrant, brand-specific communities where consumers can share their experiences, reviews, and recommendations. This creates a warm sense of belonging and transforms customers into passionate brand advocates.

When brands combine influencer partnerships with community-driven initiatives, they unlock the power of social proof and create strong networks of enthusiastic supporters.



## Partnering with UN/Common Agency

As a strategic partner, UN/Common assists D2C food and beverage brands in navigating the complexities of digital transformation and optimizing their online presence. Our expertise in Shopify Plus development, conversion optimization, and lifecycle marketing helps brands enhance user experience and boost performance metrics.

By leveraging data-driven insights, UN/Common crafts personalized strategies that align with consumer behaviors and preferences, ensuring that brands can effectively engage their target audience. Our commitment to innovation and continuous improvement supports brands in overcoming industry obstacles and achieving sustainable, profitable growth. With a focus on collaboration and tailored solutions, UN/Common empowers brands to thrive in the digital age and maintain a competitive edge.



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**UN/COMMON brings an unconventional approach to D2C food and beverage brands with profit-first results.**

We specialize in eCommerce marketing in the food and beverage industry with innovative site replatforms and redesigns, lifecycle marketing strategies, and conversion rate optimization tailored for Shopify Plus success. Blending strategic planning with cutting-edge technology, we unlock the full potential of digital storefronts, setting new standards for D2C excellence.

Our work is driven by our passion for breaking boundaries and continuous growth—and our clients love it when the work performs even better than it looks.

