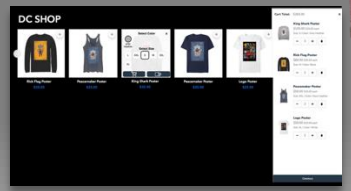
DC Shop Roadmap
JULY-DECEMBER 2021

JULY 7, 2021

DC SHOP ROADMAP 2021



Embeddable DC Shop component
DC market penetration strategy by way of Shop

Suicide Squad
Tumblers, Puma

I18n

Batman the world

Merch Ideas: DC Book Club wallpaper to decals
Collectibles, Funko Pop, Decal on snowboards, skateboards, game console

DC Single Identity
One sign up/sign in experience across DC platforms, cross-platform analytics

Ratings & Reviews
Product reviews, peer Q&A, Sharing, NPS Survey

JUN	JUL	AUG	SEP	OCT	NOV	DEC

Suicide Squad Release Aug. 6

Road-to-FanDome End-Aug thru Oct. 16

DC FanDome Event Oct. 16

Tech:
- Vendor Integration Optimization
- Embeddable carousel component
- Sweepstakes

Merch & Legal:
Contracts:
- Tervis - tumblers
- McFarlane – collectibles
- Funko and 3G – Funko & Warehouse
- Disrupt Sports – Specialty items
- Lunar – specialty books

Tech:
- Vendor Integration
- Product Bundling
- Localization
- Globalize:
  - CMS
  - PIM
  - Ordering System
  - Discounts
  - Payments
  - Shipping
  - Discounts
  - Invoicing
  - Order Notifications
  - Billing
  - USD conversion

Tech:
- Unified Identity
  - Account Management
  - Guest conversion
- Personalization:
  - Demographics
  - Location
  - Social info
- Faceted Search
- Fuzzy Search

Tech:
- Customer Cross-Platform data analytics
- Hyper-personalization:
  - CRM
    - Abandon Cart
    - Recommendations
    - Attachments (upsell)
  - CXM – Support
    - Wish List/Save Later
    - Reviews
    - Q&A
    - CS reviews response

Tech:
- Prep for Batman Release Jan 2022
- Hyper-personalization analytics
- Predictive modeling analytics

Merch:
- NPS Survey
- Prep for Batman Release Jan 2022

Subject to change

ECOMM ROADMAP 2021

Embeddable DC Shop component
DC market penetration strategy by way of Shop

I18n

User and Nav enhancements
Registration, Account management, user segmentation, faceted search

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One sign up/sign in experience across DC platforms, Cross-platform analytics

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JUN

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JUL

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AUG

SEP

Tech:
- Unified Identity
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OCT

Tech:
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NOV

Tech:
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- Hyper-personalization analytics
- Predictive modeling analytics

Merch:
- NPS Survey
- Prep for Merch moments 2022

DEC

Subject to change

ROAD-TO-FANDOME

Why Road-to-FanDome?

“Data is the new oil” - Jack Ma, Founder of Alibaba

Our Road-to-FanDome is explicitly a way to let our fans know about our DC FanDome event. More than that, our execution on Road-to-FanDome will be a hotbed of data to better understand and to provide to our fans, as they navigate their way through an aggregated experience of our DC platforms and more.

IMMEDIATE GOALS

KPIs:

- Increase DCUI Subscriber count by ‘n’%
- Increase DCUI ARPU (paid subscribers) by ‘n’%
- Increase AOV on DC Shop by ’n’%
- Meet quarterly target sales for DC Shop

ACTION: Provide value proposition to the fans. What do they get by subscribing that they can’t get anywhere else and is worth their $ and time?

EXAMPLE IDEAS:

For registered users:

- Exclusive access to first-look content
- Exclusive access to DC Shop merch not sold anywhere else
- Exclusive access to site functions (i.e., a Fan ’collage’ Page where registered users can upload UGC, etc.)
- Exclusive access to certain influencers, talent, etc.

LONGTERM GOALS

KPIs:

- Increase CLV
  - Increase engagement (traffic + session)
  - Increase purchase frequency
  - Increase gross margins
  - Reduce churn rate

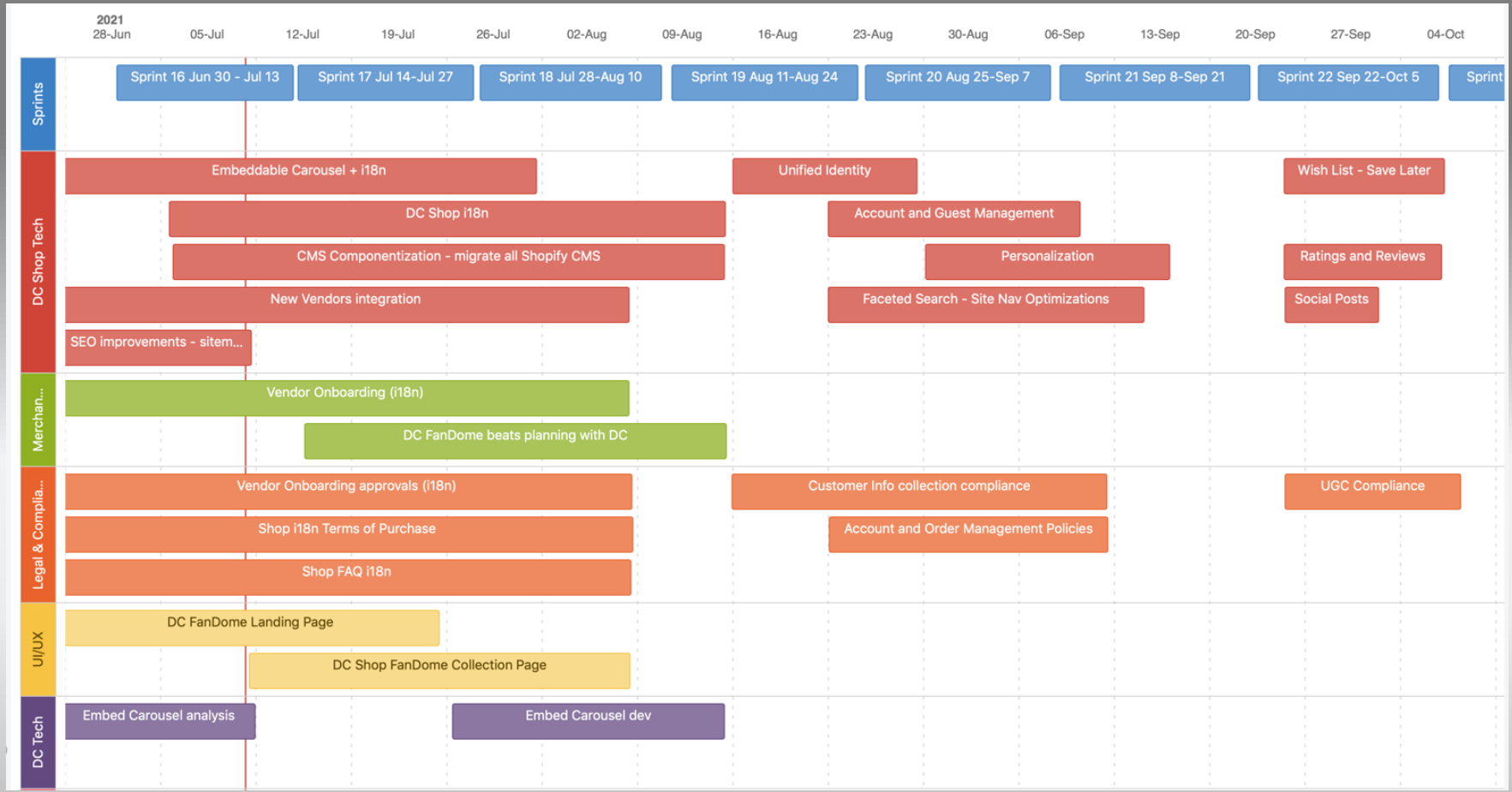
ACTION: Provide a curated experience for the fans where events and offerings they receive are of what they value the most on DC.

EXAMPLES:

Based on data analysis of our customer behavior and journey throughout FanDome

- Provide bundled digital + physical offerings based on fan's most visited/searched/purchased/read character (i.e., access Harley Quinn exclusive comics release and Harley Quinn tee for $45).
- Provide different purchasing offerings (i.e., subscribe and save 10% off your monthly purchase from DC Shop)

DC SHOP FANDOME SPRINTS
BY WORKSTREAM



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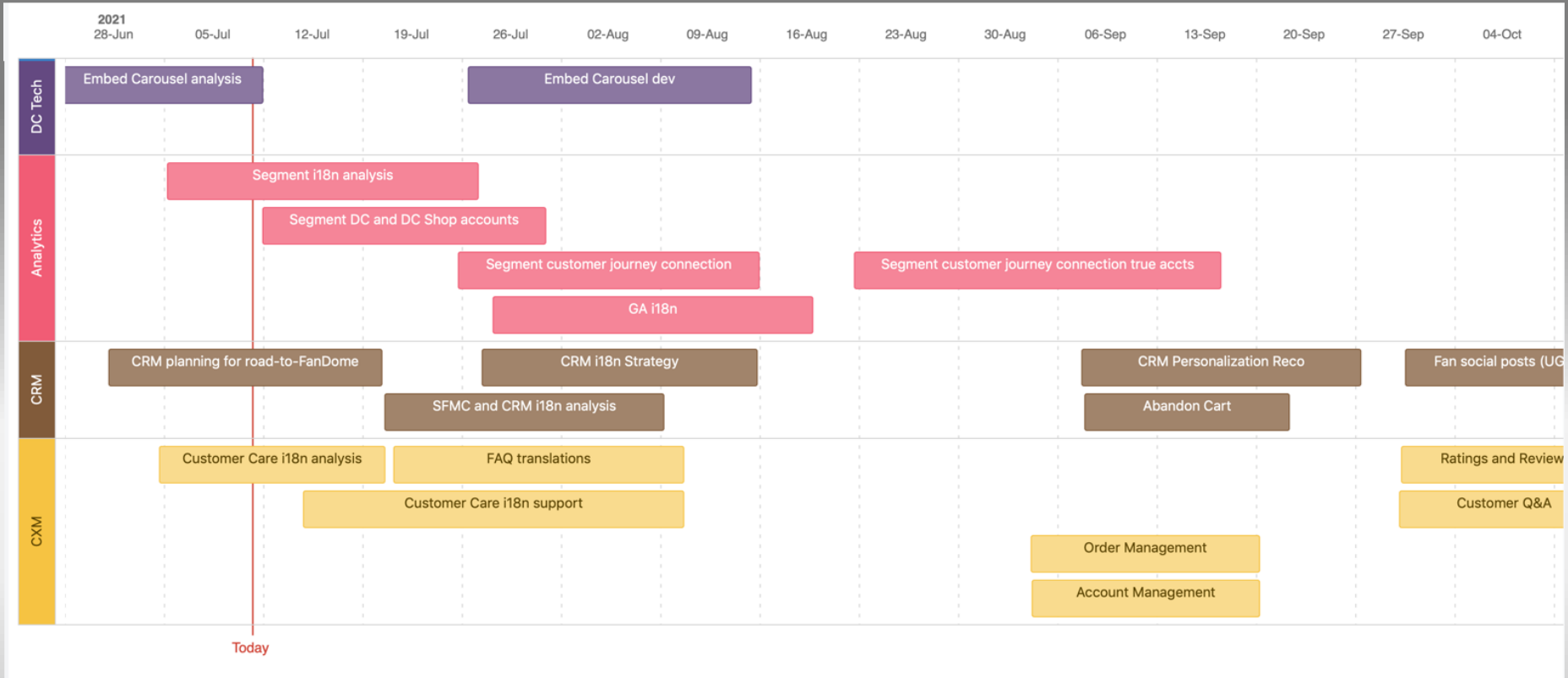


DC FANDOME DC SHOP STRATEGY ROADMAP AUG-OCT 2021

	JUL	AUG	SEP	OCT	NOV
MOMENTS/BEATS		Suicide Squad Aug. 6		**DC FanDome even Oct. 16**	
STRATEGY		*What's the storyline from Aug through Oct and how can each workstream below support the story?*			
PRODUCT DEVELOPMENT	i18n	Embed DC FanDome video on DC Shop? Embed shop carousel on DC FanDome landing page	Unified identity registration		
SALES & MERCHANDISING					
MARKETING & PUBLICITY					
DATA ANALYTICS				Cross-platform data analytics	
CRM			Personalized CRM		

DRAFT

DC SHOP

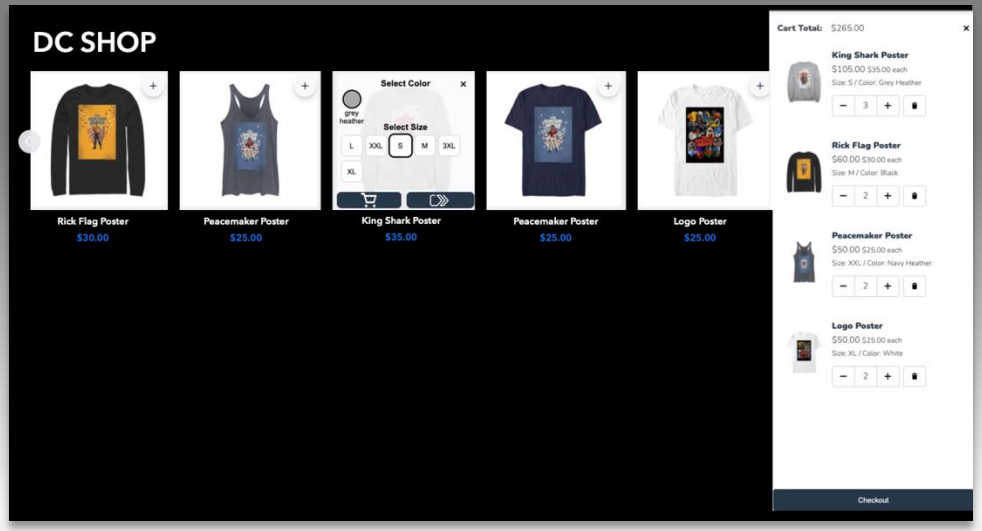
HEROES VS VILLAINS
WHICH SIDE WILL YOU WEAR?
HEROES
VILLAINS

Market Penetration & Development

- **Embeddable DC Shop component** – this game-changing shop component is embeddable in just about any site, which can be used to penetrate existing or develop new markets. It can serve as a gateway to subscription conversion by way of Global Navigation. See next slide for more details (developed by Sr. Full Stack Engineer, Michael Pourshalimi). *Rob/Imran to demo.*

- **Internationalization (i18n) –** opening our shop to international markets to increase our reach and connect with fans outside of US.

DC Shop Embeddable Carousel



Key Features:

- Uses open-source and most preferred code, allowing it to be embeddable on most sites today.
- Entire purchase flow can be done directly on the embedded site, allowing for a smooth transaction conversion.
- Mini cart can be turned off to prevent overlay of a site's design (i.e., DC FanDome art banner, video, etc.). Instead, a smaller bag icon can be used to checkout.
- Stylesheet (i.e., background theme, font, etc.) can be modified to match site in which it is embedded.

DC Shop standalone carousel is embeddable on just about any site today as it uses the latest open-source code. It can be used to penetrate a desired market and combined with DC Global Nav, can serve as a gateway for customer conversion on DC platforms and HBO Max.

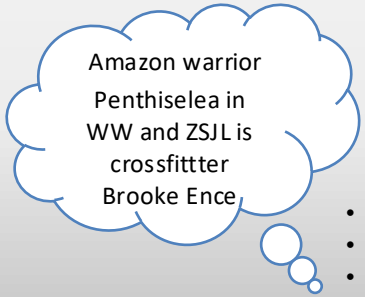
Event and Site Ideas:

- Comic-Con — July 23-25, 2021
- X-Games — Jan 2022
- Fit-Con — Jan 2022
- Fortnite World Cup — Q2 2022

Product Development and Diversification

- **Vendor Onboarding Optimization** – optimize our vendor integration to allow for quicker onboarding and selling of a variety of product lines on our site (developed by Sr. Staff Engineer, Anshul Kumar).

- **Specialty Products (Disrupt Sports)** – Disrupt Sports is one of our onboarding partners that specializes in sports products, gaming, and fitness. Having this option will allow us to determine whether to diversify or not diversify in both products and market. See next slide for ideas.



- Crossfit market?
- WW Lasso Jump rope
- WW wrist wraps

- Fitness market?
- Superman knee sleeves
- Batman lifting belt

Diversification - Merch Ideas

DC Book Club Wallpaper

Arbor Snowboards for concept only

Arbor Skateboards For concept only

DC Book Club Wallpaper Download + Decal & Disrupt Sports

- Disrupt Sports Vendor – customizable skateboards, snowboards, surfboards using decals.
- Use downloadable DC Book Club Wallpaper to convert into Decal with Disrupt Sports
- September through November - snow gear sales peak season
- New target market – snowboarders, outdoor adventurers

Personalization to Hyper-Personalization

- **Single-Sign-On (SSO)**– Provide the ability for our fans to sign up or sign in on DC and have access to all DC Platforms, including DC Shop (Engineers: Eric Chazan, Chris Porch, Aaron Tidwell, Harshil Shah, Phil Walton)
  - **Shop Account Management** – with SSO, provide a way for customers to track and manage orders, view purchase history, and manage payment options.
  - **Guest to Customer checkout** – provide a way for customer to choose to create an account after purchase, optimizing customer conversion while retaining ease of guest checkout.

- **Customer Data Mining Cross-Platforms** – with SSO, enhance customer data mining and integration to cross platforms. For DC Shop, collect customer demographics, location, social, and purchase behavior (Data Lead: Nikhil Bhat)

CRM and CXM

CRM – with SSO, features available:

- Abandon cart tracking, personalized product recommendations and attachments (upsell)

CXM – with SSO, features available:

- Wish List and/or Save Later, product reviews, product sharing, Q&A, customer service response chat.

- NPS Survey – send NPS survey to our customers to further understand their needs and improve the shop and DC platforms experience from feedback.