

# Revisiting the top 20%



WD VIN 65  
WINE DIRECT  
SELL MORE WINE

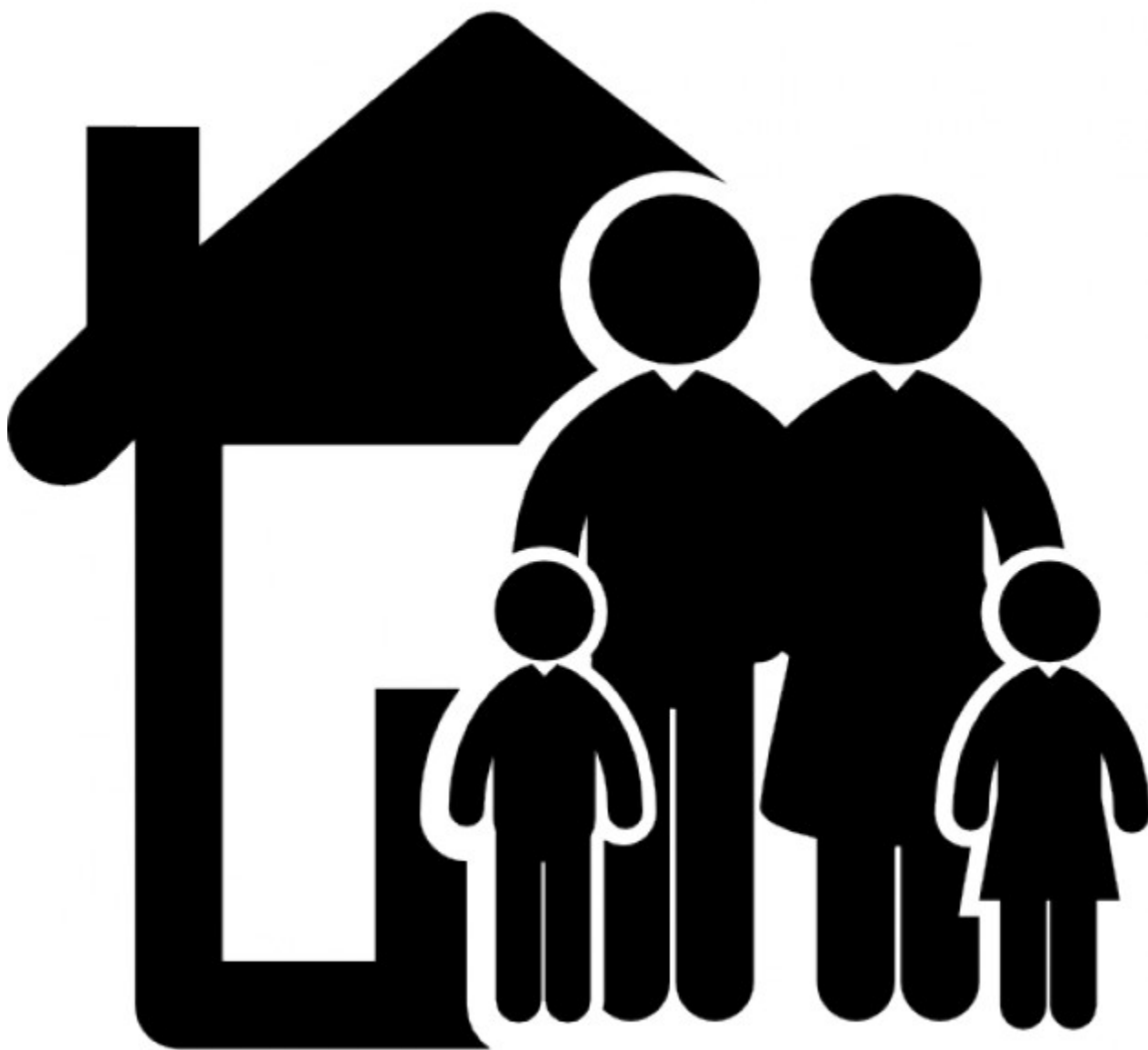
Over 9 million transactions

Across 1200+ winery websites

\$1.7 Billion in sales

2013-2015







Over 9 million transactions

Across 1200+ winery websites

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2013-2015





89% of all sales.

Through 2015



What  
makes the  
top 20% so  
special?



Do they have  
an unfair  
advantage?





Case  
production?

High Bottle  
Price?

Big Scores?

Demographic  
focus?

Location?

A pink pony with a yellow hard hat and a grumpy expression is shown in profile. A speech bubble next to it says "Nope." The background features a chain-link fence and a "No Pesticides" sign.

Nope.



So what  
does the  
data tell us?

# 4X larger



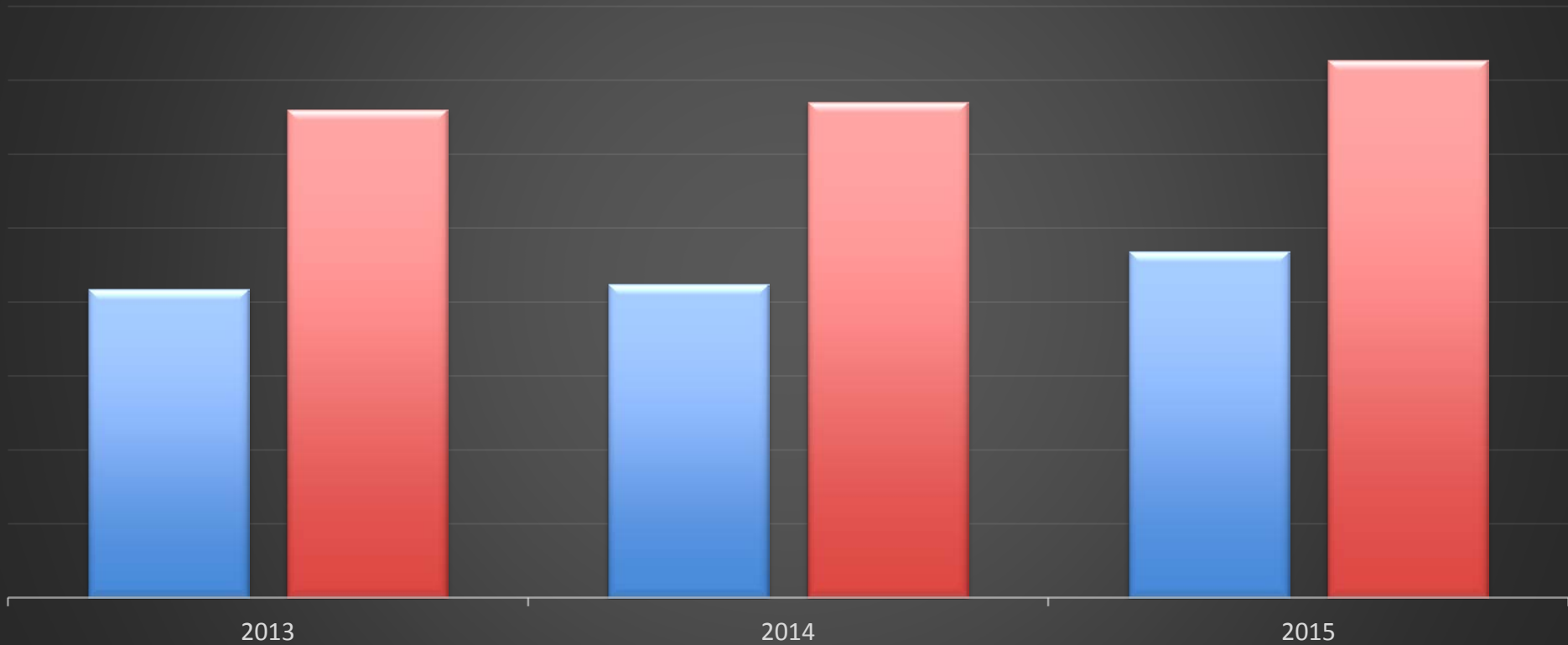
2014

2015

## Average email list size.

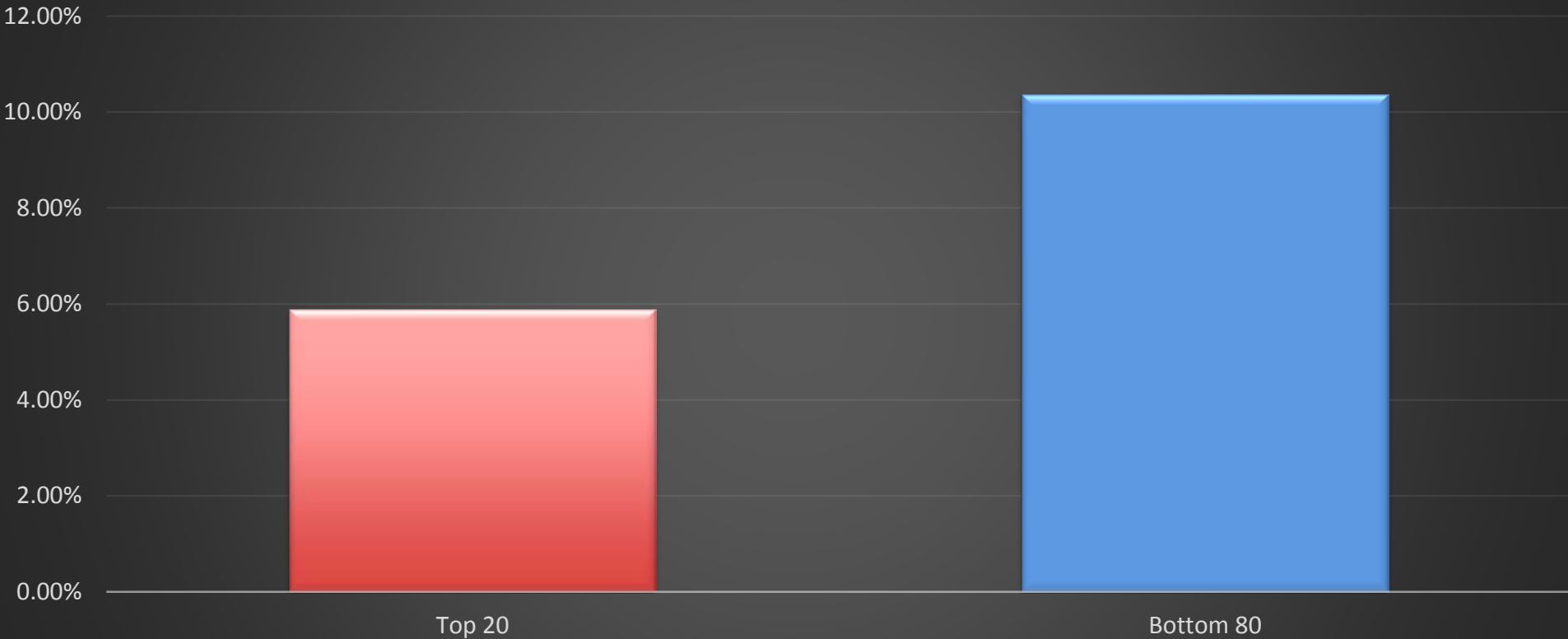
■ top ■ bottom

# \$100 more



## Average Order Value.

# 50% less



## Shipping as a % of sales

How is the top 20% different?

Email list is 4x larger

AOV is \$100 more

Shipping is 50% less

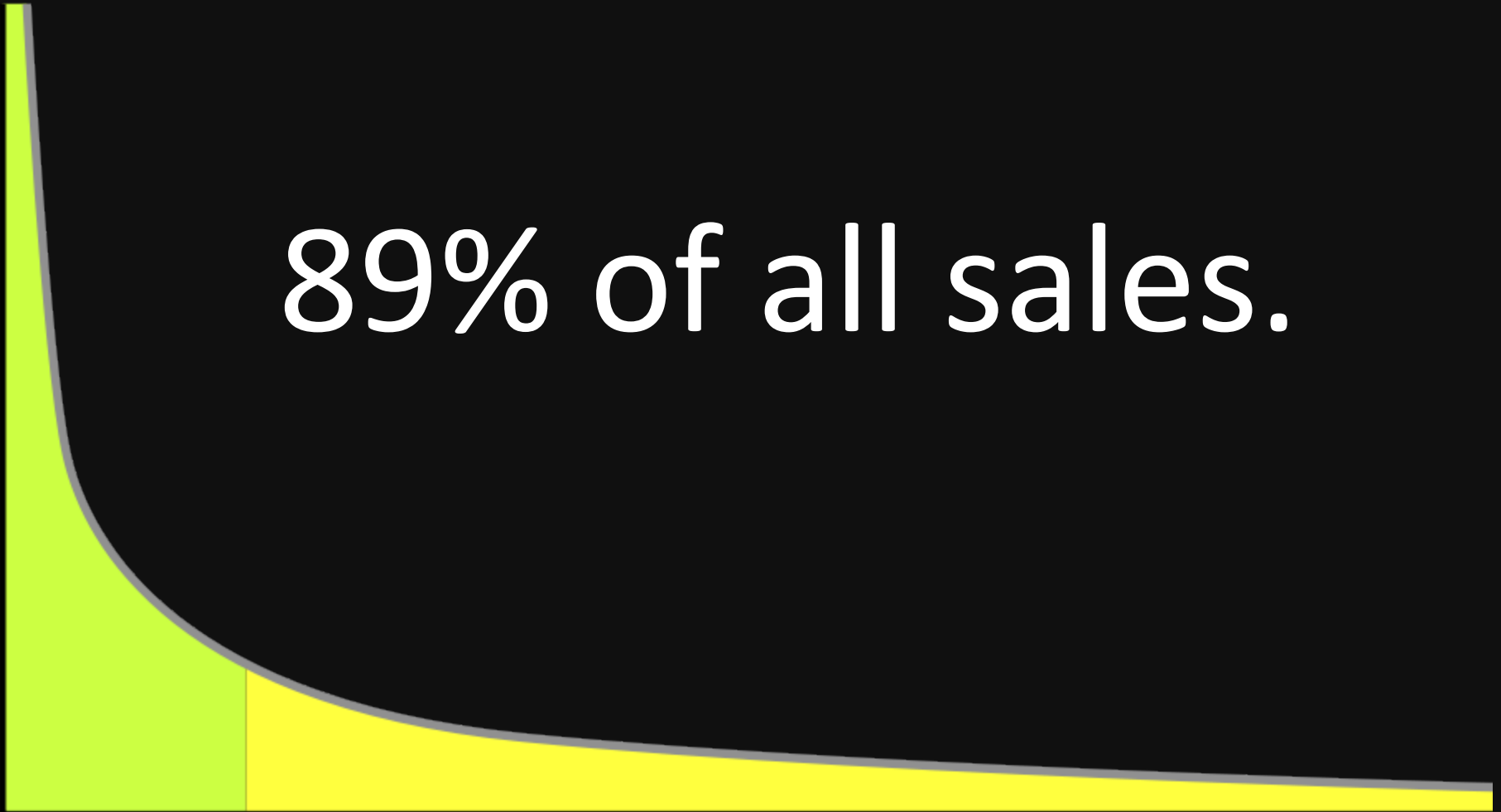


# What does the data show us?



EXECUTION IS **EVERYTHING**

89% of all sales.



2014



46 wineries 2X'd  
ecom sales in 2015.

2014

..up by 130%



2014

2016



DIRECT TO CONSUMER

WINE SYMPOSIUM

How did they double?

1) Focused on user  
experience



# Responsive Design





A stacked area chart illustrating the distribution of purchases across three device types: Desktop (blue), Mobile (red), and Tablet (green) throughout the year 2015. The chart shows a significant and steady increase in mobile purchases over time, starting from a small portion at the beginning of the year and growing to represent 33% of total purchases by the end. Desktop purchases, while still the largest category, show a corresponding decline. Tablet purchases remain a relatively small but consistent portion of the total.

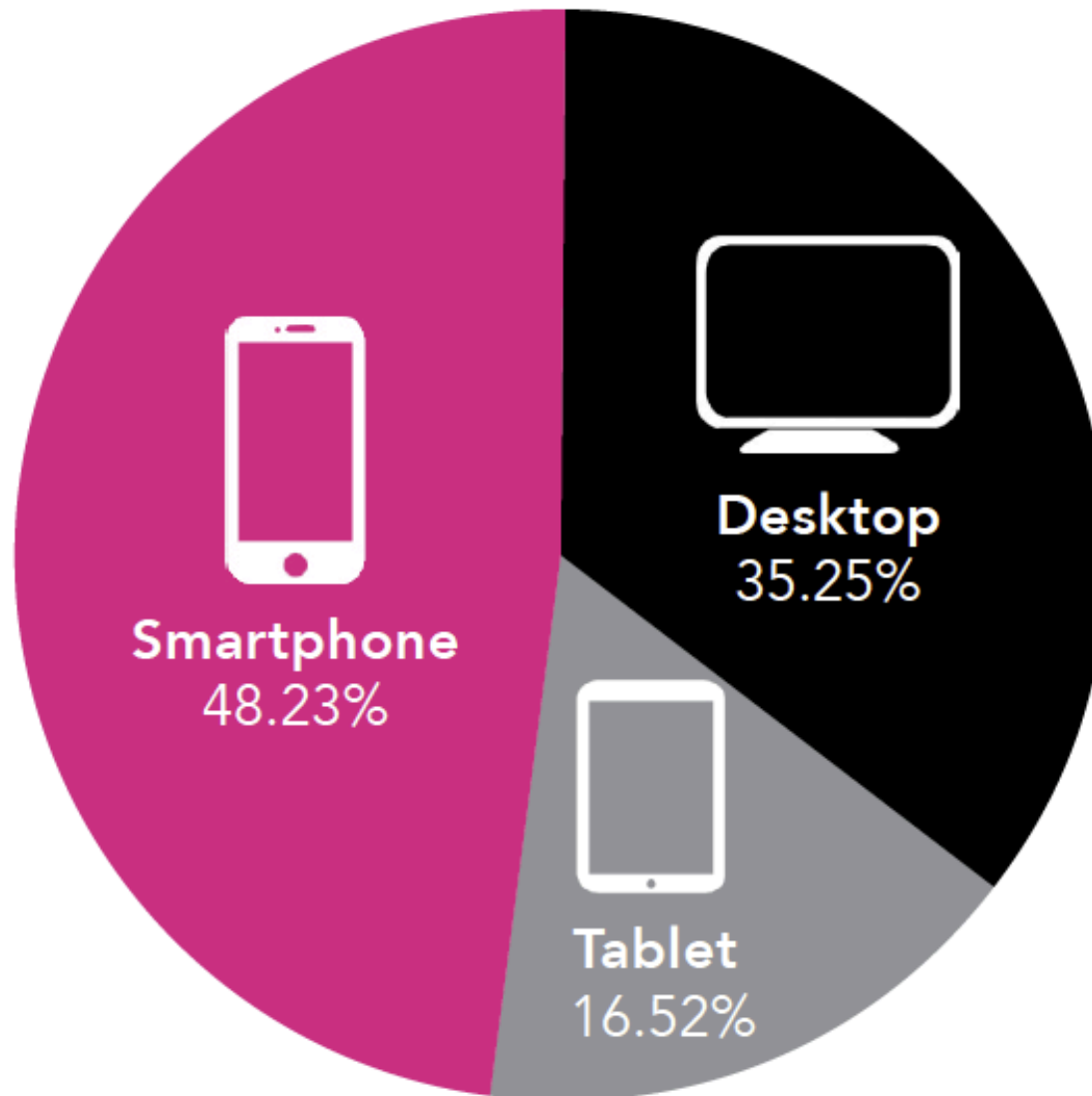
33%

Purchases on Mobile in 2015



# #mobilegeddon

**65%** of emails were opened  
on a smartphone or tablet



# 1) Focus on User Experience



2) Offered guest  
checkout

# Uh Oh!

## Sign In or Register

Email address

Password (case sensitive)

SIGN IN

[Forgot your password?](#)

## New Customers

CREATE AN ACCOUNT



# Guest Checkout

**Walmart**

Sign In

**Continue as Guest**

OR

Email Address

[Forgot Password?](#)

Password

**Sign In**

Create New Account

Careers | Feedback | Legal Terms

© 2014 Wal-Mart Stores, Inc. | Full Site

BUY WINES

## Checkout

### BILLING & SHIPPING

Please fill out the information below to proceed:

Currently a Customer? [Login Here](#)

\* Indicates a required field.

#### Billing Information

Enter your billing information as shown on your credit card statement.

\* Birth Date  
Month ▼ Day ▼ Year ▼

\* First Name

\* Last Name

Company

\* Address

#### ORDER SUMMARY

(13) Epitome	\$3,250.00
SubTotal	\$3,250.00
Shipping ( )	---
<b>Total</b>	<b>\$3,250.00</b>

**Want to add more items?**  
[Continue shopping or View cart to update items.](#)

Have a coupon code?

To apply a coupon code, enter the code and click apply to update your order total.

**APPLY**

How did they double?

3) Used offline to drive  
online sales.

# Action Emails

https://mail.google.com/mail/u/0/#inbox

Gmail

COMPOSE

Inbox

Starred

Sent Mail

Drafts

More

Andrew

PineWines - Thanks for your order!

From: PineWines to me 12/8/14


pinewines

Hiya!

Thank you for stopping by the winery the other day.  
For a quick re-order, just click below to add more wine to your cart. Enjoy!

PineWines

Buy more of what you like:

	<b>2008 Riesling</b> SKU: RHR ★★★★★ (35 Ratings)	<del>\$40.00</del> <b>\$20.00</b>	<a href="#">Add to Cart</a>
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# Offline to Online, a case study

89 TR Transactions (\$7500).



89 emails captured and sent.



63% opened, 7.5% converted

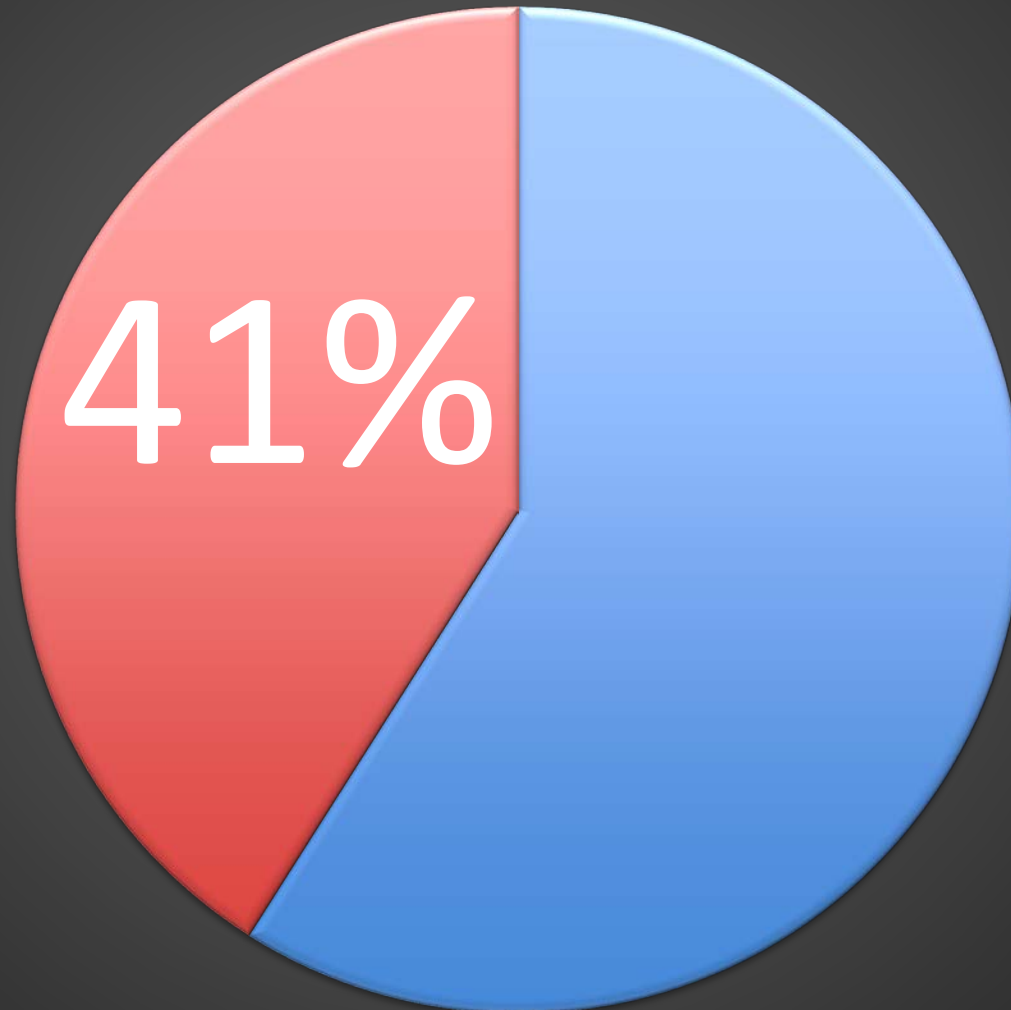


\$2,500 in net new ecom sales

# What's the value of an action email...

TR Transactions/ Day		50
email Capture Rate		50%
Action email Sent		25
7.5% Conversion rate		1.875
AOV		\$318
Net New eCom Sales (day)	\$	596.25
New Sales, Annualized	\$	131,175.00

## Email receipts are appealing to 41% of consumers



■ No ■ Yes





How did the new entrants double?

User Experience  
Guest Checkout  
Offline to Online

How is the top 20% different?

Email list is 4x larger

AOV is \$100 more

Shipping is 50% less



VIN 65

# Interested in doubling this year?

[sales@vin65.com](mailto:sales@vin65.com)

[jim.agger@winedirect.com](mailto:jim.agger@winedirect.com)

