

CiderCon 2024

# Growing your DTC Cider Sales Through Ecommerce

Commerce 



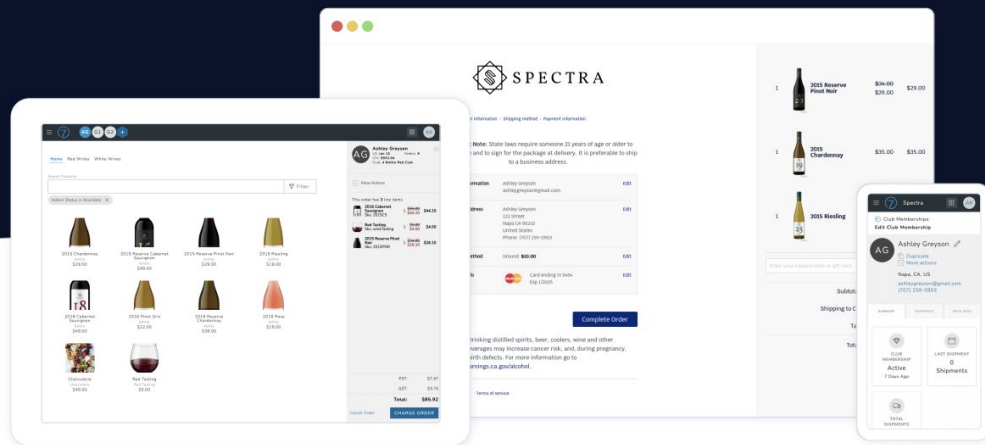


Hello my name is  
**Zach Kamphuis**



# One platform, all DTC channels

We make it easy to provide your customers with the best shopping experience possible, regardless of channel.



Everything you need to deliver the right experience

CiderCon 2024

# Growing your DTC Cider Sales Through Ecommerce

Commerce 



# Agenda

## Grow ecommerce sales by:

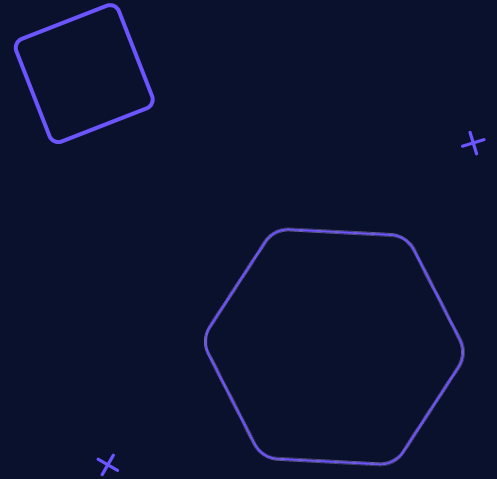
- Capturing Data on Premise
- The Online Shopping Experience
- The Cider Club

## Q&A

# Capturing Data at the Cidery



# Remarketing once they're home



# Tasting Room Insights

## Capturing Emails

**3.3%** Average email capture rate for the bottom 10 clients

**69.1%** Average email capture rate for the top 10 clients



# Tasting Room Insights

## Capturing Emails

**\$0.18**

Sold online, for every \$1 sold in the tasting room for the bottom 10 clients

**\$0.78**

Sold online for every \$1 sold in the tasting room for the top 10 clients

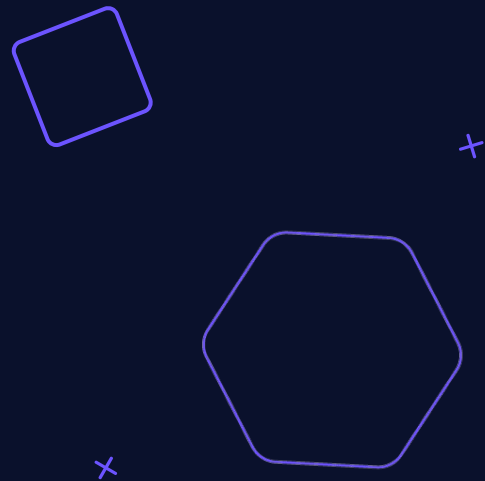
# Tasting Room Insights

The impact of capturing emails

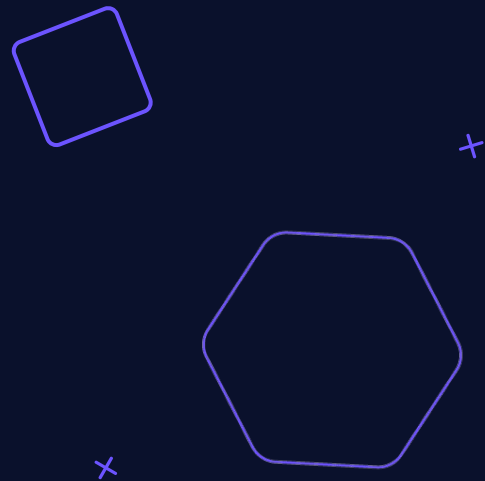
**23.8%** Chance a customer makes a web order in the future

**13.6%** Chance a customer signs up for the club in the future

# How to capture visitor emails?



# Focus on why



---

Hi Zach,

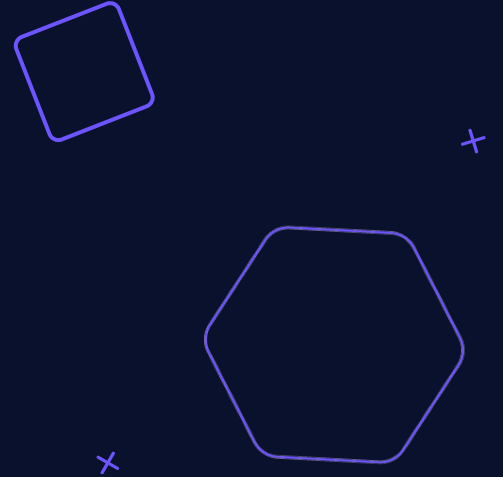
Part of every transaction in our tasting room is creating the guest as a new contact, even carryout. We spend a fair amount of time training and making sure our sales team understands the value in capturing that information. Rinse and repeat.

Beyond that, we've been instilling in our staff the importance of data collection for a few years now. They are not incentivized off this but we set up our experiences, sales processing, and training to lend to the ability to capture some basic information on the client including email. At a basic level- we consider every purchase to require contact information. Our sales conversion is fairly high which lends to this. Beyond that, we have paper collateral at every seat that a client is encouraged to fill out and the sales team does inquire if the guest would like to join the mailing list for promotions or updates on wines, events, etc.

1. I have been incessant about hounding my staff on the importance of capturing email – those reasons being:

- a. TR host has gone through the effort (1.5 hrs average tasting) of creating an emotional connection << this is the investment
- b. A sale today without the email address is near-sighted and only helps the TR channel “today” with that accomplishment and is therefore a limited and static ROI from the investment of time and effort
- c. An email address allows us to capture 2<sup>nd</sup>/3<sup>rd</sup> sales etc.. after having made that emotional connection
- d. And those downstream sales could be via any channel, even returning to the TR

# Create meaningful invitations



# Other tactics



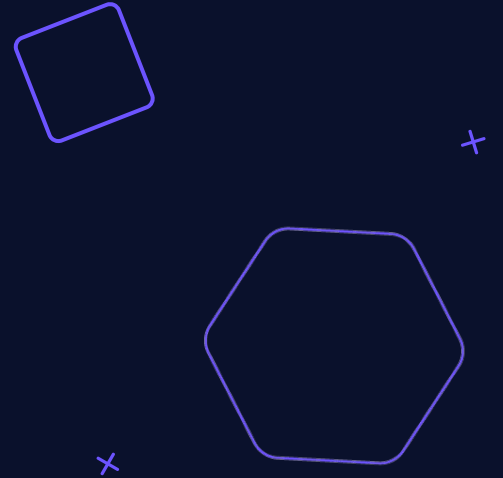
# The Online Shopping Experience



# Increasing “add-to-cart” clicks.




# Merchandising



# Showcase your products



### COLLECTOR'S SERIES




**2019**  
CLONE 230  
CHENIN BLANC

\$39.99

1 ADD TO CART

LIMITED QUANTITY




**2020**  
LUC'S BLOCK

\$26.99

1 ADD TO CART

NEW RELEASE




**2020**  
ORCHARD BLOCK  
GEWÜRZTRAMINER

\$26.99

1 ADD TO CART

LIMITED QUANTITY



**2019**  
B.M.V.  
RIESLING

\$32.99

1 ADD TO CART

LIMITED QUANTITY


### Dinner Party Collection

These carefully selected wines are eloquently paired to compliment a variety of dinner parties. Small batch wine goes well with every palate, we think you're going to need another bottle.

\$92.00

1

Add to cart




#### 2014 Tulocay Pinot Noir

Notes of rose petal, earth, cherry cola, and baking spices. A lengthy finish with fine tannins.

\$40.00

1

Add to cart




#### 2017 Cavaletti Vineyards Grenache

Light raspberry and cherry cola on the palate, finishing with lingers of baking spices and notes of Mediterranean herbs.

\$42.00

1

Add to cart



### Featured

#### 2015 Chardonnay


Walls Walla

Aromas abound of red apple complemented by subtle notes of vanilla bean and pistachio. An excellent balance of luxurious mouth-feel and food pairing acidity.

\$35.00 / 750ml

1

Add to Cart



#### 2016 Rose


Niagara

Light coral color with a whisper of pink, aromas of flubards pie and framboise. Dry and crisp on the palate.

\$24.00 / 750ml

1

Add to Cart



### Red Wines

#### 2015 Reserve Cabernet Sauvignon


Napa Valley


Fleshy, dark berry fruits and warm spice fill the palate, supported by a barely perceptible touch of oak.

\$55.00 / 750ml

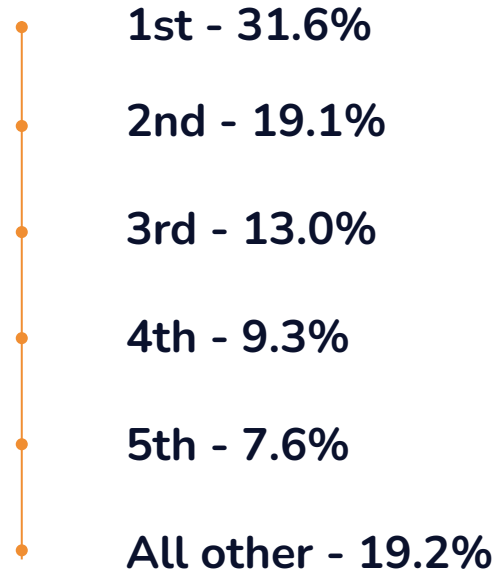
1

Add to Cart

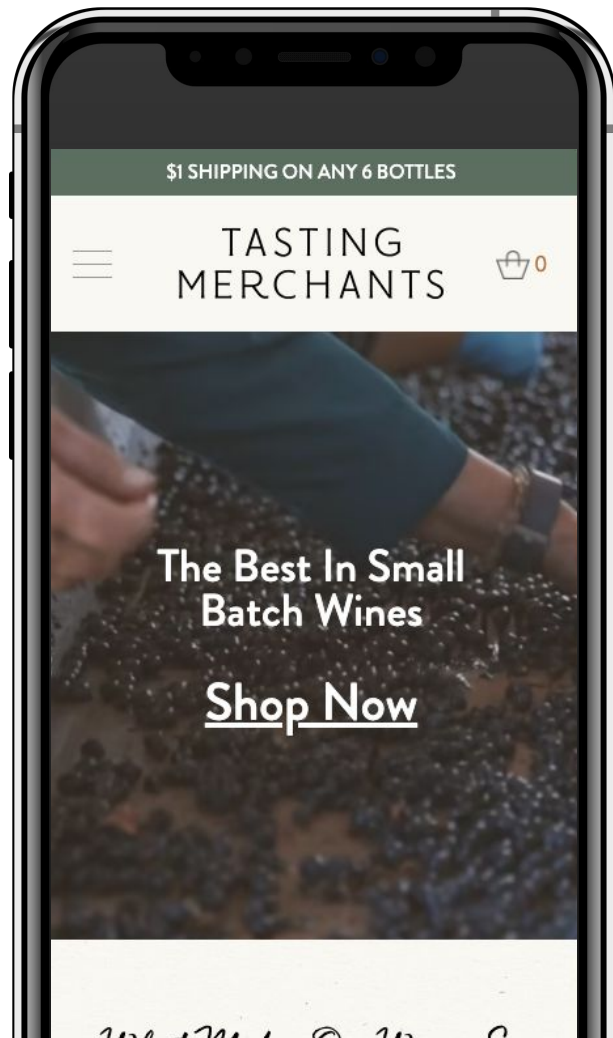




# Product position related to “add to cart” click rate




# Merchandise for easier shopping



# Buy buttons on list pages

## Featured




**2015 Chardonnay**  
Walla Walla

Aromas abound of red apple complimented by subtle notes of vanilla bean and piecrust. An excellent balance of luxurious mouth-feel and food pairing acidity.

\$35.00 / 750ml

[Add to Cart](#)



**2016 Rose**  
Niagara

Light coral color with a whisper of pink, aromas of Rhubarb pie and framboise. Dry and crisp on the palate.

\$24.00 / 750ml

[Add to Cart](#)



**2016 Cabernet Sauvignon**  
Napa Valley

Fleshy, dark berry fruits and warm spice fill the palate, supported by a barely perceptible touch of oak.

\$55.00 / 750ml

[Add to Cart](#)

## Red Wines



**2015 Reserve Cabernet Sauvignon**  
Napa Valley

Fleshy, dark berry fruits and warm spice fill the palate, supported by a barely perceptible touch of oak.

\$55.00 / 750ml

[Add to Cart](#)



**2015 Reserve Pinot Noir**  
Fredericksburg

Notes of rose petal, earth, cherry cola, and baking spices. Soft and supple in the mouth, with cherry, wild herbs, and strawberry on the palate. A lengthy finish with fine tannins.

750ml  
 1000ml  
 2000ml



## Dinner Party Collection

These carefully selected wines are eloquently paired to compliment a variety of dinner parties. Small batch wine goes well with every palate, we think you're going to need another bottle.

\$92.00

1

Add to cart



## 2017 J. Cage Chardonnay La Cruz Vineyard

Aromas of red apple complimented by subtle notes of vanilla bean and piecrust.

\$35.00

1

Add to cart



## 2013 Weatherborne Sta. Rita Hills Pinot Noir

Plum, bramble, licorice, cedar and a whiff of gunpowder tea on the nose. Layers of earth and spice, with bright acidity.

\$35.00

1

Add to cart



\$1 SHIPPING ON ANY 6 BOTTLES

SHOP WINES

MISSION

TASTING  
MERCHANTS

CONTACT

YOUR ACCOUNT



20  
17

## J. Cage Chardonnay La Cruz Vineyard

Aromas abound of red apple complimented by subtle notes of vanilla bean and piecrust. An excellent balance of luxurious mouth-feel and food pairing acidity. The flavor profile includes a distinct minerality combined with Bartlett pear and ripe golden apple enhanced by delicate flavors of vanilla bean and mother's piecrust. As this Chardonnay warms in your glass, the intricate symphony of flavors becomes more apparent.

\$35.00

1

Add to cart



\$1 shipping on any 6 bottles. That's a minimum \$35 in savings!

## All Wines

The best in small batch wine. Handcrafted by family-owned wineries with the passion, hard-work and dedication that the wine industry demands.

All

White

Rosé

Reds

6-Packs

Garden Party

### 2015 SLYD "Trio" Red Blend

A crowd-pleasing red blend of Cabernet, Sangiovese and Syrah that can pair with any meal from Spencer Daley in Santa Barbara.

**\$30.00**

### 2017 Cavaletti Vineyards Grenache

Patrick Kelley is part of the growing movement to bring winemaking back to Los Angeles County and he makes a compelling case with this juicy and vibrant Grenache.

**\$42.00**

### 2013 Tulocay Pinot Noir



### 2017 Metrick Sauvignon Blanc



Type:  Varietal:  Vendor:  Appellation:  Price:  Style:  Occasion:

## Dinner Party Collection

These carefully selected wines are eloquently paired to compliment a variety of dinner parties. Small batch wine goes well with every palate, we think you're going to need another bottle.



\$92.00

1

Add to cart

## 2017 J. Cage Chardonnay La Cruz Vineyard

Aromas of red apple complimented by subtle notes of vanilla bean and piecrust.



\$35.00

1

Add to cart

## 2013 Weatherborne Sta. Rita Hills Pinot Noir

Plum, bramble, licorice, cedar and a whiff of gunpowder tea on the nose. Layers of earth and spice, with bright acidity.



\$35.00

1

Add to cart

**Add-to-cart  
clicks come  
from a list page**

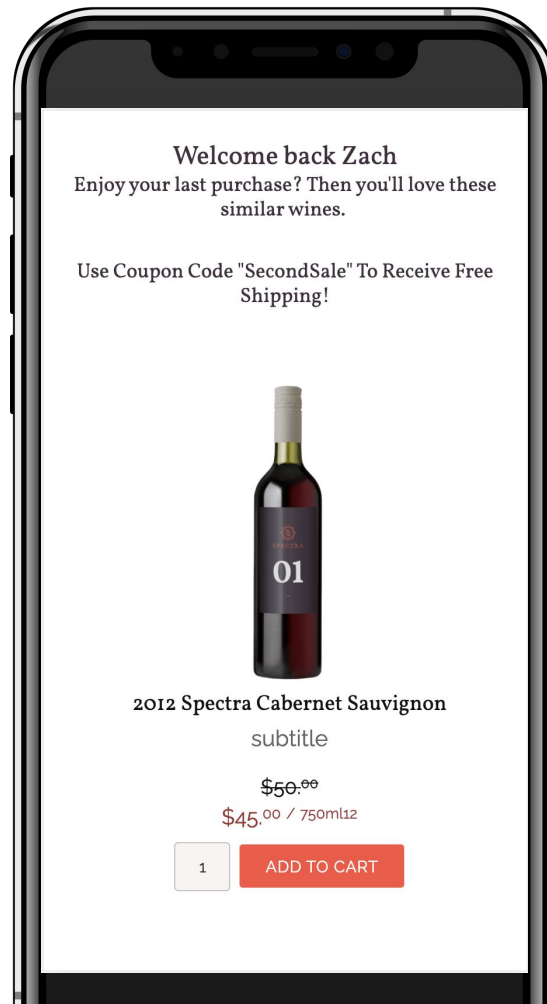


**+64%**

# Personalization



# Personalization



# Standard Homepage



## NEW RELEASES



2017 Spectra Cabernet Sauvignon

\$110.00

15L \$110.00

1

ADD TO CART



2015 Spectra Cabernet Sauvignon

~~\$55.00~~

\$50.00

1

ADD TO CART



2016 Spectra Rosé

~~\$45.00~~

\$35.00

1

ADD TO CART



# Anonymous Visitor



## NEW RELEASES



2017 Spectra Cabernet Sauvignon

\$110.00

1.5L \$110.00

1

ADD TO CART



2015 Spectra Cabernet Sauvignon

~~\$55.00~~

\$50.00

1

ADD TO CART



2016 Spectra Rosé

~~\$45.00~~

\$35.00

1

ADD TO CART

First Time Buyer



Welcome back Zach

Enjoy your last purchase? Then you'll love these similar wines.

Use Coupon Code "SecondSale" To Receive Free Shipping!



2012 Spectra Cabernet Sauvignon

~~\$50.00~~

\$45.00 / 750ml

1

ADD TO CART



2018 Spectra Cabernet Sauvignon

\$45.00 / 750ml

1

ADD TO CART



2016 Spectra Cabernet Sauvignon

~~\$55.00~~

\$50.00 / 750ml

1

ADD TO CART

Repeat  
Buyer



# A tradition in premium wine

→ SHOP OUR WINES



Welcome back Zach

Did you know our club members always get 20% off?

## Join the Spectra Club

Our wine club offers a premium experience both at home and at the winery. Get a recurring shipment of wine on your terms and be the first to be offered our most limited releases. When you come to visit us you will have access to our member pavilion and private tasting facilities.

→ [LEARN MORE](#) → [JOIN THE CLUB](#)

# Club Member

## A tradition in premium wine

→ SHOP OUR WINES



### Welcome back Zach

We'd like to invite you to our upcoming member only event. [Click here](#) for more information

#### Spectra Wine Club

Your next club shipment is Feb 28, 2021

##### Ship To

Zach Kamphuis  
1770 Pendrell Street  
Vancouver, BC, V6A 1C2  
Canada  
Phone: (604) 217-5161

Edit

##### Payment details



Card ending in 5454  
Exp 4/2024

Edit

|   |   |  |                               |          |
|---|---|--|-------------------------------|----------|
| 6 |  | 2016 Spectra Rosé<br>750ml               | <del>\$45.00</del><br>\$28.00 | \$168.00 |
| 6 |  | 2018 Spectra Cabernet Sauvignon<br>750ml | <del>\$45.00</del><br>\$36.00 | \$216.00 |

ADJUST YOUR SHIPMENT

[Edit club membership](#)

Subtotal: \$384.00

# Personalization

## Impact

**15%** of Commerce7 clients use personalization

**13%** of product views are on a personalized page

**47%** of “add-to-cart” clicks come from a personalized page

+



5.9x

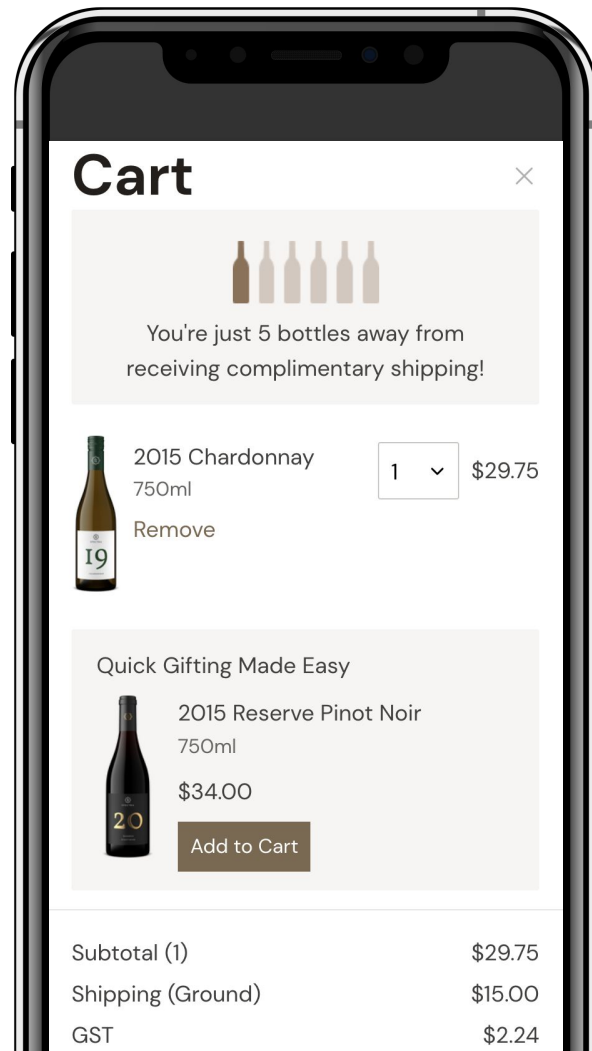
Higher conversion rate on average for clients who use personalization



# Upsells



# Upsells



# More cart conversions



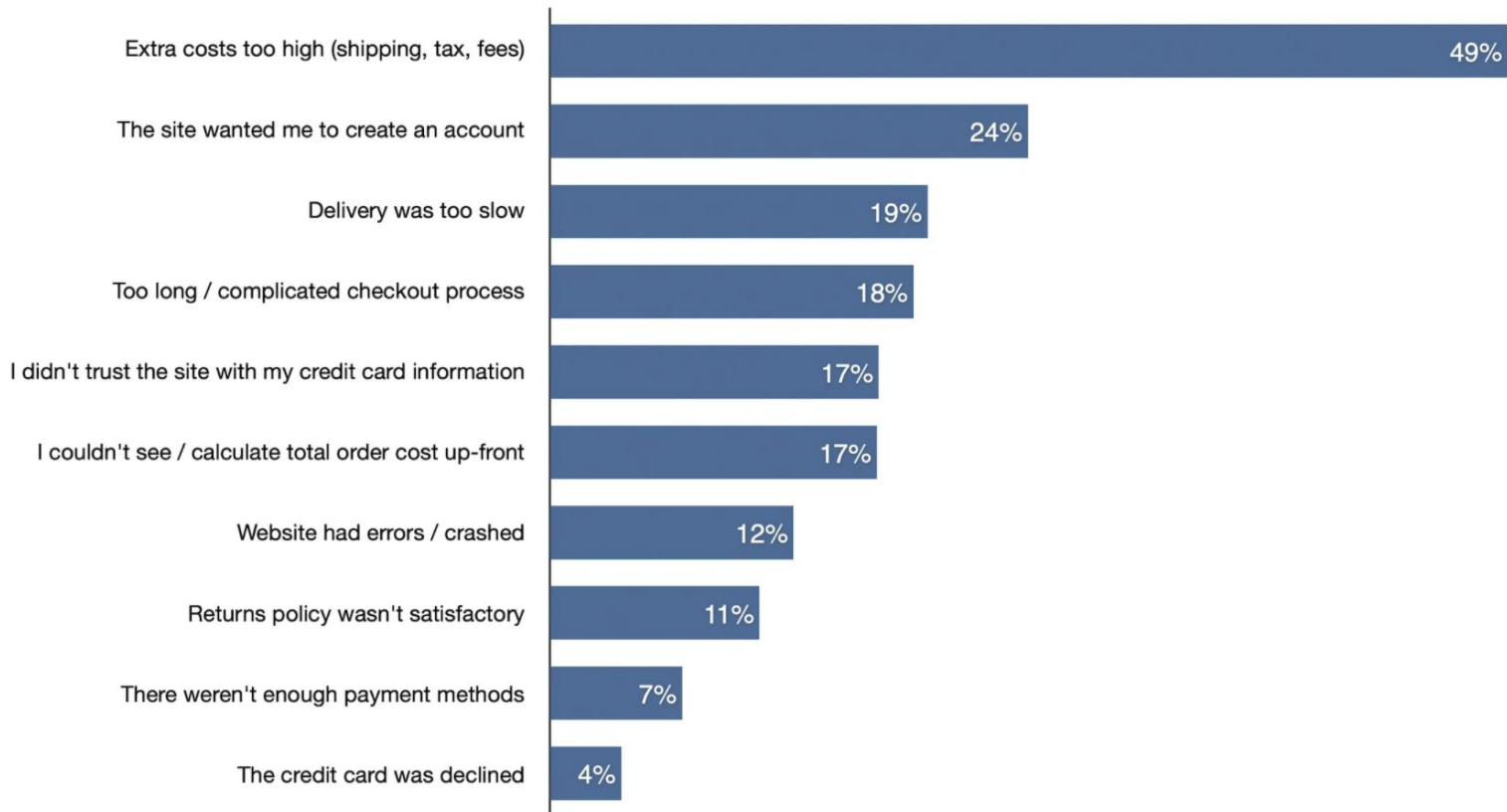
# Average Cart Abandonment

68%

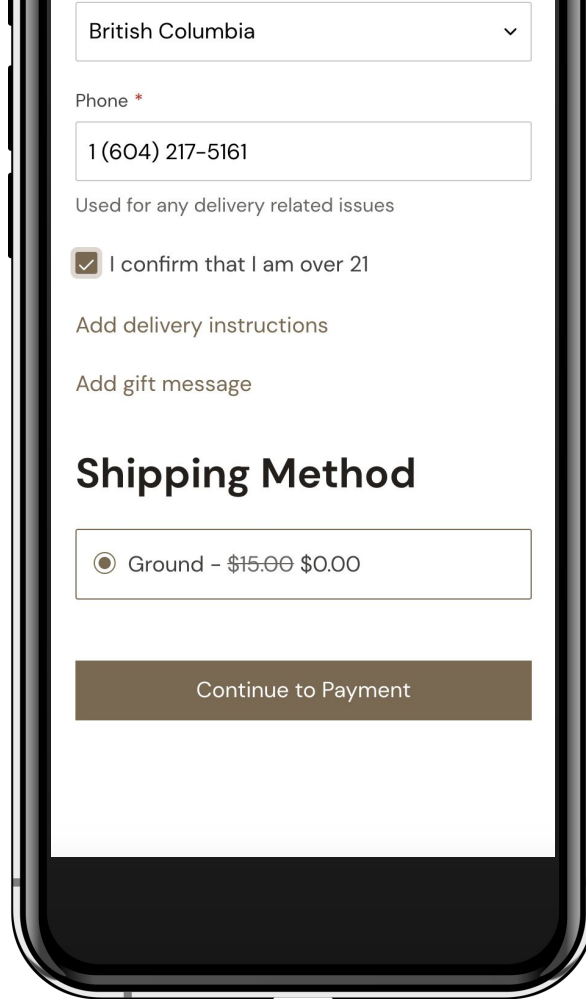
# Reasons for Abandonments During Checkout

4,329 responses · US adults · 2021 · © baymard.com/research

*"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"*  
Answers normalized without the 'I was just browsing' option



# Discounted Shipping



**Abandoned a  
cart because of  
shipping cost**

**49%**

**Consumers would  
shop online more  
often if given free  
shipping**

**90%**

**Consumers would  
spend more to  
qualify for free  
shipping**

**24%**

# “Free” Shipping

Built into the price of the product

**\$100 Package + \$20  
Shipping**

**\$120 Package + \$0  
Shipping**

+

# “Free” Shipping

Built into the price of the product

\$100 Package + \$20  
Shipping

**\$120 Package + \$0  
Shipping**

+

# Discounts

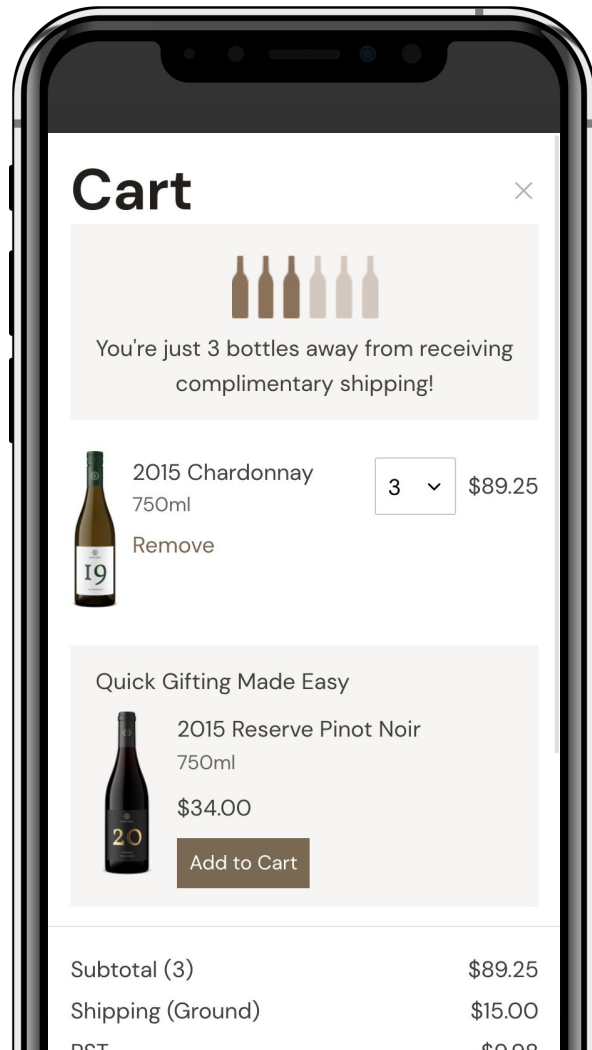
**23%** Orders have a product discount

**17%** Orders have a shipping discount

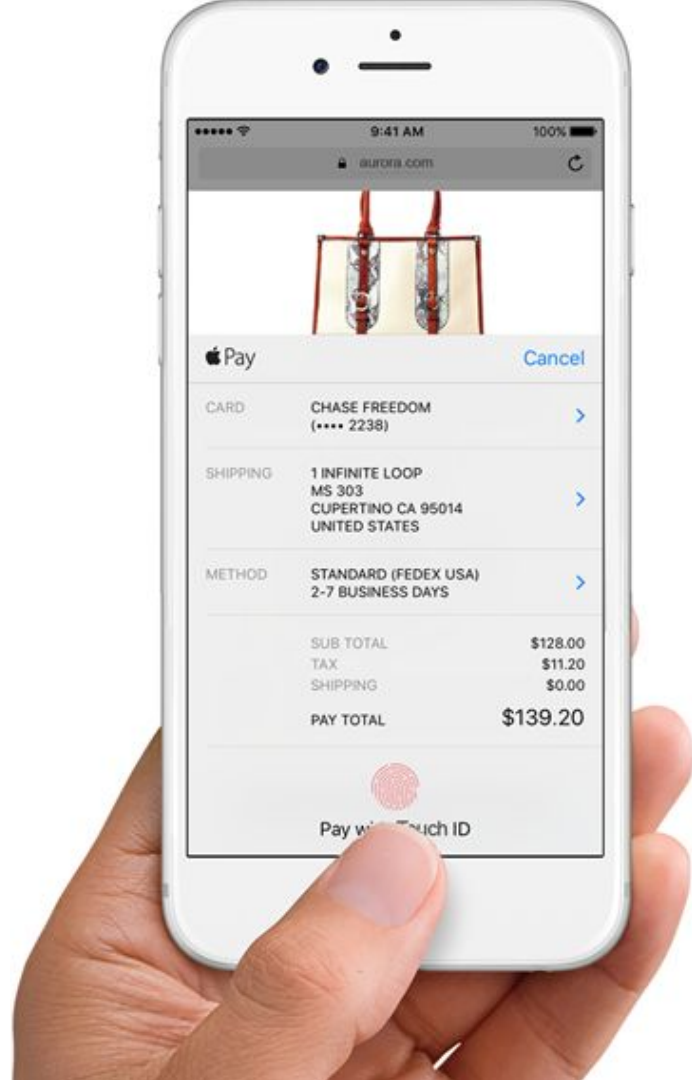
**11%** Orders have both a product & shipping discount

The screenshot displays the Spectra website interface. On the left, there are two wine product cards. The top card is for '2015 Chardonnay' from Walla Walla, with a description of aromas and a price of \$29.75 (member pricing) for 750ml. The bottom card is for '2015 Reserve Pinot Noir' from Fredericksburg, with a description of aromas and a price of \$29.75 for 750ml. On the right, a 'Cart' sidebar is visible, showing a '2016 Rose' wine for \$20.40. A 'Bottle Deposit' section is highlighted in a circular callout, showing a 'Total' of 'Club 15% Off'. The Spectra logo is at the top left of the page.

# Free shipping as a carrot



# Mobile Wallets

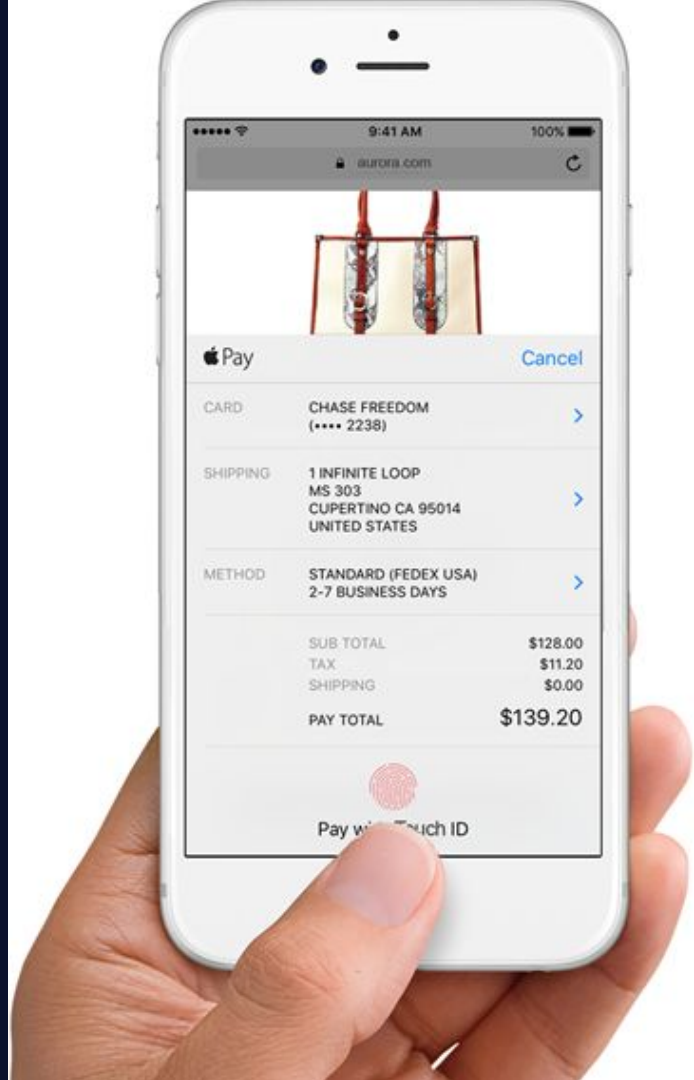


Commerce<sup>7</sup>

Apple Pay

G Pay

支 支付宝  
ALIPAY



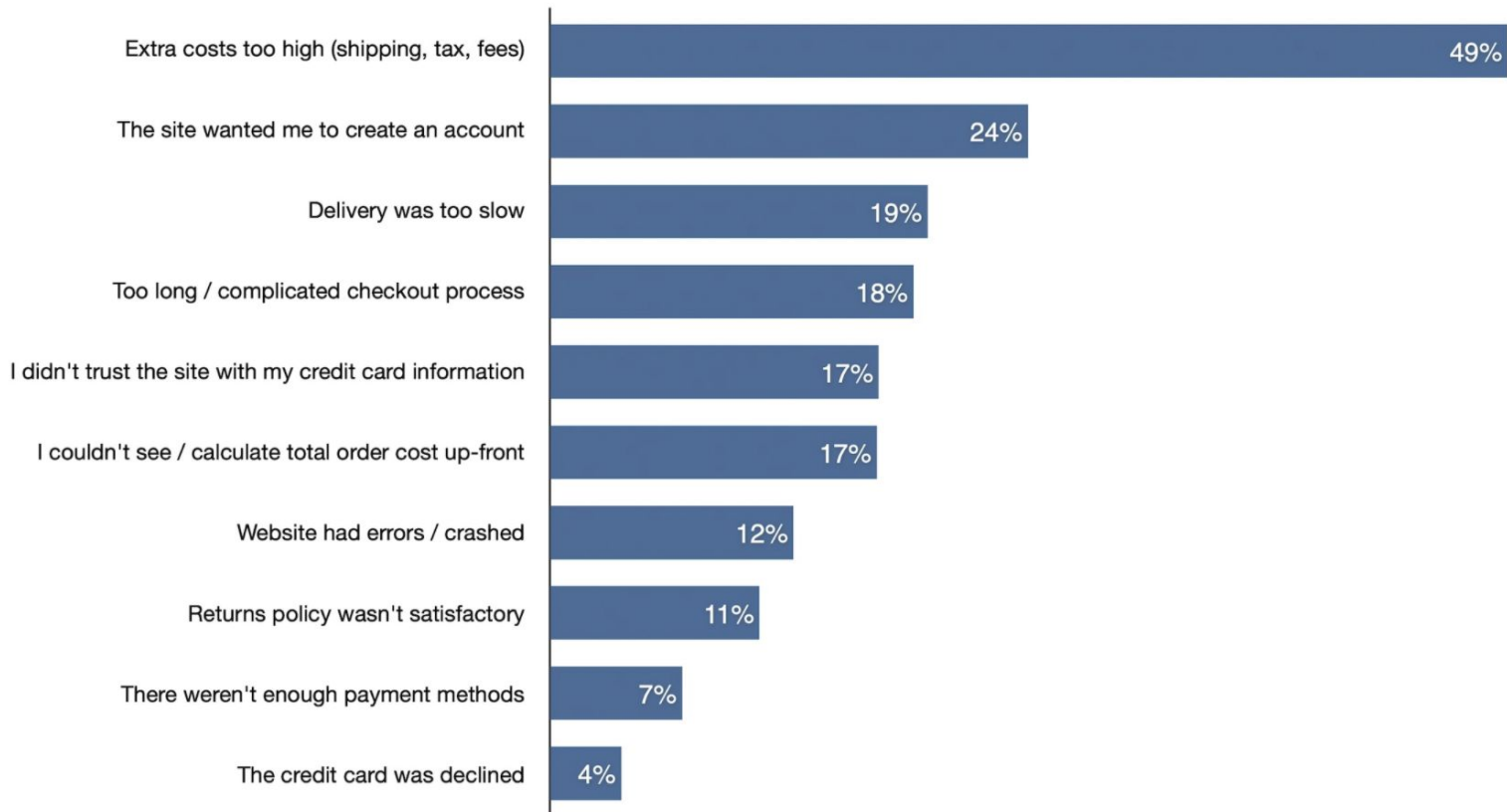
# Desktop vs Mobile

| Category             | Desktop | Mobile |
|----------------------|---------|--------|
| Site visits          | 45.3%   | 54.7%  |
| Add to cart clicks   | 54.0%   | 46.0%  |
| Checkout starts      | 52.2%   | 47.8%  |
| Checkout completions | 64.9%   | 35.1%  |

# Reasons for Abandonments During Checkout

4,329 responses · US adults · 2021 · © baymard.com/research

*"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"*  
Answers normalized without the 'I was just browsing' option

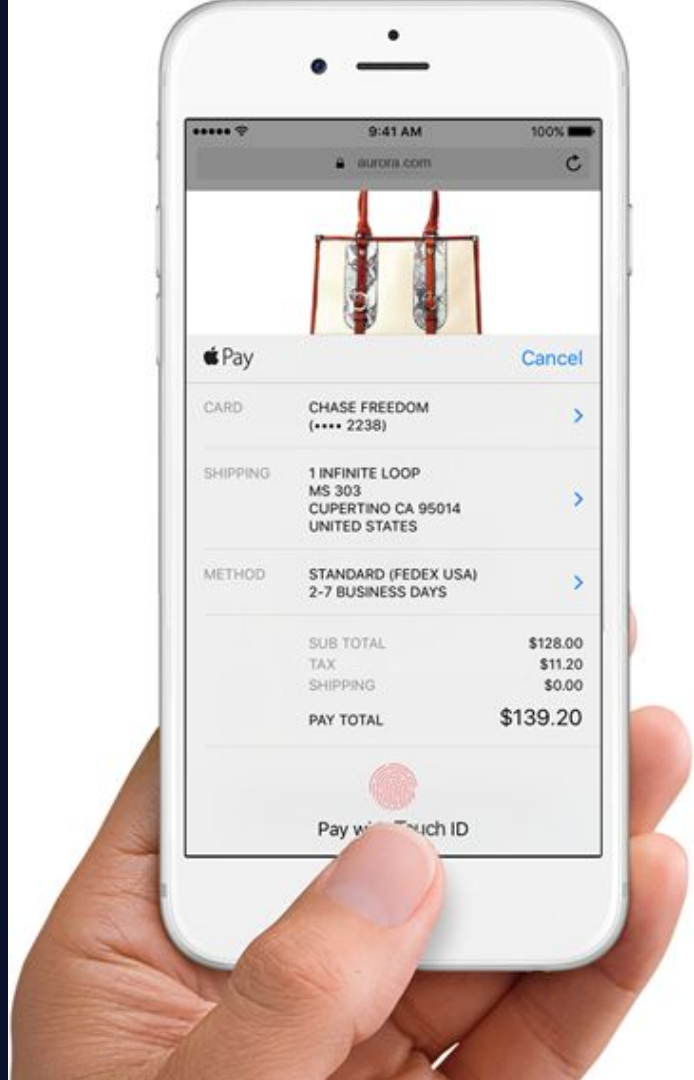


Commerce<sup>7</sup>

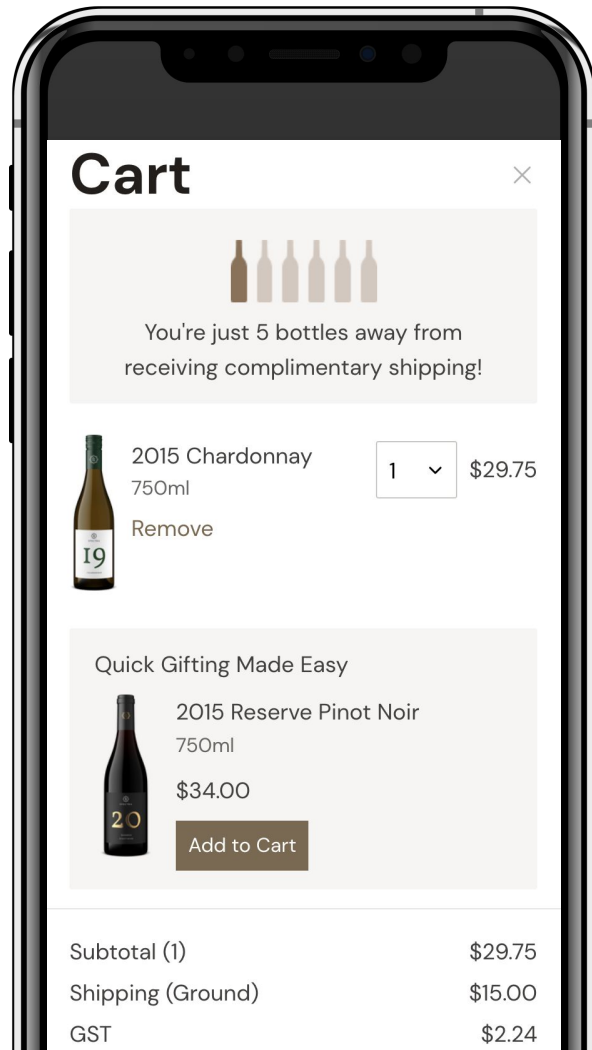
Apple Pay

G Pay

支 支付宝  
ALIPAY



# Persistent Cart



**Online shoppers  
need 24h+ to  
complete a purchase**

**6.6%**

# Chase abandoned carts

+

**FRANK & OAK**

FREE SHIPPING +  
25% OFF THE ITEMS IN YOUR CART.

## You Left Some Great Style in your Cart

There are some stylish items in your cart, but they'll disappear soon. Get **FREE SHIPPING** and **25% OFF** your Cart when you use the code: **SHIPPING25**.

[Checkout Now](#)

Items in your cart:

---



Odessa Chambray Shirt in Blue

Price: \$45.00

Qty: 1

---

\* Coupon code SHIPPING25 expires in 48 hours and cannot be applied to the sales section. Coupon cannot be combined with other discounts and coupons. Valid only on the first purchase.

**Abandoned cart  
emails are  
opened**

**45%**


**Opened emails  
are clicked**

**21%**

**Customers who  
click, make a  
purchase**

**50%**

# Abandoned Cart Notification

|   |   |
|---|---|
| <p>✓ Sends to</p> <p>Spectra Winery customers 6 hours after they abandon items in their cart.</p>   | <p>Edit Recipients</p>  |
| <p>✓ From</p> <p>Commerce7 (zach@commerce7.com)</p>   | <p>Edit From</p>  |
| <p>✓ Subject</p> <p>We saved your cart for you</p>  | <p>Edit Subject</p>   |
| <p>✓ Content</p> <div data-bbox="562 613 877 1016">A preview of an abandoned cart notification email. The email has a white background with a dashed border. At the top, it says "Forget something?" in bold, followed by "It looks like you left some great items in your cart." Below this, there are two columns of placeholder text: "*[ABANDONED_CART_ITEM-1]*" and "*[PRODUCT-TITLE]*" on the left, and "*[PRODUCT-RICH]*" on the right. A blue button labeled "Return to Checkout" is centered below the text. At the bottom, there are four wine bottles of different colors (red, dark red, dark red, dark red) arranged horizontally.</div> | <p>Edit Design</p> <p>✓ A plain-text version of this email will be included automatically. <a href="#">Edit</a></p> <p><a href="#">View preview</a></p> |

# The Cider Club



# The Basics

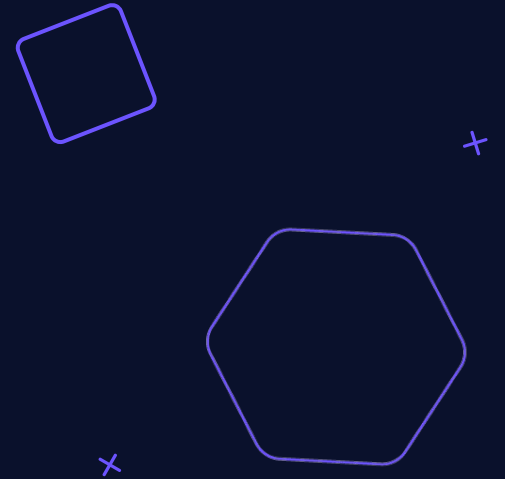
## Cider Club

- Recurring Subscription
- Member Benefits
- Exclusive Access

# Maximizing Revenue



# Member Flexibility



# Clubs & packages


**74%** Clubs are user choice


**67%** Shipments are user choice



# Editing shipments






 **26%** Members edit their shipment

 **30%** Members who edit when they receive an email







 **23%** Members who edit without receiving an email

### Your Shipment

5 selected (Min 4 products) • Subtotal \$156.60 Discard Changes Save Selections

|   |   |   |   |   |
|---|---|---|---|---|
| <br>2016 Pinot Gris<br>\$26.00 \$23.40 | <br>2016 Rose<br>\$24.00 \$21.60 | <br>2016 Rose<br>\$24.00 \$21.60 | <br>2016 Cabernet Sauvignon<br>\$55.00 \$49.50 | <br>2016 Reserve Chardonnay<br>\$45.00 \$40.50 |
|---|---|---|---|---|

### Available Wines

|  |  |
|--|--|
| <br><b>2016 Pinot Gris</b><br>750ml<br>\$26.00 \$23.40<br>Member pricing<br>- 1 +<br>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. | <br><b>2016 Cabernet Sauvignon</b><br>750ml<br>\$55.00 \$49.50<br>Member pricing<br>- 1 +<br>Min Qty: 1<br>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. |
| <br><b>2015 Chardonnay</b><br>750ml<br>\$35.00 \$31.50<br>Member pricing<br>+ Add   | <br><b>2015 Riesling</b><br>750ml<br>\$24.00 \$21.60<br>Member pricing<br>+ Add   |
| <br><b>2016 Rose</b><br>750ml<br>\$24.00 \$21.60<br>Member pricing<br>- 2 +<br>Qty: 1-6   | <br><b>2015 Reserve Pinot Noir</b><br>750ml<br>\$34.00 \$30.60<br>Member pricing<br>+ Add<br>Max Qty: 4   |



# Edited packages



26%

Increase in SKU count for an edited package








18%







Increase in order value for an edited package

**Your Shipment** Discard Changes Save Selections

5 selected (Min 4 products) • Subtotal \$156.60

|   |   |   |   |   |
|---|---|---|---|---|
| <br>2016 Pinot Gris<br>\$26.00 \$23.40 | <br>2016 Rose<br>\$24.00 \$21.60 | <br>2016 Rose<br>\$24.00 \$21.60 | <br>2016 Cabernet Sauvignon<br>\$55.00 \$49.50 | <br>2016 Reserve Chardonnay<br>\$45.00 \$40.50 |
|---|---|---|---|---|

**Available Wines**

|  |  |
|--|--|
| <br><b>2016 Pinot Gris</b><br>750ml<br>\$26.00 \$23.40<br>Member pricing<br>- 1 +<br>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. | <br><b>2016 Cabernet Sauvignon</b><br>750ml<br>\$55.00 \$49.50<br>Member pricing<br>- 1 +<br>Min Qty: 1<br>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. |
| <br><b>2015 Chardonnay</b><br>750ml<br>\$35.00 \$31.50<br>Member pricing<br>+ Add<br>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. | <br><b>2015 Riesling</b><br>750ml<br>\$24.00 \$21.60<br>Member pricing<br>+ Add<br>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.                         |
| <br><b>2016 Rose</b><br>750ml<br>\$24.00 \$21.60<br>Member pricing<br>- 2 +   | <br><b>2015 Reserve Pinot Noir</b><br>750ml<br>\$34.00 \$30.60<br>Member pricing<br>+ Add   |

Decrease in first year churn for  
members who edit



**-22%**

Increase in club lifetime value  
for members who edit



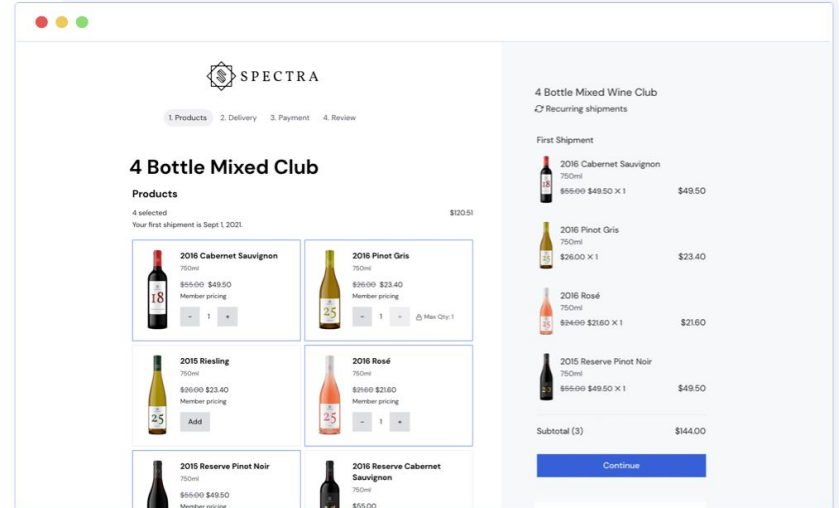
+63%

# Cater to members signing up online



# Online signups

19.5% Club members sign up online



Average number of orders  
before a member signs up



4.17

# How to cater to online sign ups



# Recap

## Grow ecommerce sales by:

- Capturing Data on Premise
- The Online Shopping Experience
- The Cider Club

## Q&A

# Questions

