



Customer Case Study: Wine.com

“The idea of personalization has always been attractive to us but difficult to realize in our market. RichRelevance® helps solve this problem and delivers an unmatched customer experience. Recommendations are already driving a **15% increase in average order value** on Wine.com—and as much as a **26% increase in recent weeks.**”

— Amy Kennedy, VP of Marketing



Retail Segment

Specialty Food & Beverage

Requirements

Create an online experience that both mimics and surpasses the experience of choosing a bottle at a local specialty wine store with intelligent recommendations that drive revenue.

Solution

RichRecs® personalized product recommendations implemented site-wide on Wine.com



Results

- Highly relevant wine and gift recommendations drive nearly 10% of all site sales and deliver a 15% increase in average order value
- Implemented in under six weeks
- Recommendations tailored to each shopper's current browsing behavior and geographical location

Serving millions of customers, from casual enthusiasts to collectors to Fortune 100 companies, Wine.com offers thousands of wines, wine gifts and monthly wine clubs. As the nation's #1 online wine retailer—according to Internet Retailer magazine's annual ranking of websites by revenue—Wine.com's mission is to be the ultimate resource for wine enthusiasts, whether shopping for themselves or sending a gift. Wine.com is the world's most visited wine web site, according to research conducted by comScore Media Metrix.

Taking the Corner Wine Store Experience Online

Prior to RichRelevance, Wine.com employed a homegrown tool that displayed static recommendations based on a limited set of information, such as top sellers. Unable to dynamically follow a customer's browsing behavior or purchase history, the system could not truly personalize a customer's experience and delivered the same recommendations to all visitors. Amy Kennedy, VP of Marketing, says "A lot of wine is bought day-of for that evening, so we're competing with a brick and mortar store that has a wine expert. Recommendations are the answer to that online." To both mimic and surpass the experience of shopping at a local specialty wine store, Wine.com implemented RichRecs from RichRelevance in under six

Customers Who Looked at Gift Baskets Also Viewed These Items

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|  <p>Caymus Napa Valley Cabernet Sauvignon 2007 Price: \$70.00 \$64.99 Save \$5.01 (7%)</p> <p>WS 92</p> <p>ADD TO CART</p> |  <p>Veuve Clicquot Brut Yellow Label Price: \$44.99</p> <p>WN 92 WS 91</p> <p>ADD TO CART</p> |  <p>Il Poggione Brunello di Montalcino 2004 Price: \$75.00 \$64.99 Save \$10.01 (13%)</p> <p>RP 95 ST 93</p> <p>ADD TO CART</p> |  <p>Jordan Cabernet Sauvignon 2005 Price: \$55.00 \$48.99 Save \$6.01 (11%)</p> <p>WN 91</p> <p>ADD TO CART</p> |
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Customers Who Searched For "Napa Valley" Also Purchased

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|  <p>Ch. Barde Haut Saint Emilion 2005 Price: \$49.99</p> <p>RP 93 WS 90</p> <p>ADD TO CART</p> |  <p>Silver Oak Napa Valley Cabernet Sauvignon... Price: \$100.00 \$89.99 Save \$10.01 (10%)</p> <p>ST 91</p> <p>ADD TO CART</p> |  <p>Chateau Montelena Napa Valley Cabernet... Price: \$46.99</p> <p>ADD TO CART</p> |  <p>Langmeil Valley Floor Shiraz 2006 Price: \$19.99</p> <p>JH 94 ST 90</p> <p>ADD TO CART</p> |
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Italy Top Sellers

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|  <p>Il Poggione Brunello di Montalcino 2004 Price: \$75.00 \$64.99 Save \$10.01 (13%)</p> <p>RP 95 ST 93</p> <p>ADD TO CART</p> |  <p>Castello di Querceto Chianti Classico 2007 Price: \$14.49</p> <p>WS 90</p> <p>ADD TO CART</p> |  <p>Santa Margherita Pinot Grigio 2008 Price: \$24.99</p> <p>ADD TO CART</p> |  <p>Da Vinci DOCG Chianti 2007 Price: \$16.00 \$13.99 Save \$2.01 (13%)</p> <p>WE 90</p> <p>ADD TO CART</p> |
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weeks to deliver personalized recommendations of varietals, vintages and related accessories throughout the site—honing in on individual as well as community shopping purchase and patterns.

Fine-tuning Recommendations by Geography

RichRecs takes into account multiple pieces of data, including each shopper's current browsing behavior and geographical location, and the point of view of the Wine.com community—what they looked at, how they shop, what they buy—in order to expose shoppers to relevant products they might not have considered otherwise.

In addition, RichRecs enables Wine.com to efficiently manage the legal and geographical nuances associated with shipping wine. Shoppers visiting from states where alcohol cannot be shipped to are recommended only non-alcoholic products. Wine.com's product availability also varies by region depending on warehouse inventory. By storing separate data feeds for each state, RichRecs automatically accounts for restrictions on shipping and inventory on a state-by-state basis to deliver the most up-to-date, relevant recommendations to geographically dispersed shoppers.

Customizing Online Wine Shopping—One Customer at a Time

Because RichRecs' recommendation messaging (such as *People Who Bought This Also Bought*) and recommended products constantly evolve and adapt to provide a targeted and unique customer experience, no two shoppers at Wine.com are recommended the same products—even when considering the same bottle of wine. "Search for red Bordeaux wines on Wine.com, for example, and columns on the left and right sides of the landing page will recommend lists of related wines—but no two shoppers will see the same lists," says CEO Rich Bergsund. The tool expands people's horizons and encourages them to consider different products they might not have known or thought about otherwise. "We've enabled ourselves to present the customer with more options on some pages that originally had a singular point of view," says Kennedy.

Highly relevant wine and gift recommendations now drive nearly 10% of all site revenue. Units per order has increased and recommendations are driving a **15% increase** in average order value on Wine.com—with as much as a **26% increase** in some weeks. In her quest to surpass the local specialty wine shop experience, Kennedy says the Wine.com team is pleased with the results of personalization and view it as integral in their business strategy going forward: "RichRelevance took the time to understand our business and our goals. We expect the partnership to deepen as we look to integrate more of their personalization products across our customer lifecycle."

“We’re launching a recommendation module via e-mail and exploring other modules that leverage the core data, enabling us to have a better **one-to-one consumer conversation** in different mediums.”

— Amy Kennedy, VP of Marketing

Learn More



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enRICH[™]
personalization engine