



2021 DIGITAL TRANSFORMATION REPORT

Sponsored by

PAYQUICKER
Instant. Global. Payouts.

Direct Selling Association | 1667 K Street, NW | Suite 1100 | Washington, DC 20006 | (202) 452-8866 | dsa.org

© 2021 Direct Selling Association. All Rights reserved. This copyrighted content may not be disseminated or reproduced in any form without written consent and full attribution.



Introduction



Ben Gamse

Director of Industry Insights
Direct Selling Association

Welcome to DSA's 2021 Digital Transformation Study. Early 2020 served as an inflection point in accelerated ecommerce growth (by some estimates about 10 years-worth of growth occurred in 8 weeks). Acceleration of ecommerce growth poses a long-term opportunity for direct selling and was rationale for conducting this new study. While the direct selling channel demonstrated remarkable resilience in 2020 with many companies making progress toward digital transformations, a DSA member survey to plan for this study showed several key questions, challenges, (and opportunities) remain for 2021 and beyond.

Key challenges posed by members fell neatly into the following topics, which represent the sections of this report: Social Media, Social Selling, Compliance, & Influencer Marketing; Virtual Events & Parties; Online Training; Ecommerce & Mobile Apps; Becoming More Customer Centric; and Payment Method / Frequency.

With the diligent help of DSA's Industry Research Subcommittee for this study (see roster on next page), made up of insights and technology leaders from some of DSA's largest member companies, combined with Gold Research's insights into the broader retail landscape, best practices, case studies, and external benchmarks, we created this new study from scratch to help you continue your digital transformation and thrive within such a challenging macroeconomic landscape.

This study has several new components we designed to help you navigate technological challenges this year. We fielded a comprehensive member survey covering topics identified by members as most important, developed a maturity model to help members assess where they are in their own digital transformation and assess areas for improvement, invited leading DSA Suppliers to share their thought leadership in key areas of this study, and compiled extensive secondary research and analysis of innovations from retail leaders to provide you with inspiration and guidance to thrive in 2021 and beyond.

Thank you for your support of and participation in DSA research, and hope you find the following information interesting and useful. We welcome any feedback you have on this study and how we can maximize the value of industry research for you moving forward!



Monica Wood

VP Consumer and
Member Insights at
Herbalife Nutrition
Chair of DSA's Industry
Research Committee

At Herbalife Nutrition, we're continuing to empower our distributors to meet customers where they are.

During the pandemic, consumers are increasingly comfortable buying products and services online, and distributors are increasingly comfortable running their business from the palm of their hand, and we do not expect this to change.

With this exciting new study, we're providing you with DSA member benchmarks, best practices gleaned from innovative retail leaders outside direct selling so that every DSA member company has the knowledge and tools to become more competitive in the rapidly evolving retail landscape.

Table of Contents:	Page
• Study Objectives & Methodology	6
• Executive Summary	7
• Using social media to attract new consumers and salesforce members	15
• Increasing distributor engagement through virtual events	25
• Online training to improve productivity and compliance	35
• E-commerce, m-commerce, apps; tools to help distributors manage their business from the palm of their hands	40
• Becoming more customer-centric	47
• Digital payments; getting more competitive with gig economy in payment method & frequency	60
• Appendix	72
○ Party Plan Survey Results	
○ Digital Sales Maturity Model Detail	
○ Additional Retail Case Studies	
○ Additional Resources (Study Cross-Tabs and Webinar)	
○ Gold U.S. Retailer Benchmark Demographic Info	
○ Upcoming Research in 2021	