



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

From SMS to RCS, AI and Beyond:

What's Next for Text Messaging
in 2026

The Panel:



Erica Brooks

Mayacamas Vineyards



Kristine Mason

Joseph Phelps Vineyards



Jennie Gilbert

RedChirp



RCS

A new type of message is coming to A2P texting!

Key features

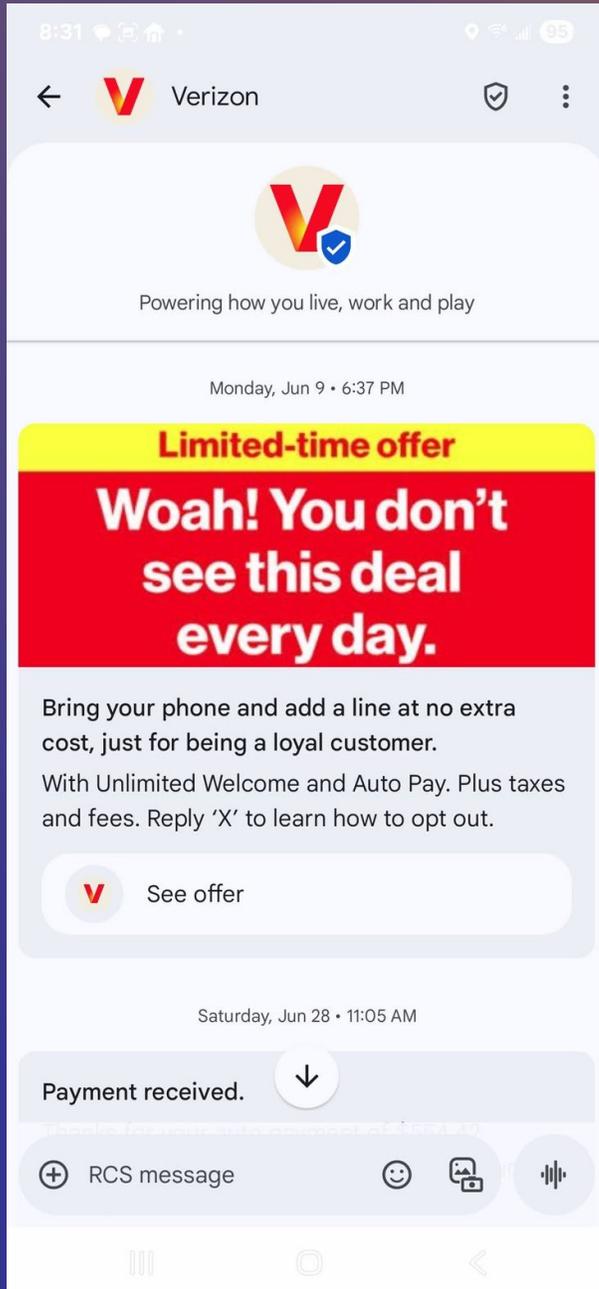
Why are we so excited about RCS?

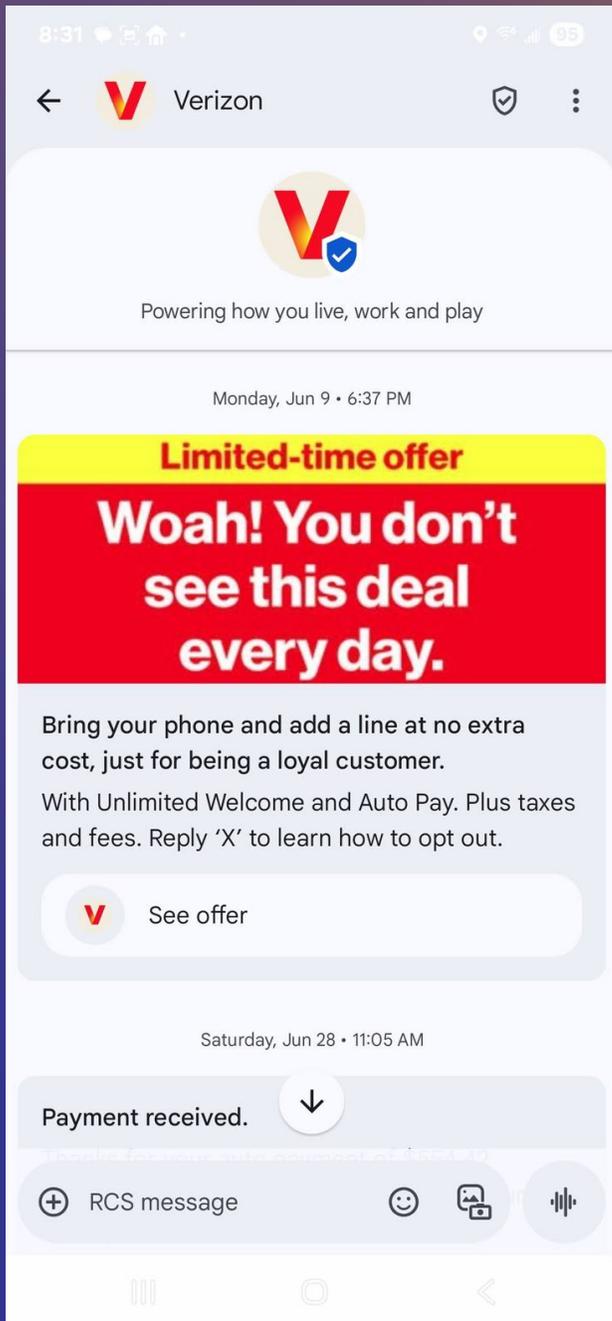
A new level of **trust**

- These messages do **not** come from a phone number
- Instead, they come from a **business**
- There will be a **more strict** registration and vetting process

Support more **rich media**

- include higher resolution images and videos
- and image carousels inside your text message





Key features

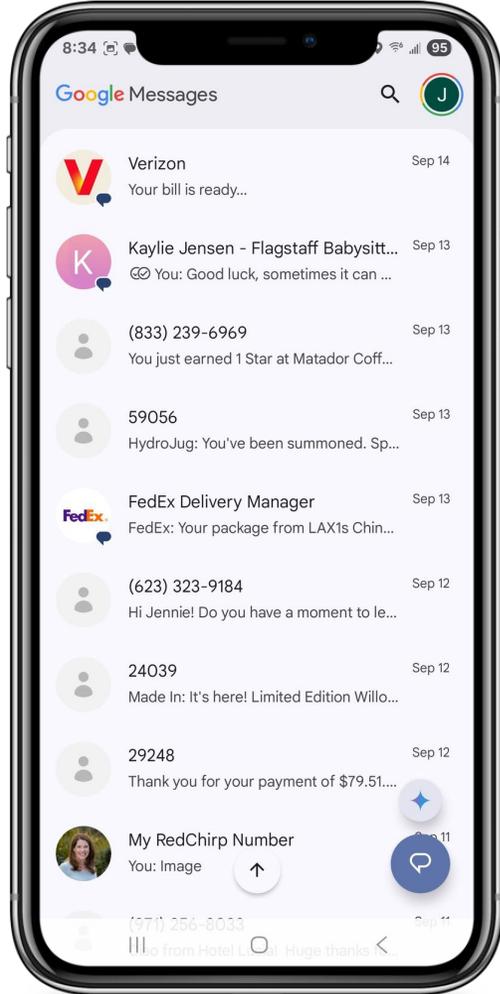
Why are we so excited about RCS?

Access to more **analytics**

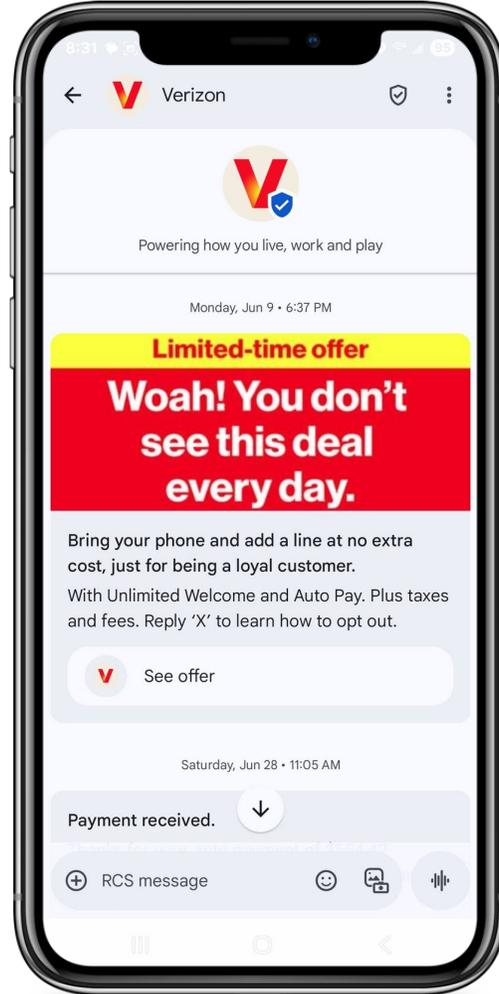
- With access to read receipts

Enable more **interactivity**

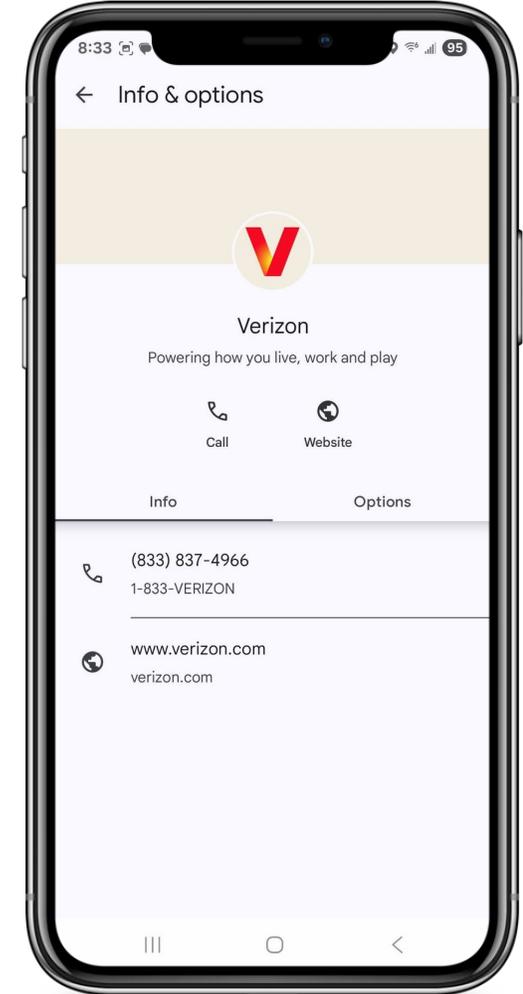
- With call-to-action buttons like "buy now" or "confirm reservation"



Branded without being saved



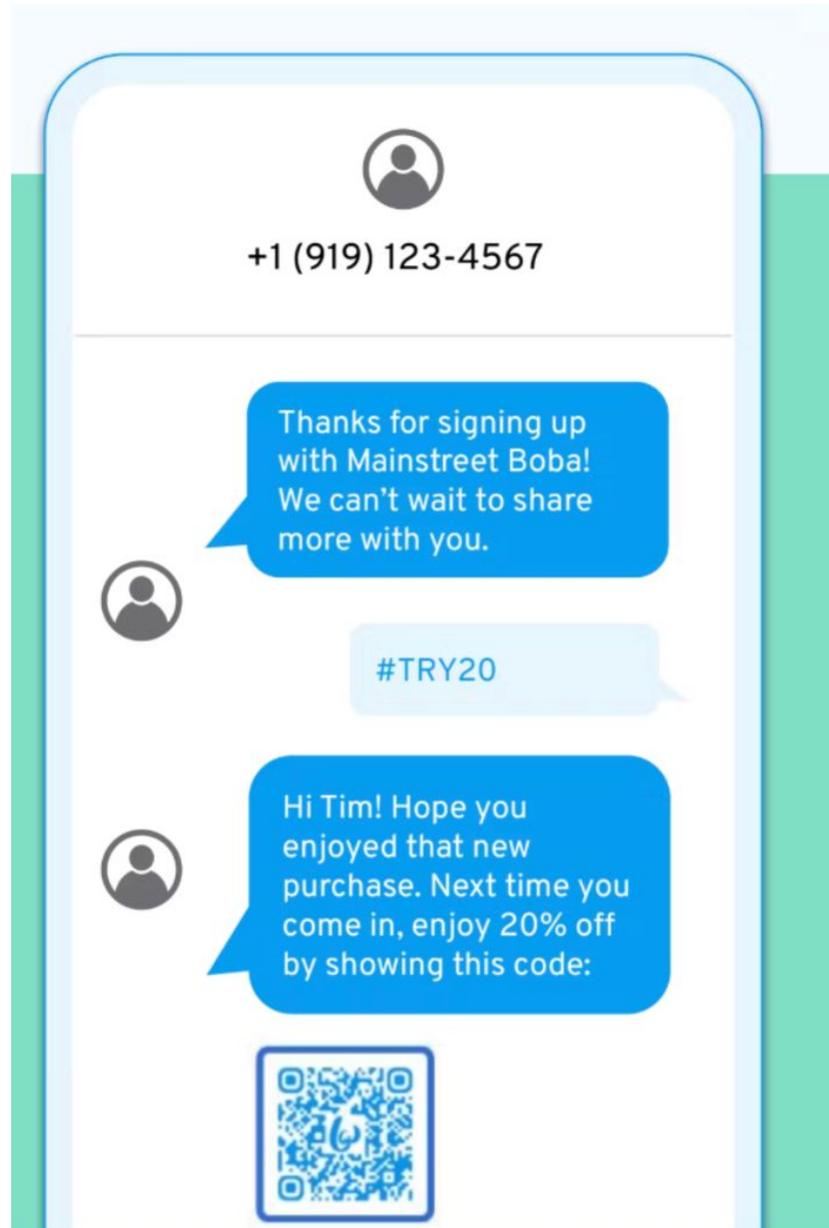
The conversation itself



If you click on the sender

Marketing example:

SMS

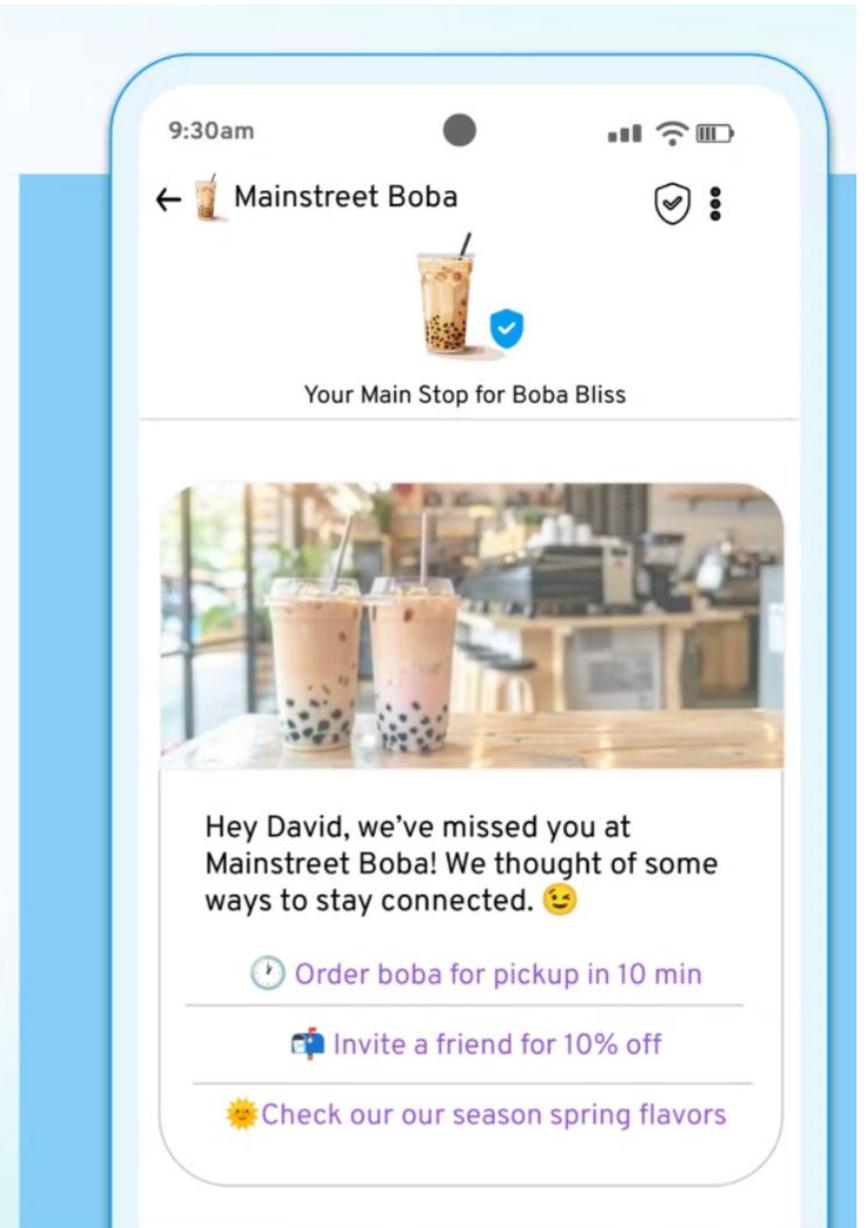


The SMS interface shows a contact card for a phone number +1 (919) 123-4567. The message history includes:

- Sender: "Thanks for signing up with Mainstreet Boba! We can't wait to share more with you."
- Receiver: "#TRY20"
- Sender: "Hi Tim! Hope you enjoyed that new purchase. Next time you come in, enjoy 20% off by showing this code:"

A QR code is displayed at the bottom of the message thread.

RCS



The RCS interface shows a contact card for "Mainstreet Boba" with a verified badge. The message content includes:

- Header: "Your Main Stop for Boba Bliss" with a verified badge.
- Image: A photo of two boba drinks on a counter.
- Text: "Hey David, we've missed you at Mainstreet Boba! We thought of some ways to stay connected. 😊"
- Buttons:
 - 🕒 Order boba for pickup in 10 min
 - 👤 Invite a friend for 10% off
 - ☀️ Check out our season spring flavors

What we don't know yet:

When it will be available for brands like you — specifically, to alcohol content

What the registration and vetting process will require and cost

How much RCS messages will cost



Panelists:

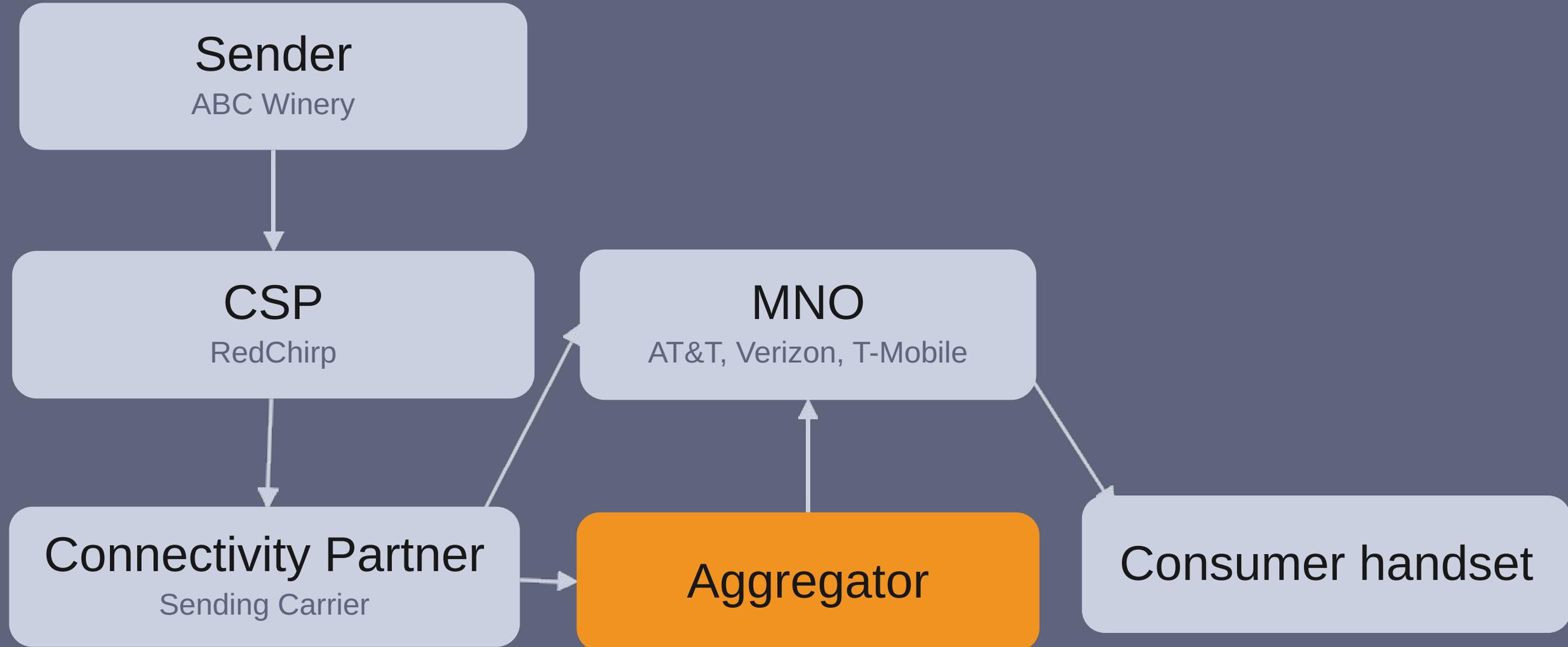
Your Thoughts on RCS



The carriers are not allowing alcohol content in the beta testing of RCS

Did you notice?

When you send a message:



A few days before Christmas

One aggregator...

Before Christmas:

- Suspended messaging for 3 wineries
- Saying "*direct* promotion of alcohol is not

allowed"

We then:

- We pushed back within the formal process
- The suspensions were lifted (without any further comment)

Since then:

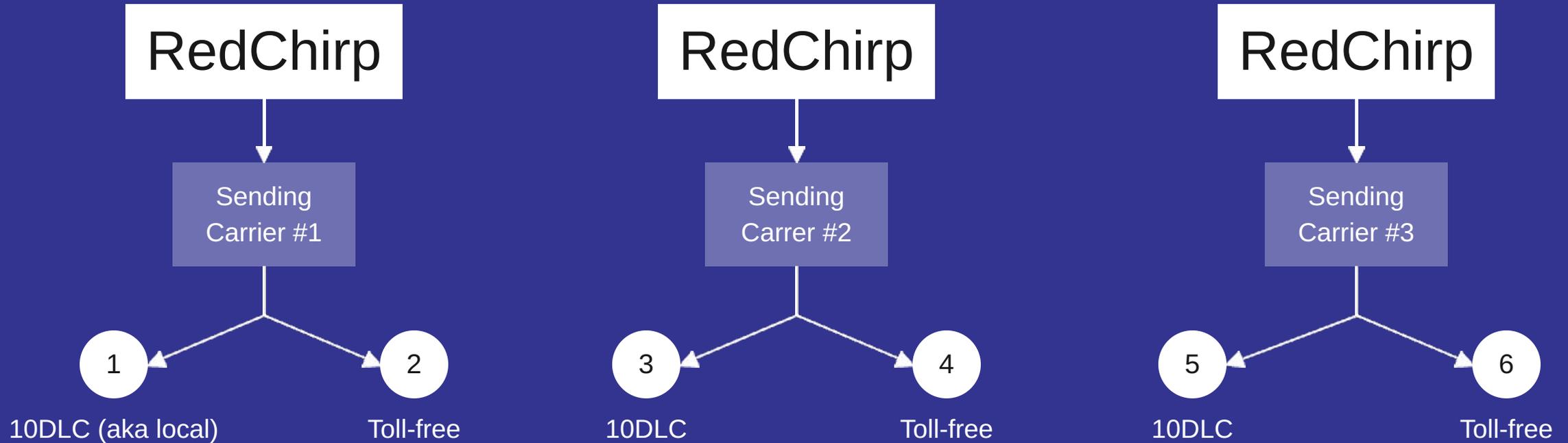
- There have been no more suspensions
- We've been busy, trying to get more clarity and get you more options

This is where other SMS platforms would **run**.

This is where RedChirp can **shine**.

You need more paths *through* the carriers' ecosystem:

This is called **multi-homing**.



Watch for pop-ups:

We may have to ask for additional information to complete the toll-free registration process for your business.

Toll-Free Registration Information

Admin Preview: You are seeing this dialog because the end user would see it. Clicking "Remind Me Later" will **not** prevent the user from seeing it. You may complete the dialog on behalf of the user if needed.

We're adding a toll-free number as a backup messaging option. Because local (10DLC) and toll-free messaging operate as separate systems, this helps reduce disruption if one pathway experiences deliverability issues. There's no meaningful cost impact – just more flexibility. A toll-free number costs less than \$1/month.

Please complete the information below so we can register this for you.

Organization Info



Business Contact



Business Address



Website



Policies



1 of 5 sections complete

REMIND ME LATER

FINISH & SUBMIT

You need more paths that *extend beyond* the carriers' ecosystems:

1

SMS Announcement

New Wine Release Campaign

Wine: 2024 Sauvignon Blanc

Club Price: \$39.99 (Reg. \$45.99)

Here's what's happening ...

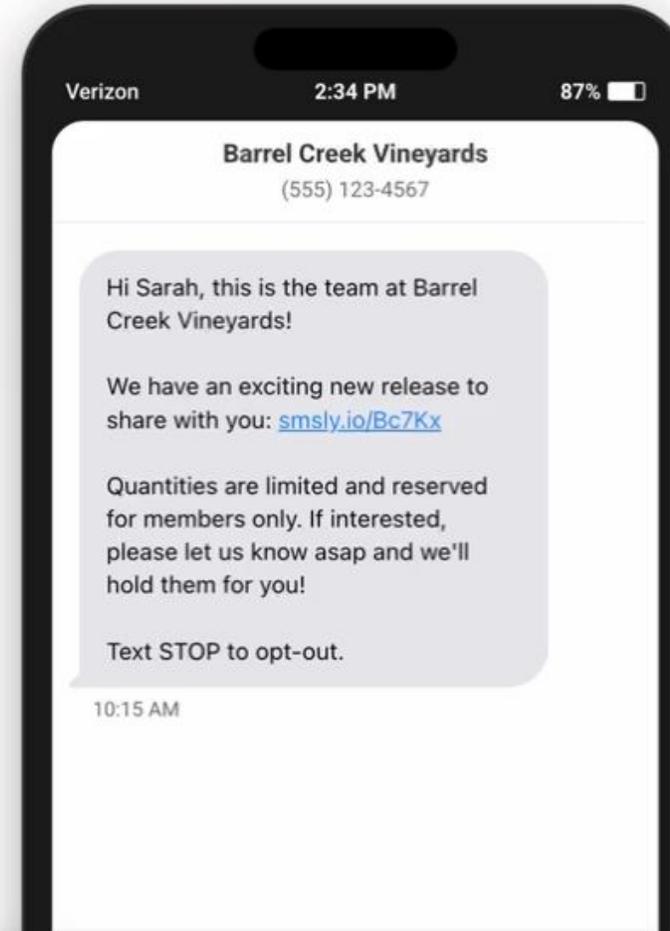
- Sarah is a Reserve Club member who has opted in to receive promotional text messages from Barrel Creek Vineyards
- Using RedChirp, Barrel Creek Vineyards sends a personalized SMS announcing the new 2024 Sauvignon Blanc release with a link to learn more
- The message content contains **no direct promotion of alcohol**, instead delegating to the landing page for more detailed information

2

Wine Release Page

3

Customer Reply



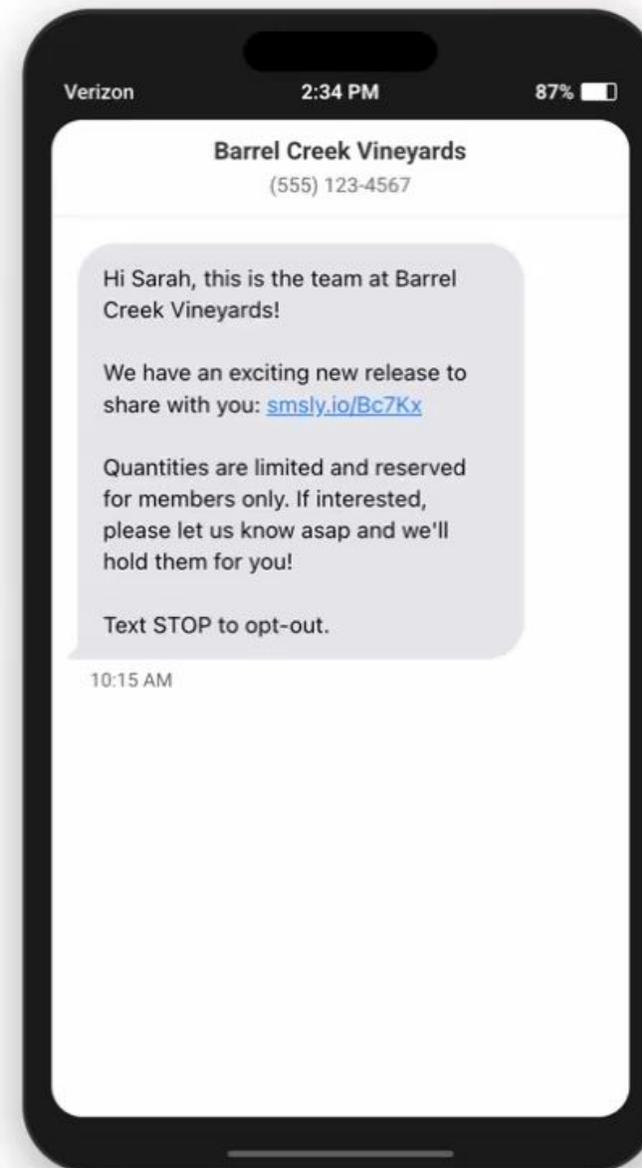
New Wine Release Campaign

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- > Sarah is a Reserve Club member who has opted in to receive promotional text messages from Barrel Creek Vineyards
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This could go to some very exciting places!



AI

Leverage AI for better ROI



“How often should I text my customers?”

“What if they opt out, and then I can't send them important club or shipping texts?”

“How do I figure out who to send this message to?”

Every
customer
is
different:





But we *do* have powerful — and unique — advantages:

900+ wineries

So many wineries are using RedChirp and sending tens of thousands of promotions

Results data

Deep integrations with 8+ wine industry POS platforms track resulting sales

Customer insights

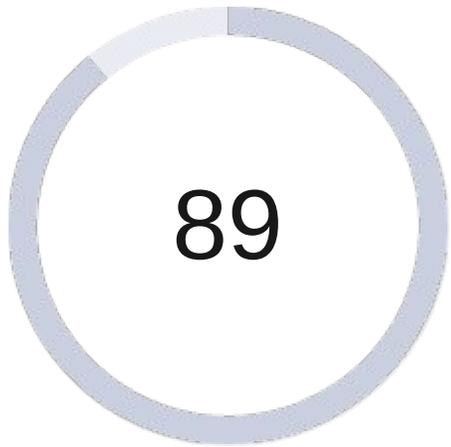
The same (and more) integrations provide millions of anonymized data points to pair with outcomes

AI advances

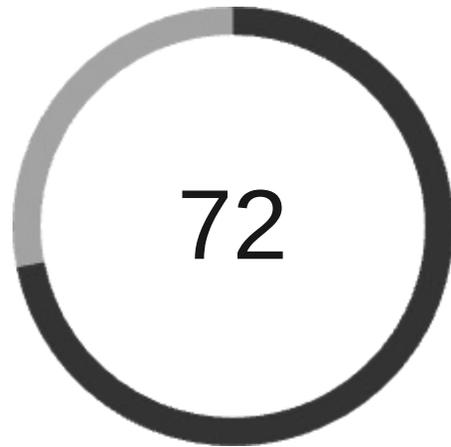
New fully customizable, proprietary AI models that can be trained with your own data for specific purposes.

We trained our own AI model

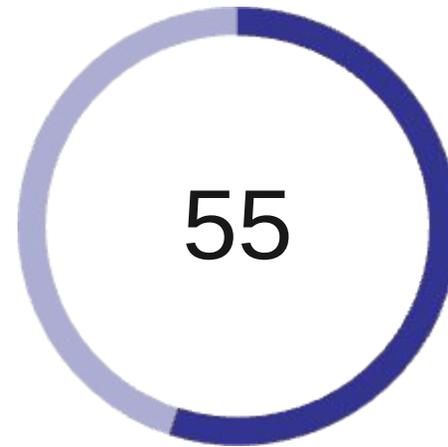
Version 1 looks at 4 attributes for each potential recipient:



Time since last non club order placed



Time since last promotional message



Bulk message order attribution percentile



Current club membership status

Sentiment Prediction for each recipient

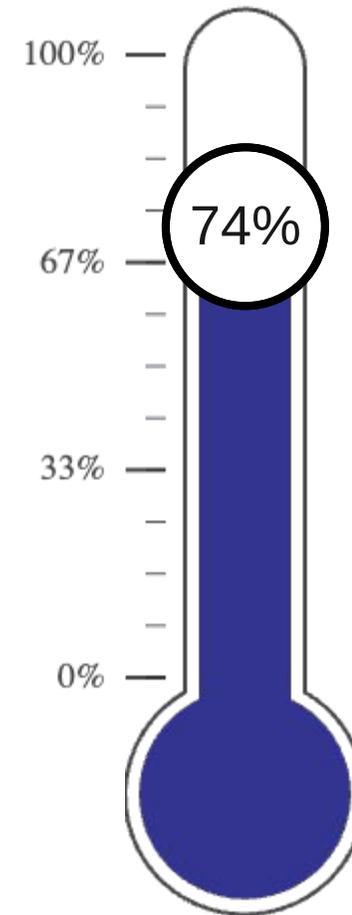
74%

sentiment forecast



99%

confidence
percentile



Message Patterns

- Hi {first-name}, this is Lisa with Barrel Creek. I know how much you love our Mimosa Chardonnay so heads up: it's almost sold out! - You can buy it online at <https://barrelcreek.com/mimosa-chard> - Or reply CHARD3, CHARD6 or CHARD12 to order that many bottles - Or anything else that I can help with 😊 P.S. Don't want us to text you? Just reply 'STOP'. Cheers 🍷

Sentiment Forecast Time
11:21 AM (2025-03-12)

UPDATE FORECAST...

🔍 Search ⋮

Phone Number	First Name	Last Name	Club Member	Days Since Last Message	Days Since Purchase	Order Attribution %	Sentiment Forecast	Confidence (Percentile) ↓	Action
237-404-4857	Edward	Cabral	Yes	84	25	10	49	99	⋮
237-407-0773	Marivel	Anders	Yes	74	48	14	74	99	⋮
237-411-2038	Jacqueline	Mohammed	No	32	64	19	66	99	⋮
237-414-7443	Dario	Michel	Yes	86	45	76	80	99	⋮
237-416-5115	Owen	Rosenberg	No	92	62	85	79	99	⋮
237-418-0183	Yun	Buckley	No	37	41	28	55	99	⋮
237-418-2402	Lucie	Seals	No	64	53	67	77	99	⋮
237-425-7014	Lita	Hansen	No	92	66	95	78	99	⋮

Marivel
purchased
48 days ago

First Name
Marivel

Last Name
Anders

Phone Number
237-407-0773

Sentiment Forecast
74

Last Update Time
11:21 AM (2025-03-12)



Time Since Last Non Club Order Placed
48

Frequently Asked Questions (FAQ): Time Since Last Non Club Order Placed

[What is a sentiment score and how is that calculated?](#)

[What happens when a customer has never placed a non-club order?](#)

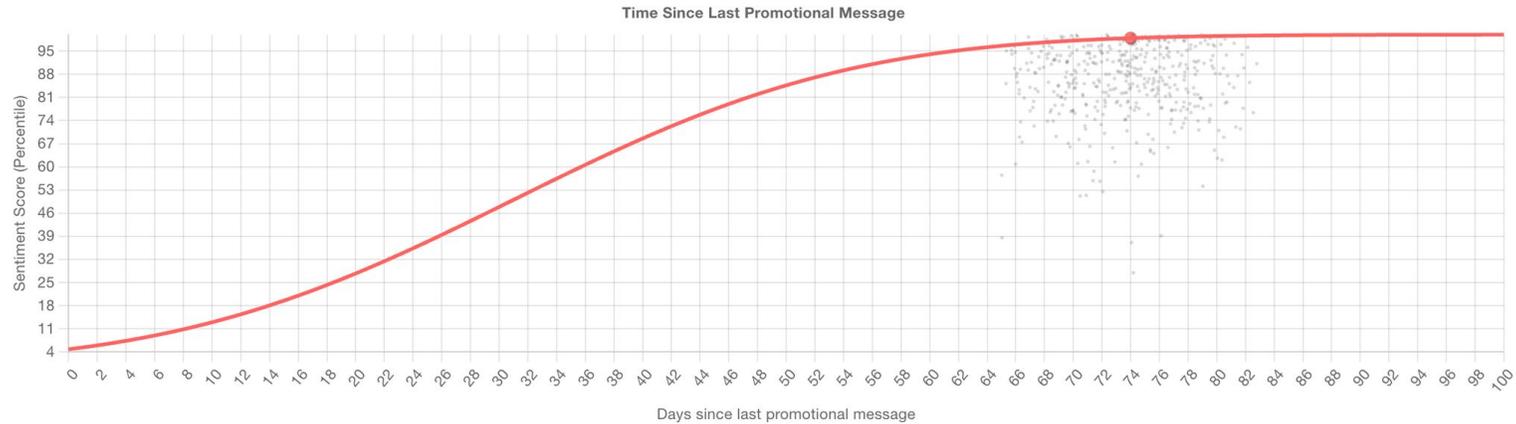
First Name
Marivel

Last Name
Anders

Phone Number
237-407-0773

Sentiment Forecast
74

Last Update Time
11:21 AM (2025-03-12)



Time Since Last Promotional Message
74

Frequently Asked Questions (FAQ): Time Since Last Promotional Message

[What is a sentiment score and how is that calculated?](#)

[What happens when a customer has never received a promotional message before?](#)

And it's been a while since you sent her a promotional text message

She has
purchased
from text
campaigns:

First Name Marivel	Last Name Anders	Phone Number 237-407-0773
Sentiment Forecast 74	Last Update Time 11:21 AM (2025-03-12)	

Bulk Message Order Attribution Percentile

Bulk Message Order Attribution Percentile
14

Frequently Asked Questions (FAQ): Bulk Message Order Attribution Percentile

- What is a sentiment score and how is that calculated?
- What is bulk message order attribution percentile and how is it calculated?
- What happens if a customer has never been sent a promotional bulk message before?
- What happens if a customer has never placed a (non-club) order after receiving a bulk message?

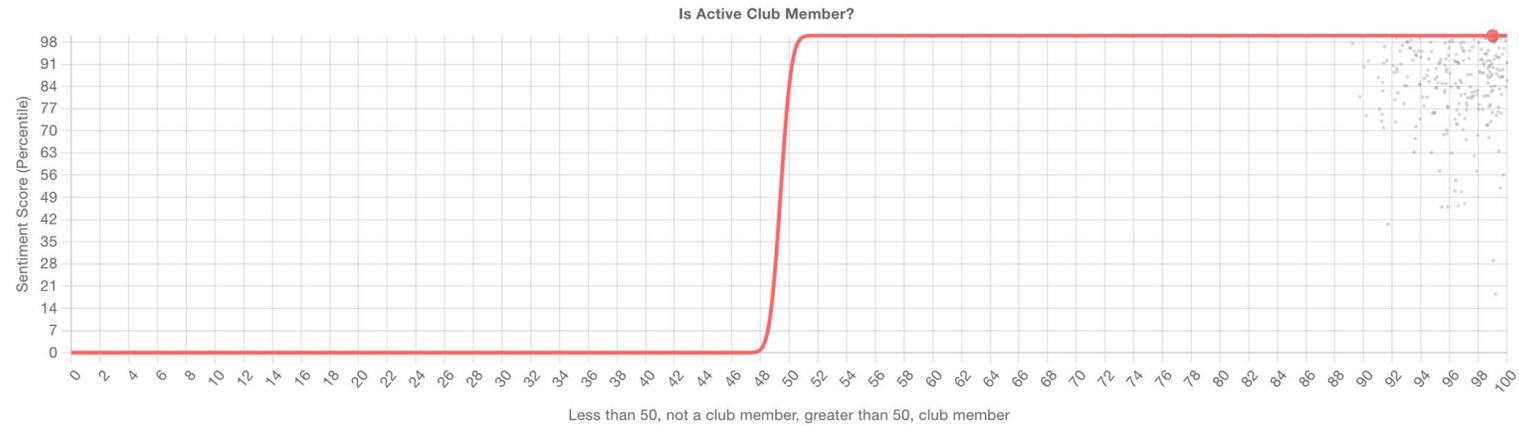
First Name
Marivel

Last Name
Anders

Phone Number
237-407-0773

Sentiment Forecast
74

Last Update Time
11:21 AM (2025-03-12)



Is Active Club Member?

99

Frequently Asked Questions (FAQ): Is Active Club Member?

[What is a sentiment score and how is that calculated?](#)

[What does the x axis of this chart mean?](#)

And Marivel is
an active club
member right
now:

Optimize Recipients

1 Select Optimization Goal



Choose the right moment

Remove recipients if the timing isn't ideal (e.g., they've purchased too recently, just received another promotion, etc).



Choose a specific number of recipients

Optimize your list down to a specific number of recipients (you'll select the exact number in step #2).

2 Customize Goal

3 Preview Results

ADVANCED: AI/ML SENTIMENT FORECAST

CANCEL

APPLY OPTIMIZATION

How it works:

Choose a specific number of recipients

75%

High-confidence recipients: Those with a high sentiment score and a strong likelihood of responding positively.

25%

Test group: Recipients RedChirp knows less about or haven't received a message recently. This helps you improve future targeting and keep newer customers engaged.

You can customize your own model:

☰ Sentiment Forecast: fairway test 🔇 🏠

Bulk Message Name
fairway test BACK

Message Patterns

- Hi {first-name}, this is Elizabeth with {organization-label}. Stock up on favorites through Mother's Day! Try our new 2024 Sauvignon Blanc or our 2023 Rose of Pinot Noir: any 6-bottle purchase (or more!) qualifies for \$20 flat-rate shipping. Order online at <https://www.hawleywine.com/> or reply SHIP6 to order 6 (3 each) of our featured wines! Text us back for help or STOP to opt out of future texts. Cheers! 🍷

Sentiment Forecast Time
2:41 PM (2025-05-11) UPDATE FORECAST...

🔍 Search

Phone Number	First Name	Last Name	Consent (Promo)	Club Member	Days Since Last Message	Days Since Purchase	Order Attribution	Sent Fore
227-								

Update Forecast...
View / Edit Forecast Model...



The Key

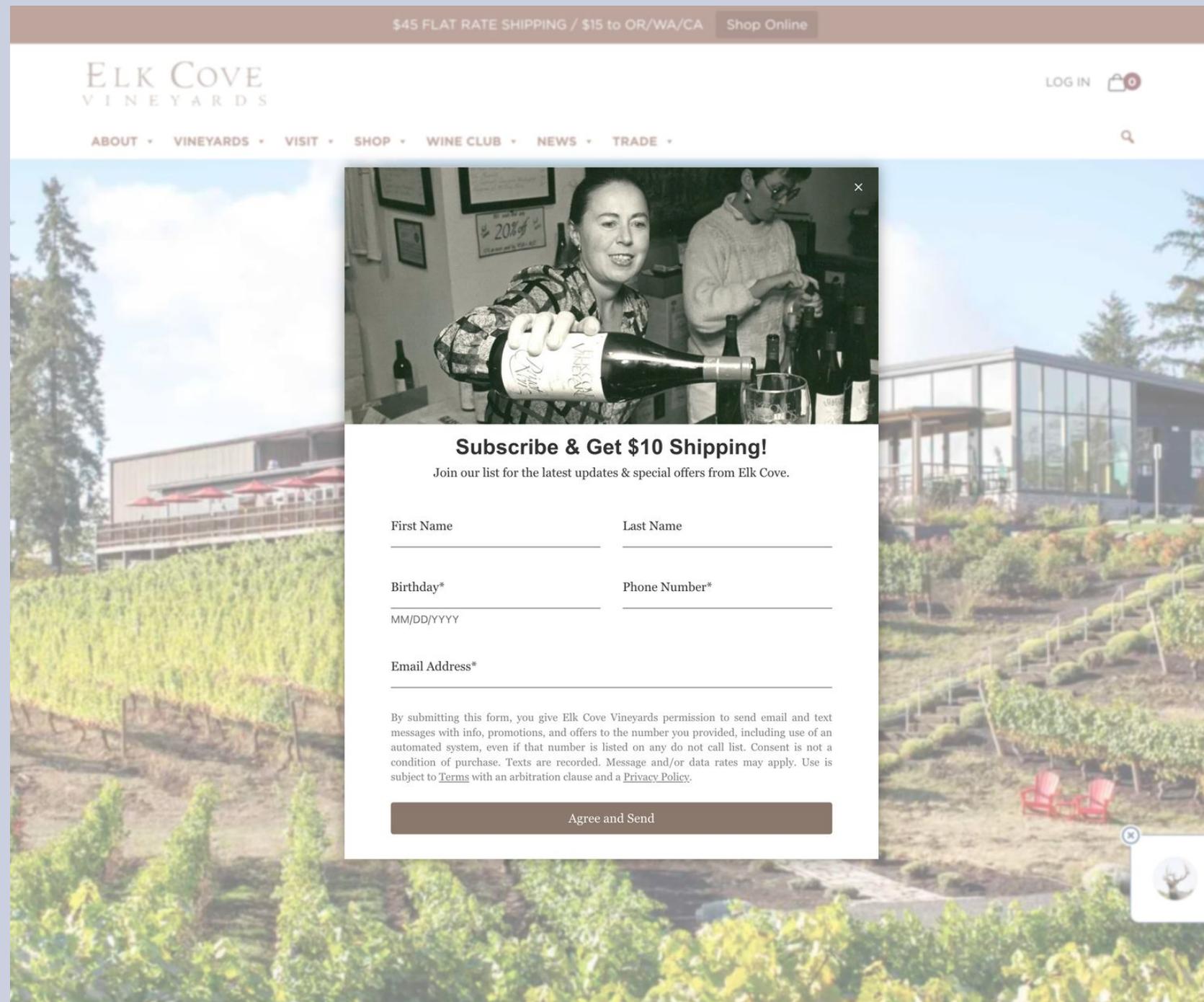
to it all...

Grow 🙌 your 🙌 opt 🙌 ins 🙌

1. Every business should be gathering as much **high-quality, express written consent** as possible.
2. Growing your consent list may:
 - Reduce risk
 - Future-proof your texting program as regulations evolve
3. And expands opportunities for more successful campaigns
 - You can't text customers if you don't have their phone number
 - It's a waste to pay to text people who don't want to get them
 - Customer who opt in buy **more** from you
 - Get better deliverability: less opt outs and aligns with the carriers' expectations

Lightboxes

- Super customizable
- Collects **email and text** consent
- Automatically updates/creates customers in Commerce7



The screenshot displays the Elk Cove Vineyards website with a lightbox overlay. The website header includes the navigation menu: ABOUT, VINEYARDS, VISIT, SHOP, WINE CLUB, NEWS, TRADE. The lightbox features a background image of a woman pouring wine. The text in the lightbox reads: "Subscribe & Get \$10 Shipping! Join our list for the latest updates & special offers from Elk Cove." Below this is a form with fields for First Name, Last Name, Birthday* (MM/DD/YYYY), and Phone Number*. The Email Address* field is also present. A "Agree and Send" button is at the bottom. A disclaimer at the bottom of the lightbox states: "By submitting this form, you give Elk Cove Vineyards permission to send email and text messages with info, promotions, and offers to the number you provided, including use of an automated system, even if that number is listed on any do not call list. Consent is not a condition of purchase. Texts are recorded. Message and/or data rates may apply. Use is subject to [Terms](#) with an arbitration clause and a [Privacy Policy](#)."

Be like Adam:



Join us to receive texts and emails from us as we share new releases, vineyard updates, special events at The Pavilion, and winemaker insights—offering a behind-the-scenes look at the wines crafted from our Howell Mountain Estate.

As a new subscriber, enjoy 15% off your first online purchase of \$200 or more.

First Name*

Last Name*

Birthday*

MM/DD/YYYY

Cell Phone Number*



*"Quick update: **83% of last month's online signups** came from the new **RedChirp lightbox!** We're so pleased with the initial results, we're adding lightboxes to all of our estate websites!"*

Adam Gurzenski
E-Commerce Manager for Lawrence Wine Estates



Check in to get your visit started

First Name*

Last Name*

Birthday*

MM/DD/YYYY

Email Address*

I give Mayacamas Vineyards or third-parties acting on its behalf permission to email me with info and offers. Use is subject to [Terms](#) with an arbitration clause and a [Privacy Policy](#).

Phone Number

By providing my phone number and submitting this form, I give Mayacamas Vineyards or third-parties acting on its behalf permission to send text messages with info, promotions, and offers to the number I have provided, including use of an automated system. Consent is not a condition of purchase. Texts are recorded. Message and/or data rates may apply. Message frequency varies. Use is subject to [Terms](#) with an arbitration clause and a [Privacy Policy](#).

CHECK IN

NEW

Guest Check In

- Customizable, branded, and user-friendly
- Collect email, phone number, and consent from every visitor
- Automatically create or update customers in Commerce7

Implementation Considerations:

- **Device**
 - Tablet, QR code, or NFC devices
- **Opt In Options**
 - Required or Optional (for email and/or phone)
 - Checkboxes (must use if required)
 - Double Opt In
- **Your team's script**
- **Incentives**
 - Customer and/or Internal

Automated Message: Order Placed: Request Confirmation and Opt-In (Uses Order Confirmation Form)

Hi Denise, this is McKahn Wines. Thank you for your recent order!

Please confirm your important account details at <https://app.redchirp.com/app/oc/jyymvq0e>

Reply for help or text STOP to opt out.

A

NEW

Automated Message Order Placed Request Confirmation and Opt In

Beta testers are seeing 25% opt-in rates!



McKAHN WINES

EST. 2014

Review & Confirm Order Info

Please verify all information is correct

Name: Mason Campbell

Email: mason_campbell361@gmail.com

Phone: +1 (237) 491-1221

Billing Address:

7394 Cherry Drive
San Francisco, CA 94178

Shipping Address:

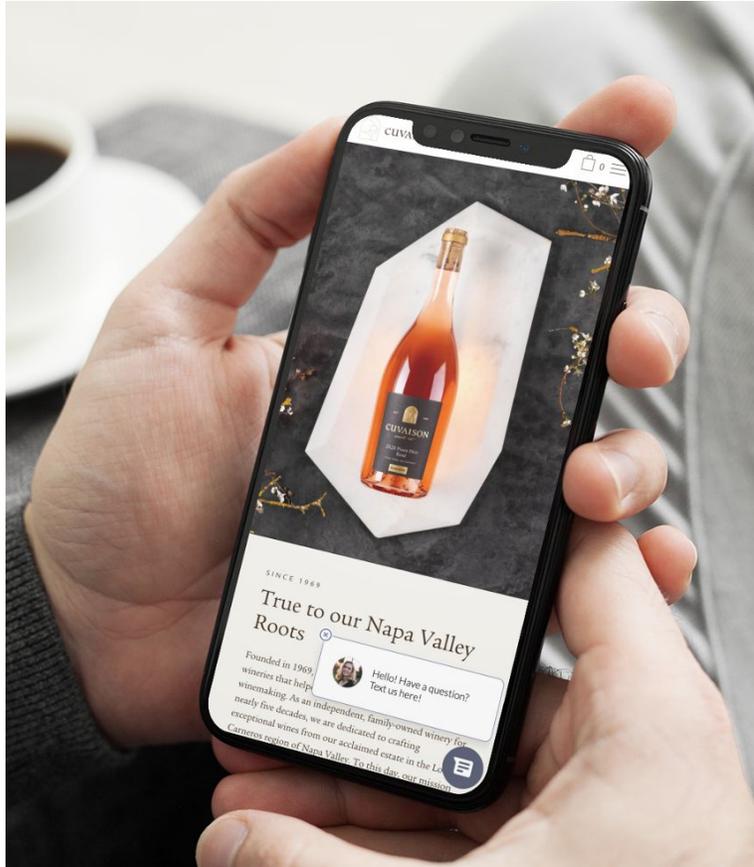
8737 Meadow Boulevard
Austin, TX 73324

✓ Check All

- Name is correct
- Email is correct
- Phone is correct
- Billing address is correct
- Shipping address is correct

Coming soon...do this is bulk messages
too!

Some of my other favorite ways:



Webchat

Receive texts from Barrel Creek

First name

Last name

Phone Number

Email Address

Guess the number of corks

You must be 21 or older to receive our text messages. Please enter your birthday in MM/DD/YYYY format so we can verify your age

Forms

CHEERS25

Barrel Creek: reply with your DOB (MM/DD/YYYY) to confirm you're 21+

05/22/1983

Thanks! Reply YES to receive text messages from Barrel Creek.

Yes

Keyword

Questions?



Text (602) 899-1365

DTC26 to get a copy of these
slides

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