



How Clorox Does DTC

Vivian Chang, VP of Growth, DTC
The Clorox Company



THE CLOROX COMPANY





DTC role within CPG

Revenue channel

1st party audience source

Insights tool for R&D innovation

Testing ground for business models

Omnichannel loyalty builder



Speed to market is key



Targeted Health Solutions for You and Yours

CRAFTED FROM NATURE'S MOST EFFECTIVE
INGREDIENTS, BACKED BY CLINICAL STUDIES

SHOP ALL



OUR OBJECTIVE

Taking care of you, so you can
take care of everyone else



- Saves you up to \$300 per year*
- Sticker filter replacement indicator



Color: White

Add to cart

[Compare with other Brita models](#)



1/4

[SEE ALL WATER PITCHERS >](#)

**Fresh filter = cleaner
H2O**

Shop filters



**Filter your H2O on
the go**

Shop bottles



Perfect is the enemy of good



SHOP

JOURNAL

Objective:

ACCOUNT



What's Your Objective?

More Energy

SHOP NOW



OUR OBJECTIVE

We take the work out of wellness



Marketing = Art + Science






Storytelling + Direct Response

Objective Wellness
March 3 · 🌐

Meet your new caffeine routine. Wide Awake is the easy way to get the energy you crave without the creamers or jitters. Just one chocolate-y square starts working quickly and supplies up to 6 hours of steady energy for peak convenience with no crashes.

**Objective:
Wide Awake**



In one pocket-sized chocolate-y bite.


[Shop Now](#)

OBJECTIVEWELLNESS.COM
20% off delicious, all day energy
Wide Awake by Objective [Shop Now](#)

Objective Wellness
1d · 🌐

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**Objective:
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In one pocket-sized chocolate-y bite.

[Shop Now](#)

OBJECTIVEWELLNESS.COM
Buy Now On Amazon
Wide Awake by Objective [Shop Now](#)

Lifestyle				Testimonial				Ingredient			
Offer		No Offer		Offer		No Offer		Offer		No Offer	
:30	:60	:30	:60	:30	:60	:30	:60	:30	:60	:30	:60

Product A
Product B
Product C

Amazon Website



No sacred cows





Testing at velocity

- Informs audience personas, product portfolio, pricing
- Pilot programs
- Incrementality

Control | 20% of Traffic

Ref. Code: ACUSP1	Price Per Bottle	Total Price
6 bottles + 2 FREE <i>(price per bottle includes bonus bottles)</i>	\$17.95	\$143.60 + FREE SHIPPING
3 bottles + 1 FREE <i>(price per bottle includes bonus bottle)</i>	\$22.95	\$91.80 + FREE SHIPPING
1 bottle	\$27.95	\$27.95 + FREE SHIPPING

Test | 80% of Traffic

Ref. Code: ACUSP113	Price Per Bottle	Total Price
6 bottles	\$17.99	\$107.94 + FREE SHIPPING
3 bottles	\$24.99	\$74.97 + FREE SHIPPING
1 bottle	\$29.99	\$29.99 + FREE SHIPPING

+23% lift in conversions + revenue





DTC tools leveraged for R&D development

- User surveys
- Reviews analysis
- Trend monitoring
- Ghost campaigns
- Consumer input

Objective Wellness
March 2 · 🌐

The non-melatonin sleep chocolate. Get the best sleep of your life with clinically-studied ingredients that start working in 30 minutes.

**Delicious, dark chocolate-y
sleep squares**
(NO MELATONIN NEEDED)

OBJECTIVEWELLNESS.COM
Non-Melatonin Sleep Chocolates
Fast Asleep by Objective

[Learn More](#)

Objective Wellness
March 2 · 🌐

The melatonin sleep chocolate. Get the best sleep of your life with clinically-studied ingredients that start working in 30 minutes.

**Delicious, dark chocolate-y
melatonin sleep squares**

OBJECTIVEWELLNESS.COM
Melatonin Sleep Chocolates
Fast Asleep by Objective

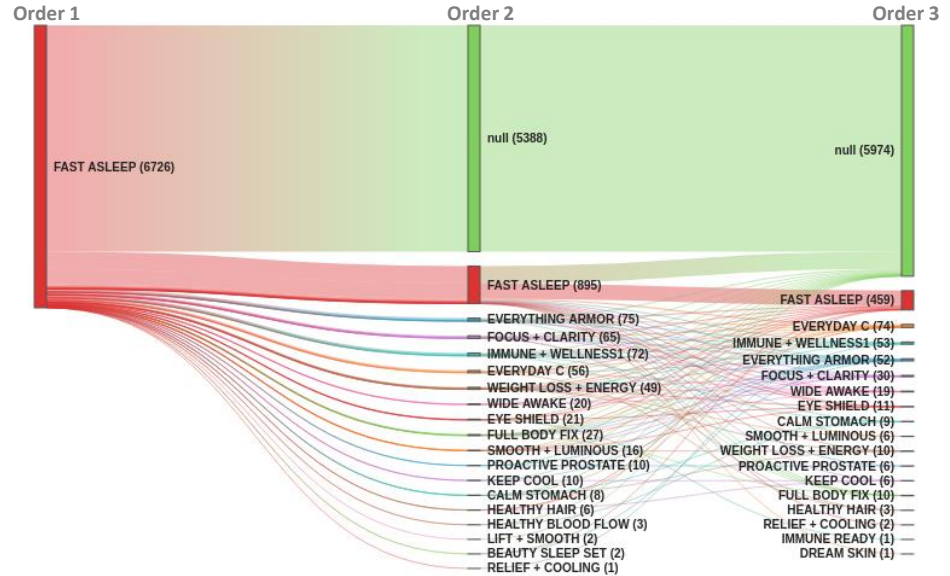
[Learn More](#)





Data drives Strategy

- Cohort health
- Assortment mapping
- Predictive modeling



DTC within CPG

Speed to market is key

Marketing = Art + Science

Testing & data drives strategy



Thank you!

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