



Family-owned, online-only Australian wine retailer, winedirect.com.au, leads the way with marketing automation using dotdigital

Launching their first website more than two decades ago, winedirect.com.au is a family-owned wine retailer providing quality wine Australia-wide. Located in Adelaide, they're spitting distance from some of the best wine regions in Australia including the McLaren Vale, Barossa Valley, Clare Valley, and the Adelaide Hills. winedirect.com.au sources wine directly from the winemakers and producers, selecting only the best quality and value wines to ensure they can offer fantastic pricing to their ever-increasing family of wine lovers. The team consists of a bunch of passionate wine nerds who pride themselves on providing insightful, personalized service and top quality, excellent wine.

Challenge

With the overwhelming growth of its customer database, winedirect.com.au faced a key challenge. As an online-only retailer, winedirect.com.au has always strived to break down the barriers between its customers and the brand. The company also wanted to up its game in capturing customer attention and increase its sales through relevant and exciting workflows. Therefore, they were on the lookout for a long-term solution for their growing business to help them create direct and meaningful customer connections through a holistic automation approach.

72%
increase in
ROI from
email

Solution

In 2017, winedirect.com.au partnered with dotdigital as its marketing automation solution provider to help enhance its omnichannel customer experience strategy. One of the main reasons driving this decision was the sheer amount of data segments offered by dotdigital, as well as its integration with the ecommerce platform Magento 2. The segmentation tools available in dotdigital allowed the customer to capture, segment, and funnel data effectively to run personalized campaigns.

Adam Hollinshead, Chief Digital Officer at winedirect.com.au, said, "The challenge for us as an online-only business was to establish and foster relationships with our customers at a personal level, and add a human touch to our communications. Partnering with dotdigital has helped us leverage the captured data and target our customers with highly personalized, relevant messages through tailor-made campaigns."

Furthermore, the brand has integrated dotdigital's recency, frequency, and monetary value (RFM) model tool. The RFM personas such as 'Champions' and 'Loyal' have enabled the sales team to identify and reach out to customers who have spent on multiple occasions, made a big purchase in the past, and are likely to repeat. "The RFM tool has helped streamline the entire process of sending emails while providing in-depth, real-time insights into customers' core purchase lifecycle and their spending behavior. This has not only aided in segmentation and personalization but has also led to growth in our customer database," added Adam.

Results

Within the first three months of activation, the campaign has accounted for 5% of the revenue generated through dotdigital automation programs and 2.7% of the overall company's revenue. The brand also witnessed a 72% increase in ROI for each AU\$1 spent on email over the last three months.

Winedirect.com.au saw a 30% growth in their database since March 2020. While the RFM persona 'Champions' saw a 30% increase in its customer database, the 'Loyal' RFM persona saw a 15.11% increase since January 2020. What's more, the company also witnessed a surge in repeat customers.

61% of customers who have made a purchase this year have made a repeat purchase, a testament to the growing loyalty of the winedirect.com.au database.

