

Landing Page

Discover the Hidden Direct-to-Consumer Social Ad Trends for 2021

D2C (Direct-to-Consumer) has completely revolutionized how we live. Global brands can now sell everything from mattresses and meal kits, pet food to pills—all delivered straight to consumers' homes.

But as the D2C space gets more saturated, brands have to work harder than ever to stand out. They're fighting to find the signal through the noise, struggling to reach the right target social audiences, and rolling the dice with innovative advertising strategies.

BrandTotal's new monthly Social Competitive Intelligence Snapshot for DTC E-Commerce will give you an insider's look into key trends and benchmarks, helping you outsmart the competition and boost your Return on Advertising Spend. You'll see:

- Challenger brands' competitive marketing—understand who's winning at paid social across channels, and which channels are most successful at driving Share of Voice (SOV) and engagement.
- Dark vs public ads—see the breakdown between public and dark ads, and learn what your competitors are doing to cut through the noise.
- Consumer sentiment trends—discover who's leading the field, current positive and negative keywords/phrases, and how consumer sentiment has shifted over time.
- Actionable creative takeaways—see what creative/messaging are working or missing the mark based on SOV, share of topic, consumer engagement, and consumer sentiment.

Get the DTC Trends Snapshot

Using our competitive social advertising intelligence platform, BrandTotal has a unique perspective into what brands in any industry are doing on social media. We see the moves that companies are making in their paid social media campaigns—including dark ads and campaigns hidden from the public's view. This gives us the most complete picture of a brand's performance, as well as its competitors' strategies.

See how leading DTC E-Commerce brands are increasing engagement and SOV on social media. Download your copy [here](#).