

The Data That's Changing Winery DTC

A look into the trends, stats, and key insights that defined 2021 and will define winery DTC for years to come.





2021 was a great year for many in the wine industry. The ecommerce channel, which saw great growth during 2020, has pulled back to a now much higher baseline. This growth combined with tasting rooms being open again, has resulted in a stellar year for direct to consumer sales. Through this report, our team examines and illustrates the trends, stats, and key insights we've found through analyzing our aggregate data across our 750+ winery client base.

We hope our findings help you better understand and grow your direct to consumer sales in the years to come.

The Commerce7 Team

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Our business EXPLODED with the use of Commerce7. We have quadrupled our club members during covid. We get compliments all the time on the reservation system, our user choice club system, our at the table orders. I could go on and on. We could not live without Commerce7.

I am so happy we went with the company that is doing everything they can to be cutting edge and building a system for your business to make money.


The system is built to help build your revenue, it's a different mindset and your bank account will show it.

Lisa Howard

Owner, Tolenas Winery

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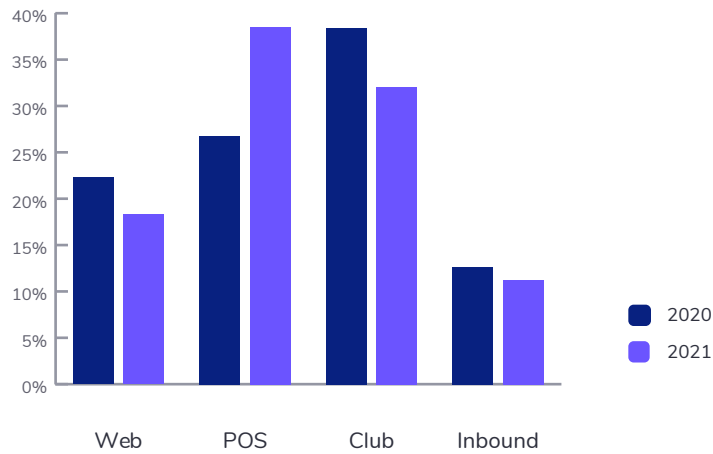


Direct to Consumer Sales in 2021

Total sales

Ecommerce sales saw huge growth in 2020. While we have seen this growth reduced quite a bit in 2021, the baseline is still much higher than it was pre-pandemic. For many consumers, purchasing online was a new behaviour that's going to stick long term.

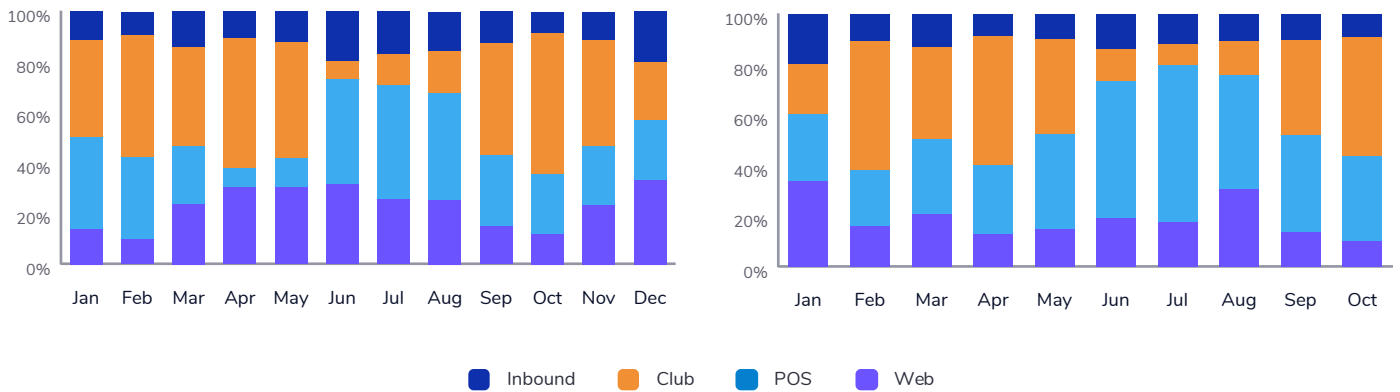
Yearly sales by channel



Monthly sales by channel

2020

2021





Inbound: Orders through the admin panel POS: Orders through the point of sale
 Club: Orders through club shipments Web: Online sales


Order value


In 2021, orders from clubs maintained their position as having the highest average order value. Surprisingly though, the order value for ecommerce isn't too far behind. Orders placed online are almost as large as an average club shipment.

Average order value by channel


\$129.22
Point of Sale


\$240.70
Club

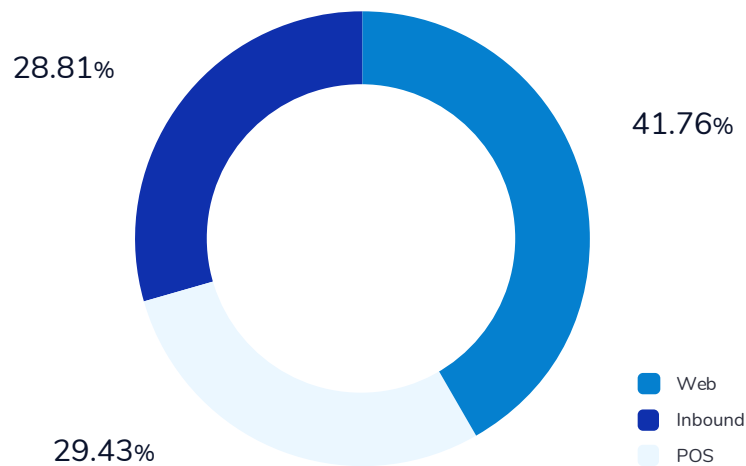

\$215.04
Web


\$233.69
Inbound

Acquired customers

Despite the majority of orders being created in the tasting room, the majority of customer records in Commerce7 are created through online orders. This is great, but also means that wineries are missing opportunities to capture contact data and create customer records through tasting room orders.

New customers by channel

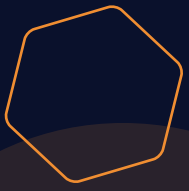


Web: Online sales

Inbound: Orders through the admin panel

POS: Orders through the point of sale

Clubs



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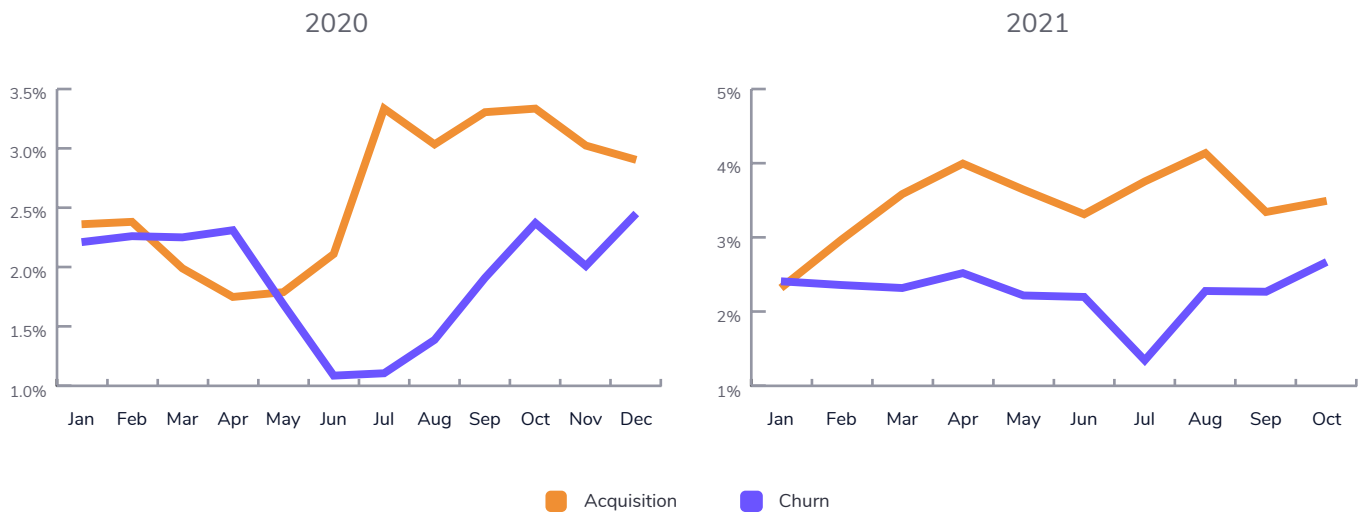
I'm thrilled with the results: +68% increase in average order value and +31.4% increase in overall revenue versus last quarter. We made some changes to the club structure and benefits when we moved to Commerce7 and the results are very encouraging.

Catherine Douglas

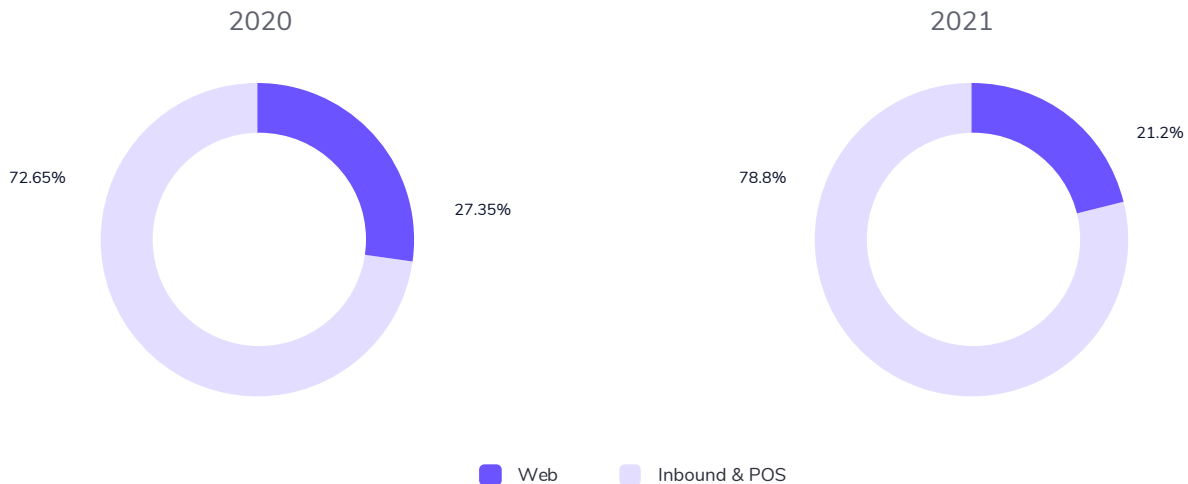
Sales and Marketing Manager, Carrick Wines

Performance in 2021

As expected, clubs performed poorly in 2020. In the past 24 months, many online subscription services have grown significantly, but wine clubs, being one of the oldest and original subscription services, saw less growth and performed poorly in comparison. The tasting room is typically where wine clubs thrive, but with tasting rooms closed, churn outpaced acquisition at the start of 2020. In 2021, club growth was back with acquisitions outpacing churn through all months of the year. The summer months were the strongest for clubs.



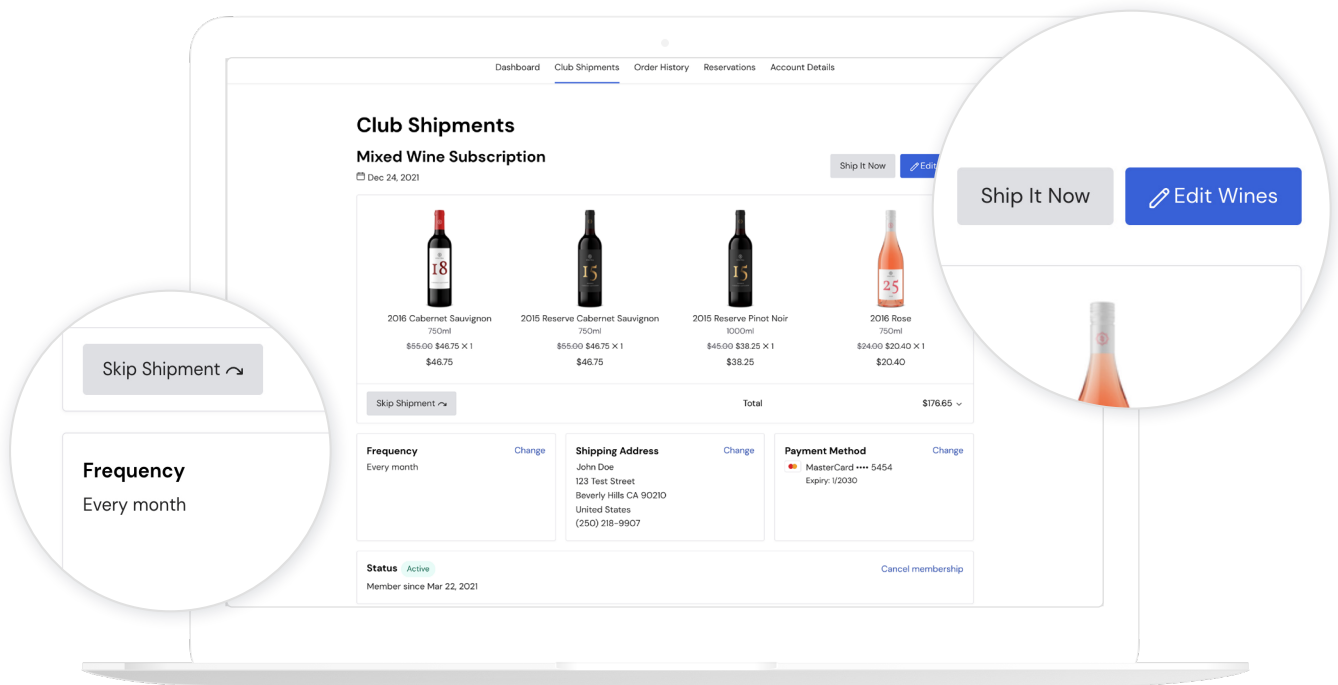
With tasting rooms reopening in 2021, the percentage of signups happening online has gone down 6.15% as they've increased across other channels.



State of wine clubs

With no tasting room to convert members, digitally native clubs such as Winc rely on converting members online. The worst performing months for wine clubs were the best performing for most of the digitally native wine clubs. While there are some differences in the club structure, there is a lot to be learned from these online clubs.

Commerce7 clubs, by default, give customers the ability to skip shipments and cancel their membership online. While these features are controversial, consumers are beginning to expect the control that they receive from other online memberships.

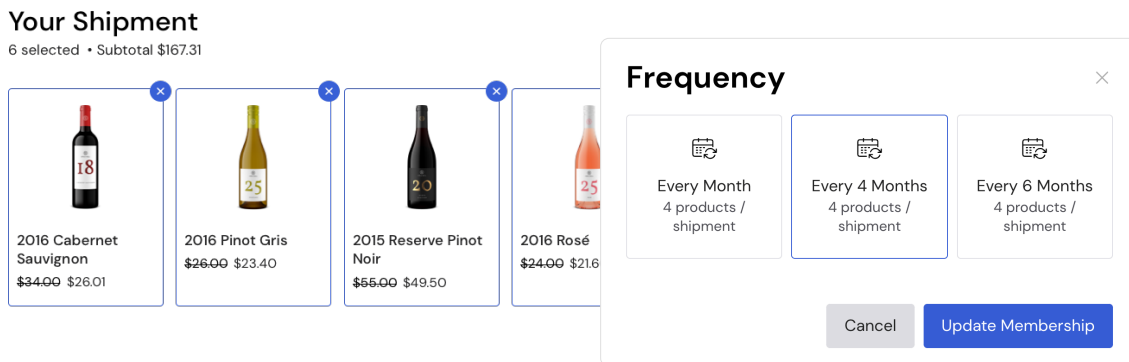


The future of the wine clubs may be to look past the tasting room and begin to understand, engage with, and convert consumers online. How are digitally native clubs converting members online and what can be learned from their success?

Bringing more value to online memberships

Many wineries today push member benefits as one of the key reasons for a consumer to join. Free tastings, exclusive events, and pickup parties are great for adding value for localized members, but what about consumers who are unable to visit your tasting room and want to purchase wine on a recurring basis? Why should they sign up for your club? By focusing on providing the consumer with the most convenient and flexible member experience possible, there's a value add for any consumer wanting to purchase from your brand on a recurring basis, regardless of their location.

The subscription club tools in Commerce7 are a part of our effort to target this consumer need. With the growing number of online-only wine subscriptions, it was time for a solution that gives customers the flexibility and control that they're accustomed to, with value that's relevant for all members.



Subscription clubs are one level up from a user choice club. While wineries are still able to set club requirements, members start with a shipment of products tailored to their preferences and can receive their shipments at the frequency that they select instead of waiting for the winery to process their package on set dates.

With subscription clubs we see a significant portion of signups come from the website. 47.6% of subscription club members signed up online, while only 19.5% of traditional wine club members signed up online. Consumers in different cities and states are valuing the convenience of the subscription and are signing up at home.

Club Insights





Hello John
Welcome to your account! [Log Out](#) [+]
Member since Mar 19, 2021

[Dashboard](#) [Club Shipments](#) [Order History](#) [Reservations](#) [Account Details](#)

Club Shipments

Mixed Wine Subscription

Dec 24, 2021 [Ship It Now](#) [Edit Wines](#)

 2016 Cabernet Sauvignon 750ml \$55.00 \$46.75 X 1 \$46.75	 2015 Reserve Cabernet Sauvignon 750ml \$55.00 \$46.75 X 1 \$46.75	 2015 Reserve Pinot Noir 1000ml \$45.00 \$38.25 X 1 \$38.25	 2016 Rose 750ml \$24.00 \$20.40 X 1 \$20.40
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[Skip Shipment](#) Total **\$176.65** ▼

Frequency Every month Change	Shipping Address Change John Doe 123 Test Street Beverly Hills CA 90210 United States (250) 218-9907	Payment Method Change MasterCard •••• 5454 Expiry: 1/2030
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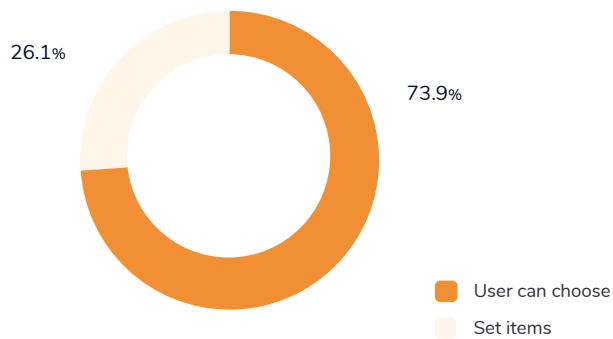
Status Active [Cancel membership](#)
Member since Mar 22, 2021



Overview

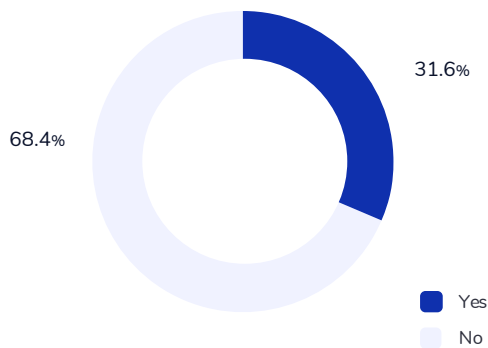
For clubs and package types, there isn't a dramatic change from 2020 to 2021. While the majority of wineries allow their customers to edit shipments online (73.9%), the number hasn't increased from the 74.4% that we saw in 2020. 26.1% of wineries still have clubs with "set" packages where products cannot be customized by members.

Club package types

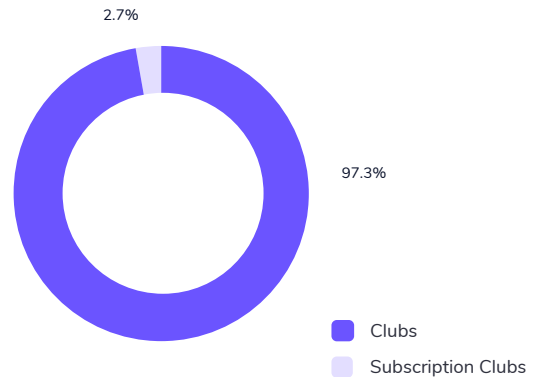


Looking at subscription clubs alone, there's a 12.3% increase in the number of wineries with at least one created. We also see a 159% growth from last year for the number of members that belong to a subscription.

Wineries trying a subscription club



Club memberships



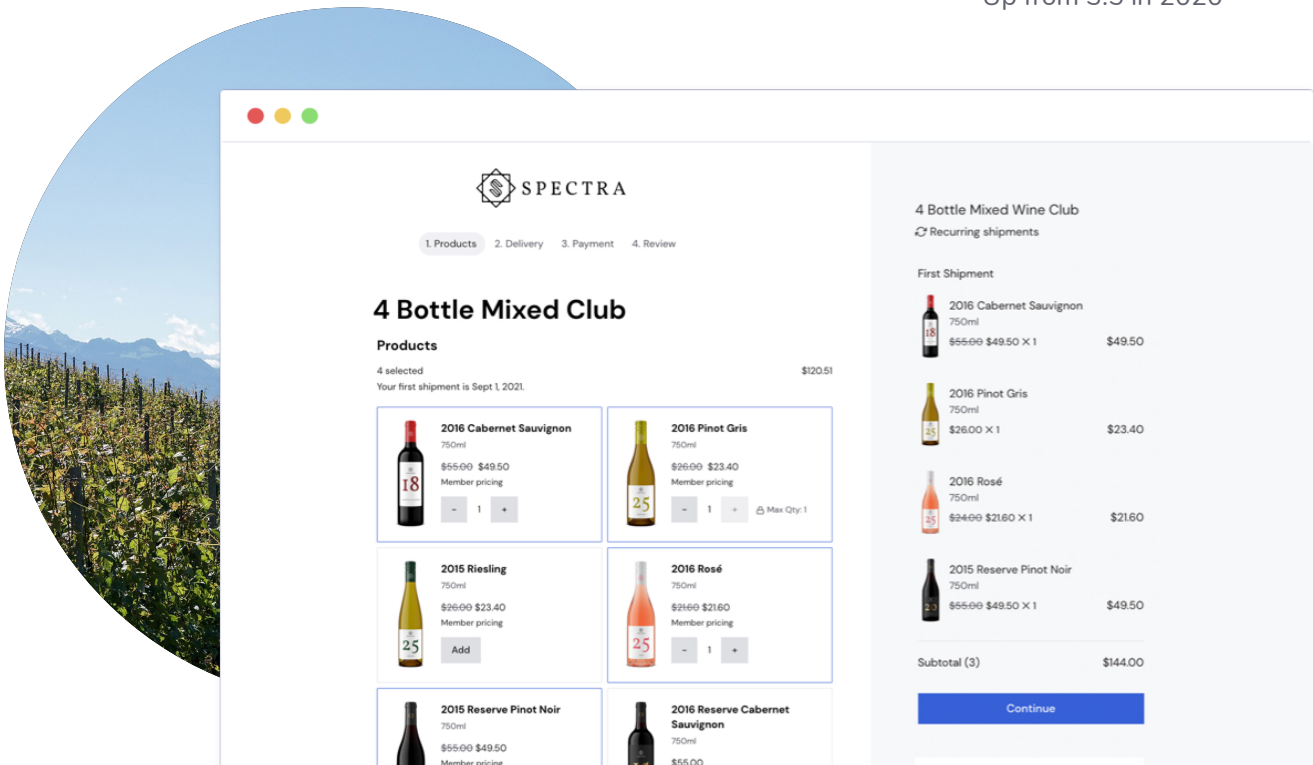
Sales funnel & new memberships

How early is too early to push customers to become club members? Through looking at our data, we've found that the average club member made 4.17 purchases with a winery before joining a club. Most wine club members aren't signing up on their first visit to the winery, so it's important to capture tasting room visitor data (email addresses) so you can remarket to the visitor after they've gone home and nurture the relationship, turning the customer into a member.

4.17 📄 📄 📄 📄

Average number of orders before joining a club

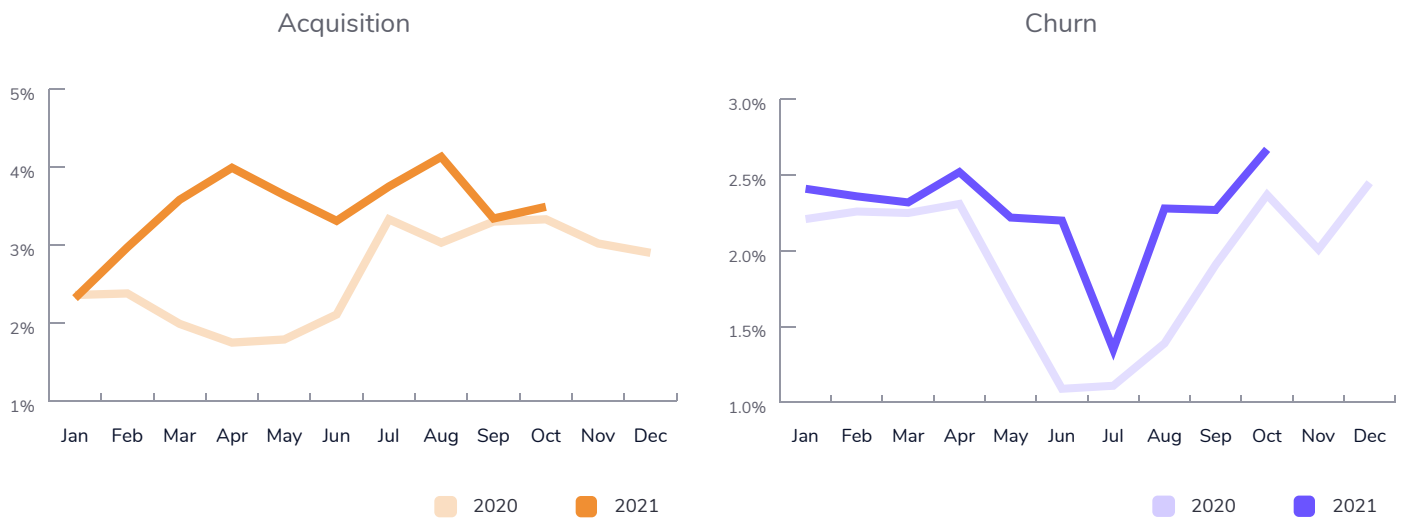
Up from 3.5 in 2020



Membership tenure & churn

Like any subscription service, some membership churn is to be expected, but by monitoring it, we can better understand why and when it happens to uncover what can be improved.

In 2021, the average club tenure was 1078 days, which works out to just under 3 years. 22% is the average number of members that churn within the first year.



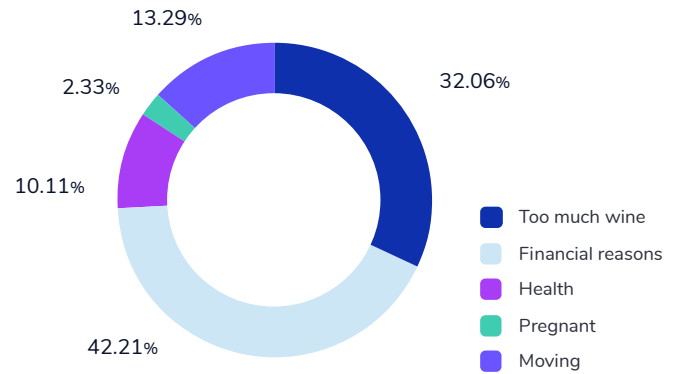
When looking deeper into membership churn, there are two types to be aware of; involuntary and voluntary. Involuntary churn is when a member does not intend to leave, but they are cancelled due to circumstances such as failed payment. Voluntary churn is when the member makes a conscious choice to leave the club.

Involuntary churn

Across all industries, involuntary churn typically accounts for 20-40%. Commerce7 uses credit card account updater, auto emails on declines, and other tactics in an effort to reduce this. Throughout Commerce7, we found that an average of **32%** of churn was involuntary. From 2020, this number has decreased 2.8%.

Voluntary churn

Since this type of churn is by customer choice, it can sometimes be avoided. In Commerce7, if we look at the selected reasons for cancelling a membership, we see most members cancel due to “financial reasons” with the second being “too much wine”. Wineries using Commerce7 can review their top cancellation reasons in the club reporting tools.



When given a cancellation reason

Reducing churn

It’s important to understand why members are cancelling to ensure that your club offering meets customer wants and needs. If voluntary churn is high, it’s possible that you may need to review your current club levels or benefits, or maybe it’s as simple as communicating those benefits more frequently to members so that they can fully understand the value of their membership.

Package edits

In Commerce7, we can see that members who are able to interact with their club shipments are sticking around longer and spending more. Members who edit their packages have a much lower churn rate and an increased average order value. This reinforces the idea that customers want flexibility with their online memberships and how allowing it can positively impact your brand. If you’re not already allowing members to edit their shipments, now’s the time to reconsider.



18%

Average 1 year churn rate for members who edit their club package



23%

Average 1 year churn rate for members who don’t edit their club package



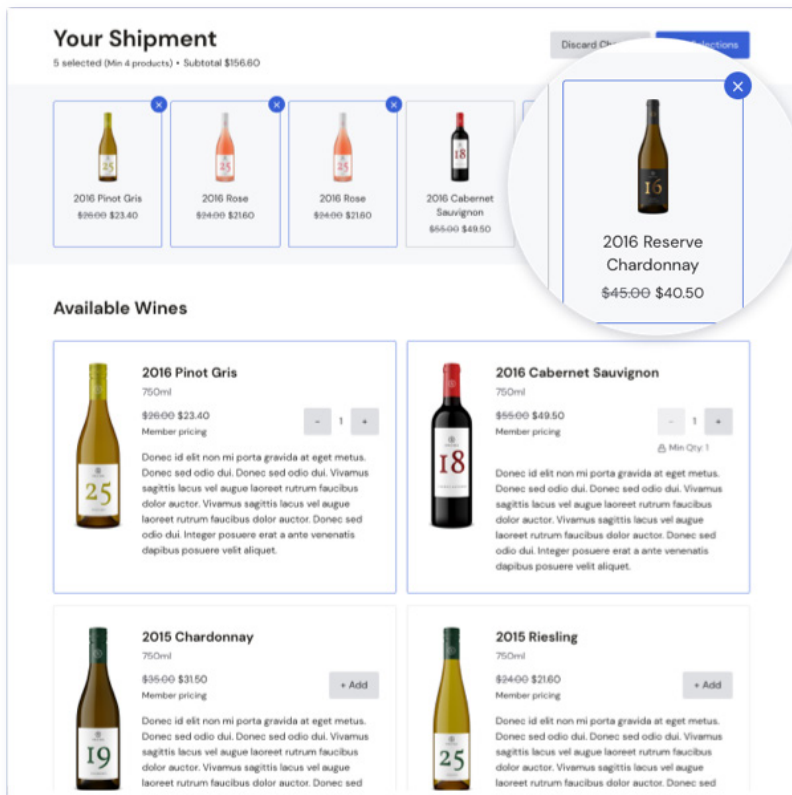
+63%

Club lifetime value for members who edit their shipments

Shipment editing

Flexibility for members, means increased revenue

As a winery, you should push to have as many members edit and personalize their package as possible. This isn't just a benefit for your customers; it also drives revenue for your business. When members edit packages, their churn rate goes down and they're also more likely to add products than remove them, thereby increasing the order value. We found that on average, 26% of members will edit their package when given the opportunity and these edited packages have an 18% increase in order value with a 23% increase in SKU count.



+18%

Average increase in order value



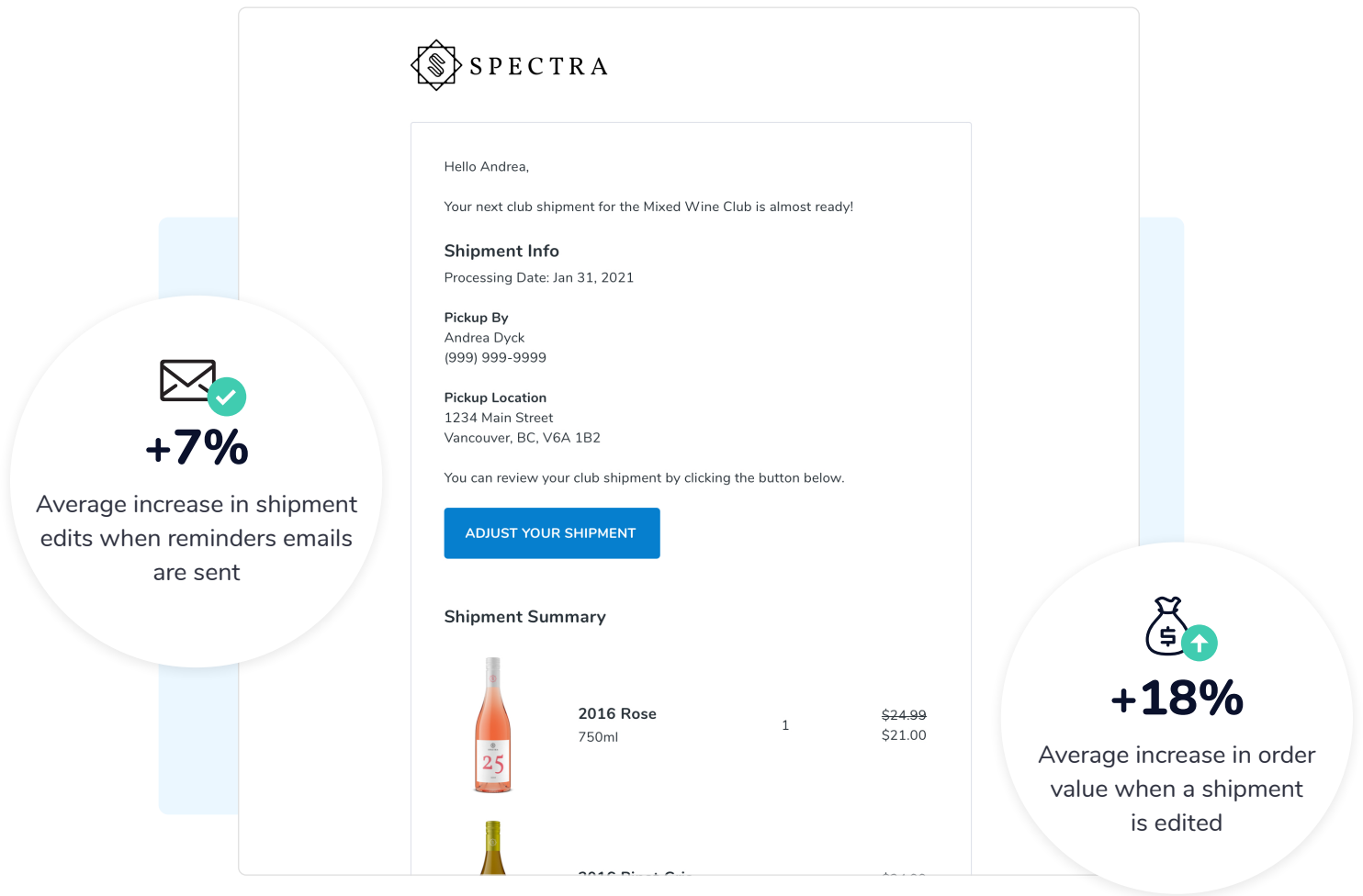
+23%

Average increase in SKU count

Drive additional revenue with proactive emails

In order to help our winery clients generate more revenue, Commerce7 has automated club emails delivered to members before a club package is processed. Automatically, members will receive an email about their upcoming shipment 2 weeks before the process date and a reminder email 2 days before, to encourage them to make changes to their package.

For wineries who keep these emails enabled, we see, an average of 30% of members edit their shipments, while those who turn them off see an average of 23% of members make changes. Some wineries prefer not to send communications prior to a shipment as it could cause an increase in inquiries or in membership cancellations, but not only does this give a lesser customer experience, but that 7% difference also means less revenue for your business.



Shipments skipped

We understand that some wineries are hesitant to allow their members to skip shipments, as there are customers who take the member benefits without taking packages. That being said, we've found that the skip rate is quite low overall sitting at **7.22%**. With 32% of cancellation reasons being "too much wine" and 42% due to "financial reasons", allowing a member to skip a shipment could be the difference between a club member staying or leaving.

The screenshot shows a '4 Bottle Mixed Club' membership page. A modal titled 'Skip Shipment' is open, asking 'Are you sure that you want to skip this shipment?' with 'Don't Skip' and 'Yes, Skip' buttons. The background page shows membership details, a list of wine bottles (2016 Rose and 2015 Reserve Pinot Noir), a total price of \$151.35, shipping address, payment method (MasterCard), and status (Active).



4 Bottle Mixed Club

Membership Details [Unskip Shipment](#)

Skip Shipment

Are you sure that you want to skip this shipment?

[Don't Skip](#) [Yes, Skip](#)

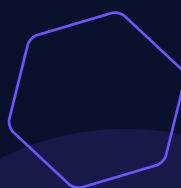
 2016 Rose 750ml \$24.00 \$20.40 × 1 \$20.40	 2015 Reserve Pinot Noir 750ml \$34.00 \$28.90 × 1 \$28.90
Total \$151.35	

Shipping Address [Change](#)
Andrea Dyck
567 Street
Beverly Hills CA 90210
United States
(323) 655-6116

Payment Method [Change](#)
MasterCard •••• 5454
Expiry: 11/2025

Status Active [Cancel membership](#)
Member since Aug 19, 2021

Ecommerce



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Furleigh Wine Estate have reported year on year sales up 350% with Commerce7 and we can see lots more ways to increase sales further.

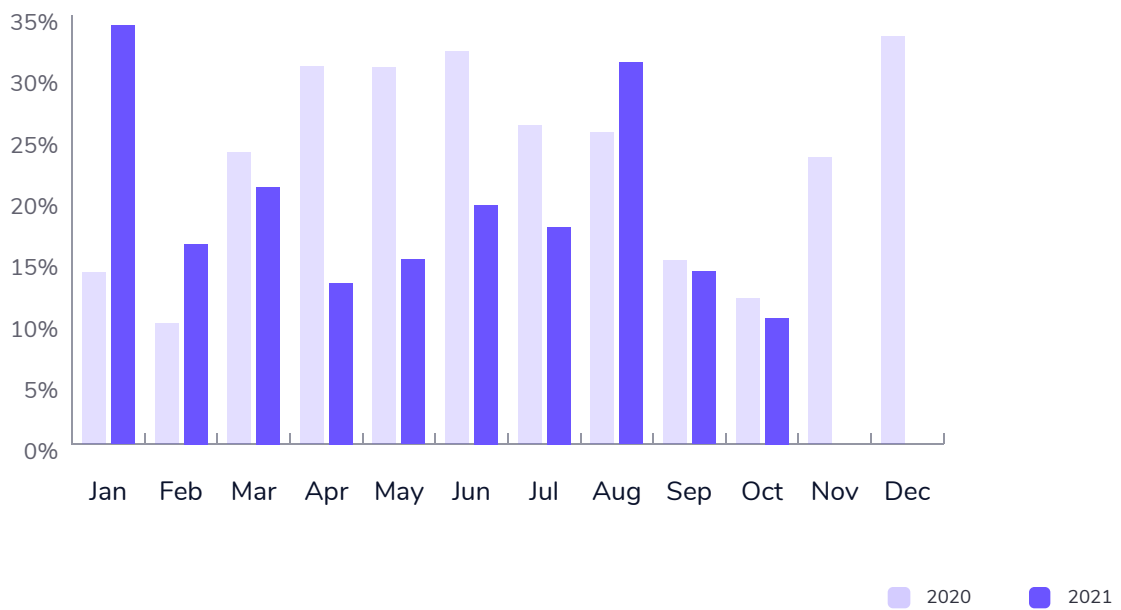
Elisabeth Else

Founder, 3Bottles on the success of her client on Commerce7

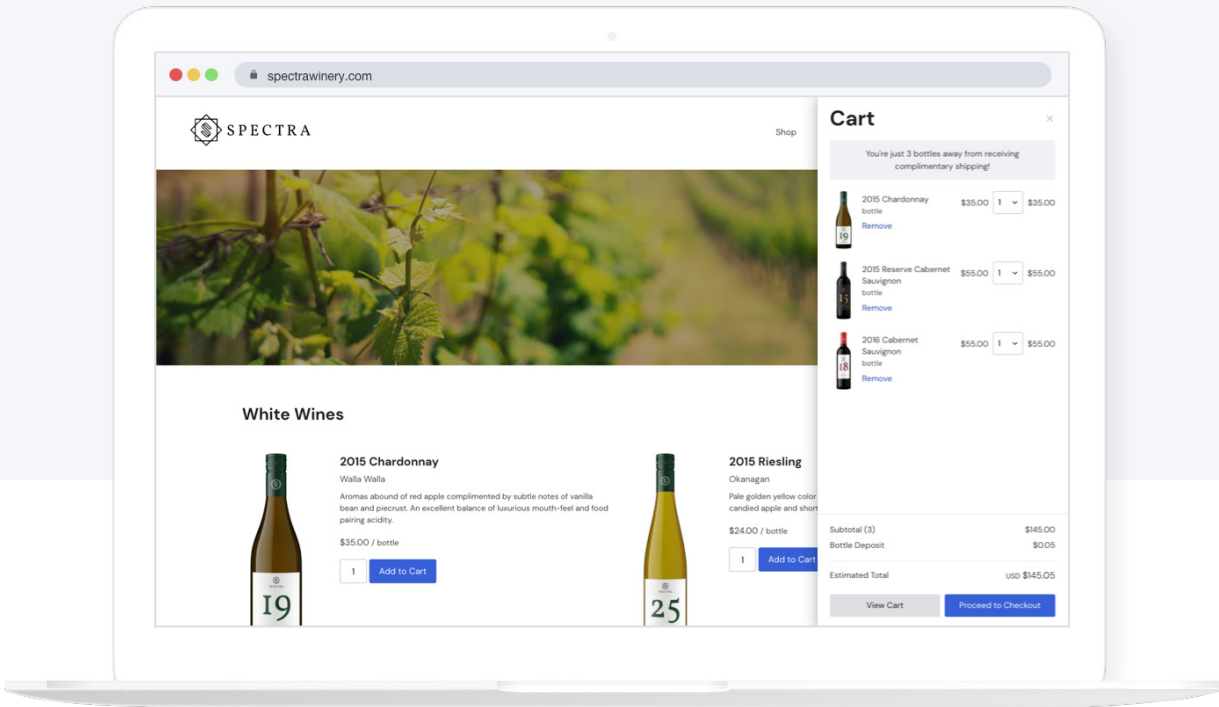
Performance in 2021

Ecommerce growth has been significant in the last two years. While this growth has pulled back from where it was in the first and second quarter of 2020, ecommerce sales are still up significantly from where they were in 2019. For many consumers, shopping online is the new preferred channel of purchase. In comparison to 2020, ecommerce sales make up 4.64% less of overall sales, as tasting rooms have reopened and POS sales have increased significantly.

Percentage of total sales 2020 vs 2021



Ecommerce Insights



Checkout

The checkout experience is one of the most important factors in determining your ecommerce sales. Across all industries, on average 68% of carts are abandoned. Two of the four top reasons for cart abandonment stem from a complicated checkout process. At Commerce7, we've worked hard to make checkout as streamlined and easy as possible. Repeat customers have all of their information pre-populated during checkout and can complete a purchase with a single click. We've also added the ability to complete checkout through mobile wallets such as Apple Pay and Google Pay, allowing all customers to complete checkout within a couple of clicks, including those who have never visited your website before.

Saving the cart for later

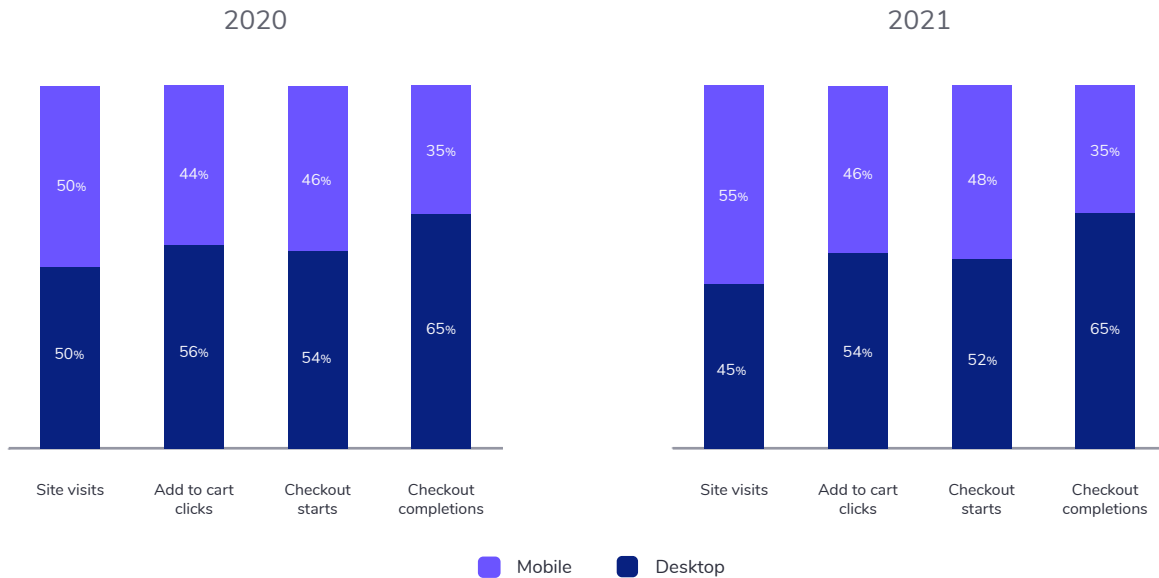
Ecommerce orders don't always happen in one sitting. Often a consumer adds a product to their cart, leaves, and comes back to finish the checkout process days or even weeks later. **6.6%** of carts in Commerce7 are completed over 24 hours after they're started. Having a persistent cart that does not expire and allows the customer to pick up where they left off is important to growing your ecommerce sales.

The screenshot displays a shopping cart with three wine items and an order summary. Each item includes a bottle image, name, volume, price, quantity selector, and a 'Remove' link. The order summary shows a subtotal, shipping, tax, and bottle deposit, with a total of CAD \$116.21 and a \$17.10 discount from a 'Club 15% Off' coupon. A 'Proceed to Checkout' button is located at the bottom right of the summary.

Item	Price	Quantity	Total Price
2016 Rose 750ml	\$24.00	1	\$24.00
2015 Chardonnay 750ml	\$35.00	1	\$35.00
2016 Cabernet Sauvignon 750ml	\$55.00	1	\$55.00
Subtotal (3)			\$96.90
Shipping (Ground)			\$10.00
Tax			\$9.21
Bottle Deposit			\$0.10
Total			CAD \$116.21
Club 15% Off			\$17.10 Saved

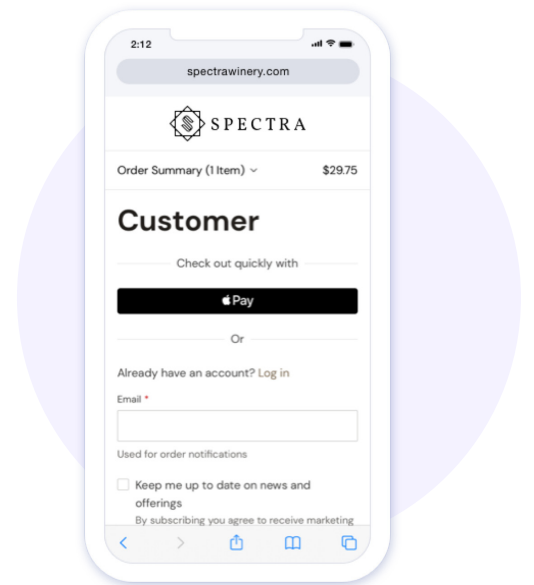
Desktop vs mobile

When planning to grow your ecommerce sales, it's important to recognize the difference in visitor activity on desktop and mobile devices. We can see that in 2021, there's some growth for mobile across the board except for conversions and checkout where desktop still remains the primary device.



Mobile wallets

Ensuring shopping on your website is as easy and fast as possible goes a long way in driving mobile conversions. In an effort to increase conversions on mobile and desktop sales, in 2021, Commerce7 added the ability for customers to pay through mobile wallets. This allows customers to complete checkout with Apple Pay, Google Pay, WeChat, or AliPay, completely bypassing checkout forms and completing a purchase within a couple of clicks. Enabling mobile payments can speed up the checkout process dramatically for customers on their phones, where fields are more difficult to complete.



Personalization

One of the best ways to drive sales online is through personalization. Personalizations in Commerce7 allow you to dynamically change and tailor content and products on your site based on who is visiting and your brand’s unique relationship with the visitor. You are able to present a much more relevant message and products to your customer, driving conversions, average order value, and lifetime value.

Since we’ve found personalization to be so powerful, we now start all new Commerce7 accounts with personalization on by default. For this reason, we’re unfortunately not able to track accurate personalization statistics for 2021, but we wanted to take a look back at 2020. From all “all to cart” clicks, we saw that 47% came from a personalized page despite less than 15% of Commerce7 wineries utilizing personalization tools, and only 13% of all product views coming from a page that was personalized. Personalized pages converted **5.93x** more often than non-personalized pages.

Based on your purchases, we think you’ll love these



Getting started with personalizations

Personalize based on where your visitor is in the customer journey. There are an infinite amount of ways to personalize on your website. To not overwhelm yourself, we recommend starting slow.

Anonymous visitor

- Share featured products
- Share the story of your brand

First-time buyer

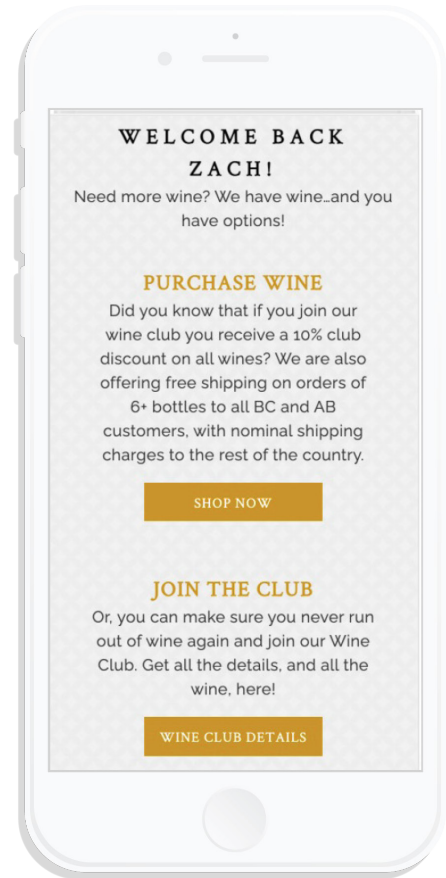
- Greet the customer by name
- Recommend products similar to their first purchase

Repeat buyer

- Greet the customer by name
- Recommend joining a club

Club member

- Showcase their next package, encourage them to increase order value
- Show club only events and products



Example of Clos du Soleil winery utilizing personalization for a repeat customer.

Discounting

Discounting can be a hot topic in the wine industry. Many wineries don't want to discount their products for fear of weakening their brand or they believe that shipping alcohol is too expensive to discount. In 2021 across Commerce7, here's a look at how consumers are using discounts on ecommerce orders.



23.3%

Web orders with products discounted



27%

Web shipping orders with shipping discounted



16.6%

Web shipping orders with products & shipping discounted

When it comes to shipping specifically, costs being too high, is the number one reason why a consumer abandons a shopping cart. 49% of consumers have said they've abandoned a shopping cart due to the price of shipping. As much as possible, you should waive or discount your shipping charges. We understand shipping wine is expensive. You can't always just absorb the shipping cost, but that cost could be a big deterrent that's stopping consumers from purchasing and hurting your online growth.



35.8%

Web shipping orders with free shipping



\$16.24

Average shipping cost per shipping order



\$4.24

Average shipping cost per shipping order

Accounting for discounted shipping

If you aren't offering free shipping, your cart abandonment rate is going to be higher, you're going to sell less online and generate less revenue. Studies show that 90% of consumers would shop online more often if given the option of free shipping and 24% of consumers would spend more to qualify for free shipping. Here are some tips on offering free shipping without breaking the bank.

Build the cost into your product pricing

If you typically sell your wine for \$50 a bottle with \$20 shipping, instead, charge \$70 a bottle online with \$0 shipping. Countless ecommerce studies have shown that consumers value free shipping far greater than they value the equivalent dollar value in product discounts. If you build the cost of your shipping into the cost of your products and offer free shipping to the customer, you'll sell more online.

Use free shipping as an incentive

Offer free shipping once customers reach a certain order value. This is a great way to motivate customers to increase their order value and the larger orders help offset your shipping costs.

The screenshot displays a wine e-commerce website interface. The main content area shows a 'White Wines' section with two products: '2015 Chardonnay' (Walla Walla) priced at \$35.00/bottle and '2015 Riesling' (Okanagan) priced at \$24.00/bottle. Each product has an 'Add to Cart' button. A 'Cart' overlay is visible on the right side, showing a subtotal of \$55.00 and an estimated total of \$55.00. A prominent message in the cart overlay states: 'Just add 5 more bottles to receive free shipping on your order!'. The message is accompanied by a visual of six wine bottles, with the first one filled in blue and the others as outlines.

Tasting Room



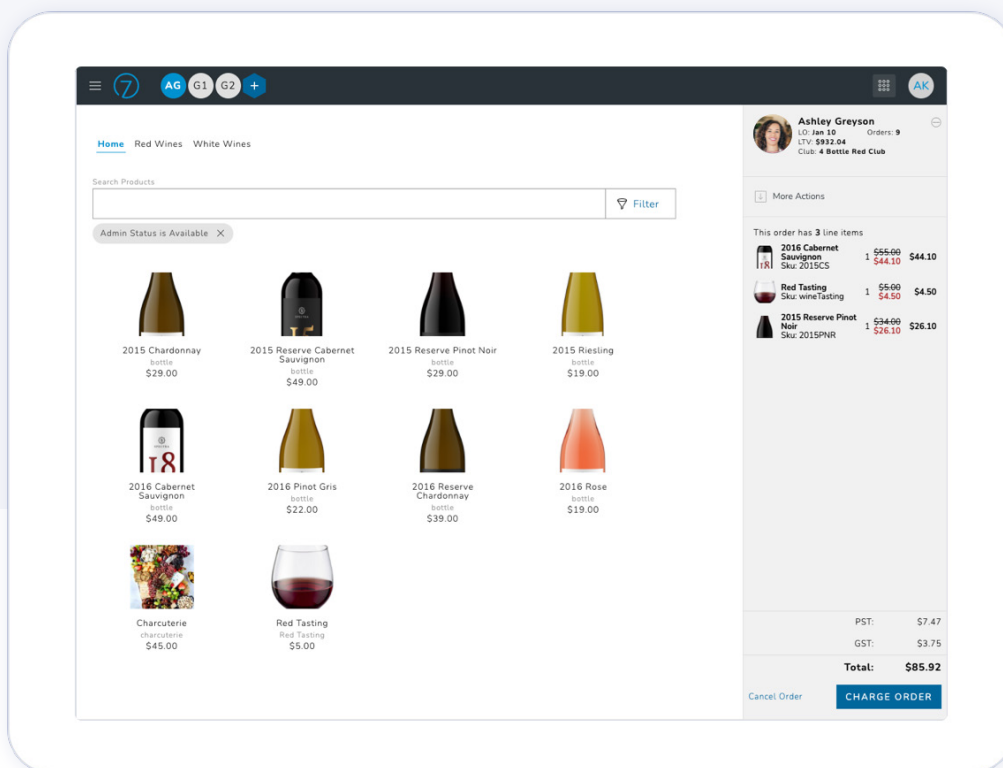
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Commerce7 for me has been the best platform for our winery. I can add what I want/need from the integrated Apps and the POS is easy to navigate. The learning curve is not steep at all and the customer service is terrific.

Leslie Kossoff

Teutonic Wine Company

Tasting Room Insights



Email capture

Despite the importance of capturing emails in the tasting room, most orders are completed without customer information attached. Only 23% of POS orders are associated with a customer. That's 77% of orders where the winery is unable to remarket to the customer after they've gone home.

Collected customer data leads to additional sales

Why spend the time capturing emails in the tasting room? Without that email address, once the customer has left, you've lost the opportunity for marketing and leading them to make future purchases online. In Commerce7, we see that after an initial purchase in the tasting room, 24% of customers will create a web order and 14% of customers will sign up for a club.

When looking at the average email capture rate for clients, there's a correlation between a high capture rate and money earned online. Those who capture more emails in the tasting room, sell more online. We know that if you have a busy tasting room, adding one more step to the checkout process isn't ideal, but if you're not collecting emails, you're losing the opportunity for increased sales.

We ordered every client with at least 1000 tasting room orders based on their email capture rate. For the 10 wineries who ranked the highest, 78 cents was sold online for every dollar sold in the tasting room. For the 10 wineries who ranked the lowest, only 18 cents was sold online.

10 wineries with lowest capture rate



3.3%

Average email capture rate



0.18¢

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

10 wineries with highest capture rate



69.1%

Average email capture rate

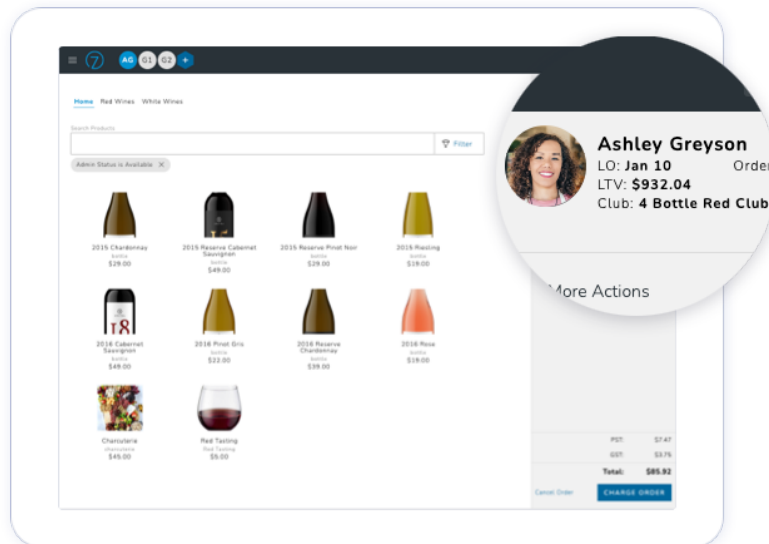


0.78¢

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

Know your customers

When creating tasting room orders, you can either start the order by selecting products and then associating a customer record, or you can start by selecting a customer and then adding products. We see that **55.4%** of orders begin with products and **44.6%** begin with a customer.

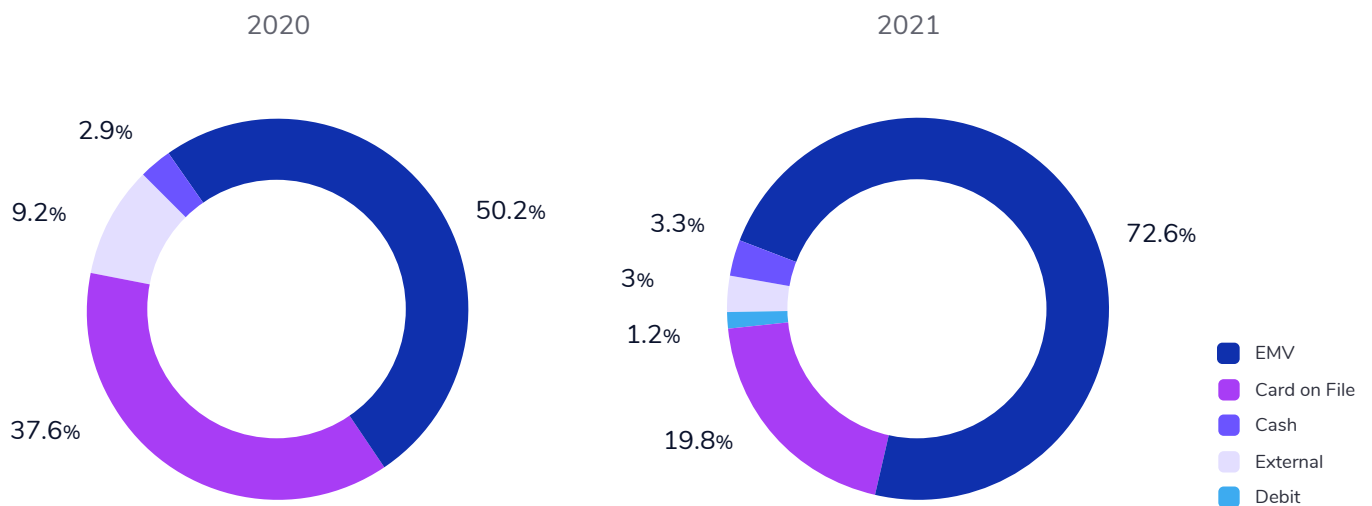


Why is this important? Starting with the customer gives you context into who you're talking to. You know immediately if the person in front of you is a club member, how many orders they've placed, what their lifetime value is, and other key information. You can use this information to tailor and personalize that guest's visit. For example, previously, we learned that the average number of orders a customer makes before becoming a member is 4. If the customer has made 3 purchases in the past, you may want to spend a little more time explaining the benefits of joining a club.

Maybe they're a new customer; which is also beneficial information to have right from when they walk in the door. If they're new to your brand, they'll likely want more of an introduction to the winery itself as opposed to someone who's a club member. Making sure that you collect their email at the end of the visit will not only allow you to build the relationship and drive future purchases, but it will also ensure that their next visit will be even more personalized than the last.

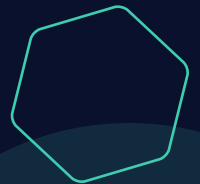
Order payment

Similar to last year, more and more customers are opting for cashless payment. EMV still is the top payment method with mobile payment options (Apple Pay, Google Pay, etc) and card on file following. These options are often more convenient.



At Commerce7, we believe the trend of customers opting for cashless payment options will continue and we plan to implement more in the near future such as payment through a QR code.

Marketing



Email campaigns

Comparing marketing strategies, email has the highest return of investment. It produces more ecommerce revenue than search, social media, and other marketing channels. If you want to drive ecommerce sales, email is critical.

At Commerce7, we're integrated into multiple world-class email service providers such as Mailchimp and Klaviyo. We also built our own native email tools to allow you to create campaigns using your existing customer lists with the ability to pull in products and display discounts upfront to customers. Although it lacks the sophistication of more advanced marketing tools, our native campaign builder is often used by small wineries as it provides an easy and affordable way to send out great looking product promotions, newsletters, and more.

Email Subject
You won't want to miss out on our newest release! 🍷

Email Preview Text
It's the moment you've been waiting for. Our newest wine is now available in limited quantities.

Click on the content blocks in the email to enable the editing window for each block. To add a new content block, click on the '+' sign. To remove a content block, click on the block's 'x' sign. [View Docs](#)

SPECTRA

It's the moment you've been waiting for.

2016 Reserve Chardonnay
Intensely aromatic with honeysuckle and jasmine, this Chardonnay illustrates the elegance of Walla Walla wines.
\$45.00
Add to Cart

Product

Product
2016 Reserve Chardonnay x

Coupon
Start typing to search

Alignment
Left


Show Title
 Show Price
 Show Add to Cart
 Show Content

Content
Intensely aromatic with floral notes of honeysuckle and jasmine, this Chardonnay illustrates the elegance of Walla Walla wines.

Alternate Background Color


233
Product campaigns sent


48.5%
Average open rate


12.4%
Average click-through rate


\$1187.09
Average revenue generated per campaign

Summary



Biggest takeaways

Club

Member flexibility and online signups

Members who edit their shipment have a 63% higher club lifetime value. When they edit, they add more products than they remove, increasing their average order value. They also have a lower churn rate. These two factors combined lead to a huge increase in lifetime value over their tenure.

If you want to drive online signups, there needs to be value for consumers who can't visit your tasting room and take advantage of localized benefits. Providing more flexibility and convenience to the club is valuable to all consumers, regardless of location and leads to a significant jump in online signups. Almost half of all subscription signups come from the web.

Ecommerce

Optimizing checkout

A significant portion of online shoppers are looking for fast and easy experiences. If you offer 1-click checkout opportunities, almost half of all customers who complete an order will use it. Implementing mobile payment options such as Apple Pay and Google Pay are crucial for making it easy for customers to check out quickly, driving increased ecommerce revenue.

Tasting Room

Capture visitor emails to drive additional revenue

There's a massive correlation between how many emails a winery captures in the tasting room, and how well they perform online. One of the easiest and most powerful ways to grow your ecommerce sales, is to capture visitor email addresses in the tasting room and to remarket to those visitors after they've gone home. On average, when a visitor's email is captured, the chance that visitor makes an online order in the future is 24%, and the chance they sign up for the club is 14%.

Comparing this year to last

Pros

- Direct to consumer sales are up compared to both 2020 and 2019
- Ecommerce sales are up compared to 2019
- Club members are signing up online and there's a great opportunity to grow the club outside of the tasting room if the right value (convenience and flexibility) can be outlined and communicated

Cons

Unfortunately, many of our best practice metrics have trended in the wrong direction. As the number of wineries using Commerce7 grows, we're seeing less engagement in what we consider to be best practice activity.

- The average number of wineries offering club customization has gone down
- The number of wineries capturing emails in the tasting room has gone down

As we grow, we need to ensure we improve at communicating with our clients opportunities to drive revenue, retention, and customer experience.

Appendix



APIs

Data inside a DTC platform can either be closed off or open for access. At Commerce7, we are 100% open. In fact, we use our own APIs for our websites, POS, reservations platform, and admin panel. Over 75% of orders accessed on Commerce7 are accessed by a 3rd party partner. The openness of Commerce7 allows you to have the integrations you need to make your business run smoothly.

- Over 1400 API end points making everything accessible
- Over 60 publicly available integrations (plus a lot of private integrations)

In a single week, Commerce7 servers up over 35 million API calls (over 3472/minute, but not all minutes are equal as most traffic comes between 8am and 8pm Pacific Time).

- 35 million API calls per week
- Average server response time of 120 milliseconds

Our APIs are used for everything Commerce7; integrations, frontend websites, the admin panel, etc. Customers expect your site to load in under 2 seconds. 40% of customers will abandon a website that takes more than 3 seconds to load; a 100 millisecond delay in response time decreases conversion rate by 7%. This is why we've made speed a big priority at Commerce7.

Code Updates

You pay for a SaaS platform monthly. It's important that as you spend monthly, you continue to get innovation. If a platform isn't innovating, if it isn't moving forward, it's falling behind. The speed at which a company innovates determines how long your software will be relevant and can continue to function properly.

- 3,159,120 lines of code added this year
- 2,008,469 lines of code removed this year through optimization

Move fast but don't break things

On every code change, Commerce7 has an automated testing suite that runs over 2,789 tests (and growing) to ensure the ensure that the team can move fast and release updates without breaking functionality.

Meta Data

Meta data allows a winery to add attributes to any object inside Commerce7. For example, if you want to track the name of a customer's spouse, while there is no existing field for this in Commerce7, you can instantly add your own field to the customer record, start capturing that data, and see it displayed whenever the customer is pulled up in the admin panel, pos, or reservations. Product meta data is the leader for custom fields added as these can be displayed on a frontend website. Many wineries wanting custom product attributes, use product meta data.

Add Customer Meta Data

Meta Data Confirmation

Create fields and save information related to Customer. [View Docs](#)

Title
Spouse

Code
spouse-name

Data Type
String

Sort Order
1

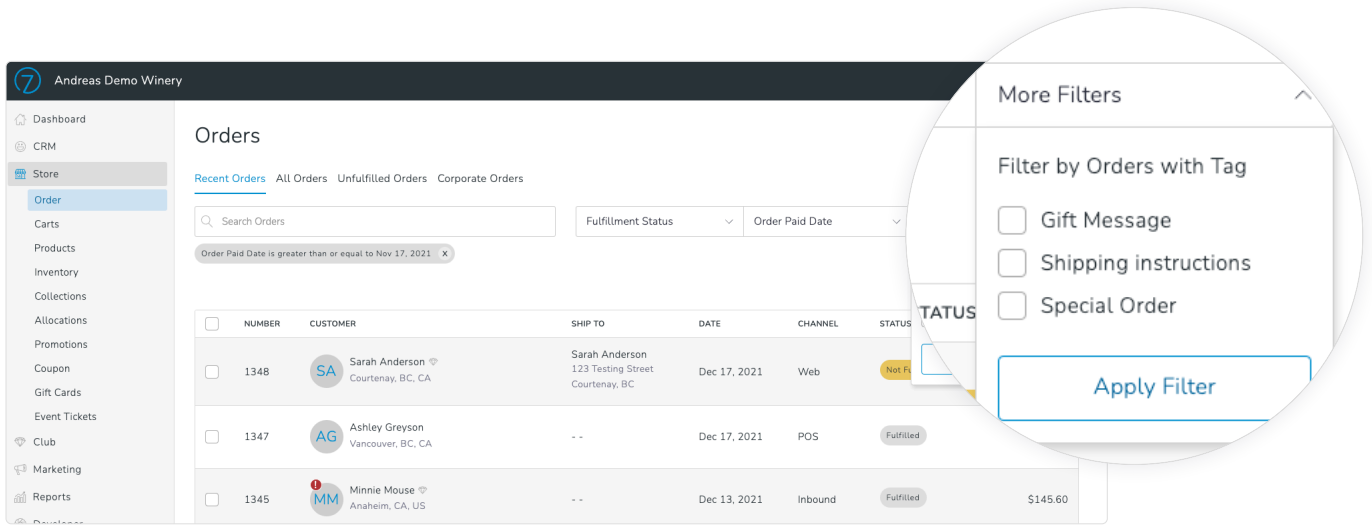
Required Field

Any fields you add, are instantly available on our APIs, exports, and throughout the system for viewing, 3rd party reporting and 3rd party integrations. Not all wineries are the same, and meta data allows you to capture and track information that's important to your business.

Allocation	155	Customer Address	81
Order	858	Collection	30
Product	3165	Reservation	71
Customer	1535	Reservation Type	13
Club Membership	225		

Tags

In Commerce7, you can tag customers, orders, club memberships and reservations. Tags can be used for many things throughout the system, whether that's for organizational purposes, exports, reporting, discounting, or who you want to send your next email campaign to. There are dynamic tags, which will automatically apply based on the conditions that you set, and manual tags, which will allow you to tag items yourself. For instance, you can create a manual tag to add to all customers that are employees, and use that tag to give them a special discount, or you could create a dynamic tag to mark all of the orders that have a gift message so that you can include a handwritten note with the order.



Order	2322	Club Membership	1025
Customer	9443	Reservations	147

Queries

Query customers, orders, club shipments, and more, combining multiple sets of conditions and comparing data across numerous tables. Queries are one of the most powerful, but underutilized, back office functionality in the platform. Once you use them, you won't go back to pivot tables and other types of data manipulation. Most queries execute in a few seconds, with the longest one this year taking 40 seconds. Any results you find, can be exported or added to a tag to be used for other purposes such as email or discounts.

For example, you might want to tag all club members that haven't picked up their shipment yet so that you can send them a reminder email. Or maybe, you want to tag all customers that have purchased a specific SKU in the past to either market a similar wine to them or ask them to rate it online.

Order is found in the following Order conditions:

The screenshot shows a query builder interface with a tree view of conditions. The conditions are:

- And: Club is equal to 4 Bottle Mixed Club
- And: Order Fulfillment Status is equal to Not Fulfilled
- Or: Order Fulfillment Status is equal to Partially Fulfilled
- And: Order Delivery Method is equal to Pickup

A 'Create Tag' dialog box is open, showing the text 'Create a tag from the results of this query.' and a 'Tag Title' field containing '4 Bottle Mixed - Not Picked Up'. There are 'Close' and 'Create Tag from Query' buttons at the bottom of the dialog.

Order	1359	Club Member Shipment	54
Customer	2118	Club Subscription Shipment	9
Club Membership	475	Reservation	89

Customers

From small to large wineries, across Canada, South Africa, Australia, Europe and the United States, Commerce7 is not 4 years old, but has over 750+ progressive wineries everywhere, utilizing the platform for their DTC business.



Ready to create better shopping experiences?

Schedule a demo to see why over 750+ wineries are choosing Commerce7.



Point of Sale



Clubs & Subscriptions



Ecommerce



CRM



Reservations



Payments

The image shows a composite of three screenshots from the Commerce7 system. The largest screenshot in the background is a user dashboard for 'Ashley', displaying a map of a pickup location at 1234 Main St, Vancouver, BC, and a list of wine orders including 2015 Chardonnay, 2015 Reserve Cabernet Sauvignon, and 2016 Cabernet Sauvignon. Overlaid on this is a smaller screenshot of the Point of Sale (POS) interface, which shows a search for 'Red Wines' and a list of wine bottles with their prices. A third, semi-transparent overlay shows a customer profile for Ashley Greyson, including her photo, name, last order date (2 days ago), number of orders (9), LTV (\$932.04), and club membership details (Club 4 Bottle Red Club, Spouse Name Mark).