



How Alcohol Shippers Can Benefit from Lessons Learned in the eCommerce Subscription Space



Our Agenda For Today - Exploring The Future For Wine Clubs

The team of industry experts here today will help you:

- Understand the importance of customer connectivity
- Benchmark your efforts against the broader ecommerce landscape
- Develop new tactics to grow your business

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Moderator



Dave Dobrow
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Panelists



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Product Mgr.,
ShipCompliant



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Wine Club Mgr.,
Miner Family
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Ariel Myers
VP of Sales,
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Top 10 Strategies for Subscription Success in 2016

10. The World Is Your Global Marketplace
9. Over-The-Top Content
8. Monetize Your Data with IoT
7. Personalization is Paramount
6. The Fight Against Churn
5. Promotions Are Key
4. Dial M for Mobile Commerce
3. Fight the Good Fight Against Fraud
2. New Ways to Pay
1. Recover Revenue



COPPER PEAK
LOGISTICS

Craftsmanship Fulfillment



Personalization is Paramount

- Brings the element of discovery and surprise
- Sampling product in smaller batches prevents sensory overload
- Tailored boxes to meet the specific interests of the consumer
- Hones in on specifics
- Follow up surveys of likes/ dislikes

Customer Relationship Management

- **The length of time that a typical customer keeps a wine club membership is between 24 and 28 months, on average.**
- **29% of all wine clubs have an average membership of less than 12 months.**
- **59% of wine clubs have fewer than 500 members.**

What drives the need for Pricing and Packaging Iteration?

- Responding to the market and customers
- Competitive response
- Introducing periodic price changes to:
 - Capture new value being delivered in your product
 - Keep up with inflation
- Launching new products
- Running marketing promotions



Millennials Building for Tomorrow

- Millennials, defined as 79 million Americans ages 21 to 38, drank 159.6 million cases, averaging 2 cases per person.
- Millennials drank 42% of all wine sold in US in 2015.
- Of Millennials who drink wine, more than 50% of them talk about it on Facebook, with more than a third using YouTube, Twitter and Instagram for wine-sharing purposes.

Thank You For Joining Our Session!!



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