

WINE ENTHUSIAST



Bluecore Wine Enthusiast Case Study



About Wine Enthusiast

Wine Enthusiast is the world's leading source for wine accessories, storage, and gifts. They are a world-renowned multi-channel marketer, and WineEnthusiast.com is among the Internet Retailer's Top 500 e-tailers in the US.

“What would have taken months of tech and design time to get up and running, took less than a few days with Bluecore. We have been able to drive 16% more lift while only sending 1% more emails.”

— Glenn Edelman, Chief Marketing Officer, Wine Enthusiast

Product Abandonment

Individual product browsed

Real-time product recommendations based on browse behavior

The screenshot shows the Wine Enthusiast website interface. At the top, there is a navigation menu with categories: CUSTOM CELLARS, COOLING + STORAGE, FURNITURE, GLASSWARE, HOUSEWARES, ACCESSORIES, and GIFTS. Below the menu is a promotional banner for a sale: 'SALE TAKE 15% OFF Your order of \$99 or more* | FREE SHIPPING DEALS* Ends Feb. 5th, 1PM ET *See Details Below'. The main content area features a personalized message: 'It was great seeing you at WineEnthusiast.com earlier today! We didn't want you to miss out on some of your favorite products so here they are. We encourage you to come back quickly and shop before these items sell out. Happy Shopping!'. Below the message is a product image of a 'Vintage Oak Wine Barrel Bistro Table & ...'. Underneath the image is the product title and a right-pointing arrow. Below the product image is a section titled 'You might also be interested in these products:' which displays a grid of six recommended products, each with a small image, a title, and a right-pointing arrow. The recommended products are: 'Vintage Oak Half Wine Barrel Bar & Stools with Leather Seats >', 'Vintage Oak Wine Barrel Bar Stool 24 Inches with Chocolate Leather ... >', 'Vintage Oak Wine Counter Stool >', 'Vintage Oak Wine Barrel Bistro Table & Bar Stools >', 'Vintage Oak Wine Barrel Bar Stool 28 Inches with Chocolate Leather ... >', and 'Vintage Oak Wine Barrel Bar Stool with Leather Seat >'.

The Problem

Wine Enthusiast, like many other eCommerce retailers, initially met with Bluecore despite already employing a robust promotional email program. The goal was to push the envelope by adding a behavioral real-time email program that would:

1. Identify more meaningful touch points
2. Provide up-sell and cross-sell functionality
3. Ensure that customers didn't get too many emails
4. Identify customers even if they weren't logged in

The catch? They wanted to add this functionality without allocating significant technical resources as part of the implementation process.

The Solution

Only a matter of days after signing on with Bluecore, Wine Enthusiast had an intelligent Product Abandonment and Cart Abandonment email program up and running. Related products were generated automatically based on on-site behavior. All the triggered emails were prioritized in real-time and frequency-capped which ensured that customers received better emails and not more emails. Wine Enthusiast would later add Post Purchase and Search Abandonment to their suite of triggers.

“Our customers simply interact with Bluecore emails at astonishing rates.”

The Results

Bluecore drove a 16% lift in Wine Enthusiast's email channel revenue, while only increasing overall email volumes by less than 1%. Bluecore's emails performed 31x better than previous retargeting emails. Below you can see the results of the Product Abandonment email in particular:

