

W I N E D H R E C T

X

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# WINEDIRECT'S FOCUS

**QUALITY OF LIFE**

**STRATEGIC  
IMPROVEMENTS**

**PARTNERSHIPS  
& INTEGRATIONS**

**SPEED, SECURITY  
& STABILITY**

**STOCK PHOTOS OF  
JIM AGGER & JENNIFER ARIE**



**So, I'm not asking for much.**

**SPEED, SECURITY  
& STABILITY**

WINE **D**IRECT

All Systems Operational Updated 7 minutes ago

**ADD WINEDIRECT  
FULFILLMENT!!!!!!!!!!!!**

▶ teach in	Operational
▶ POS	Operational
▶ Hosted Websites	Operational
▶ Payment Gateways / External Partners	Operational
▶ webservices	Operational



# QUALITY OF LIFE

## One-Click Credit Card Updates

Hi, Adrienne Stillman!

Update card \*\*\*\* \* 4231

New card info:

Card Number

Name On Card

Expiration CVV2

Make Primary Card

Use for Memberships: (3-Bottle, 6-Bottle)

Charge declined order 40303 (\$343.23)

Update

This page will expire in 30 minutes



**QUALITY OF LIFE**

**Email Magic**

Contact Status **ClubMember**

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Email Magic **Correct email address may be [bruce@wayneenterprises.com](mailto:bruce@wayneenterprises.com)**

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Email Status **10 X Soft Bounce** Status Modified Date **Sep 11, 2017**

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Lifetime Value **\$285.97** Avg Order **\$13.00**

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Last Login **Mar 26, 2018** Clubs **First Generation (Active)**

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Last Order **\$20.00 on Feb 23, 2015** # of Orders **22**

# QUALITY OF LIFE

## Automated Pick-up and Weather Hold Reminders





Come grab 'em!

Hey, just a friendly reminder to come pick up your MADE Wine Club release.

The last day to pick up is Sunday, January 24th. After which, we will reprocess your order to include applicable tax and shipping fees and send to the address we have on file. Somebody 21 or older must be present to sign for the package.

If you would like to make other arrangements or switch to shipping permanently, just give us a shout. We're open 10am to 6pm daily, so c'mon by.

NEVER DREAM ALONE  
MADE IN CALISTOGA, CALIFORNIA





Waitin' on the weather

Just a heads up that it's just a bit too cold right now for us to safely ship your wine. We told the carrier to hold it until it's alright to ship again.


We'll make sure it gets there safely and we're sorry about the delay. If you have any questions or requests, [holler](#).

NEVER DREAM ALONE  
MADE IN CALISTOGA, CALIFORNIA



## QUALITY OF LIFE

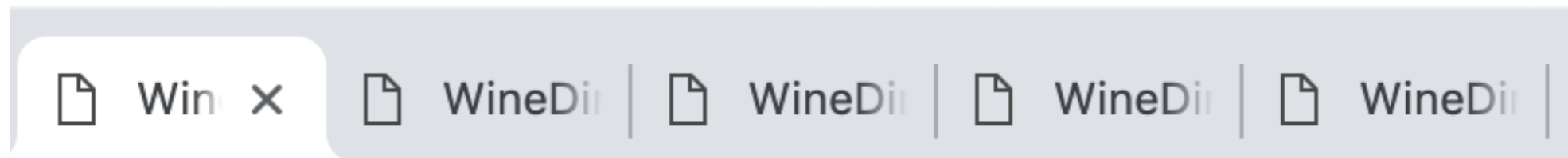
### DMARC

 vin65.com	TOTAL	SPF ALIGNED	DKIM ALIGNED
167.89.17.44	1,848	0%	0%
167.89.16.20	242	0%	0%
198.37.159.135	1	0%	0%

⚠ [vin65.com](https://vin65.com) is authorized to send on behalf of [regusciwinery.com](https://regusciwinery.com), however it looks like SPF and DKIM are still failing DMARC's alignment test. DMARC looks at the Return-Path of a message to make sure the domain there matches the domain in your From address. If the Return-Path path doesn't match your From address, those messages will fail DMARC's SPF alignment test. [Set up a DKIM record](#) and check with this source about setting up custom Return-Path.

# QUALITY OF LIFE

## Multiple tab support in WineDirect Fulfillment



# QUALITY OF LIFE



## Split orders in WineDirect Fulfillment

The summary of this order is provided below. Note that if the order is shipped in more than one package, the "actual ship c for more information.

General Order Information		Split Shipment	
<b>Order Number</b>	112270	<b>Ship-from Warehouse</b>	Green Island FC
<b>WineDirect Order Number</b>	12767724	<b>Order Status</b>	Processing
<b>Batch Number</b>	2019030918-6168803	<b>Detailed Status</b>	Insufficient Invent
<b>Order Type</b>	Daily Order	<b>Compliance Method</b>	Pre-Certified Orde
<b>Requested Packing Slip</b>	Farm Collective - T-Vine 4x4 Packing Slip	<b>Fulfillment Method</b>	Consumer Direct
<b>Notification E-mail Address</b>	chicagorobbie@yahoo.com	<b>Requested Service Level</b>	FEDGROUND
<b>Notification Phone Number</b>	(604) 202-1429	<b>Planned Service Level</b>	To Be Determined
<b>Gift Message</b>			
<b>Shipping Instructions</b>			

### Farm Collective - T-Vine Winery - Editing Order Number 112270A

Edit order elements and then save or discard the changes. The order will be re-evaluated based on our workflow sequence. Holds are applied automatically by the order management system (e.g. insufficient inventory) and are released when the hold condition is resolved.

Order Attribute	Current Value	New Value	Order Attribute	Current Value	New Value
Ship-from Warehouse	Green Island FC	Green Island FC	Gift Message		(Gift Message)
Requested Ship Date	3/9/2019 12:00:00 AM	3/9/2019	Shipping Instructions		(Shipping Instructions)
Requested Service Level	FEDGROUND	FEDGROUND : Fe			
Notification E-mail Address	chicagorobbie@yahoo.com	chicagorobbie@yahc			
Notification Phone Number	(604) 202-1429	(604) 202-1429			
Packing Slip	Farm Collective - T-Vine 4x4 Packing Slip	Farm Collective - T			
On-site Purchase?	False	No			

+ Add new record								
Line	Component	Product SKU	WineDirect SKU	Description	Quantity (On Order)	Quantity (New Amount)	Unit Price (On Order)	Unit Price (New Amount)
1		1116.750.ZN.BS	1097360	T-Vine Winery Zinfandel Black Sears Vineyard Howell Mountain 2016 750	2	2	\$70.00	\$70.00
2		1309.750.PS.NV	1050176	T-Vine Winery Petite Sirah Napa Valley 2009 750	2	2	\$50.00	\$50.00

### Farm Collective - T-Vine Winery - Editing Order Number 112270B

Edit order elements and then save or discard the changes. The order will be re-evaluated based on our workflow sequence. Holds are applied automatically by the order management system (e.g. insufficient inventory) and are released when the hold condition is resolved.

Order Attribute	Current Value	New Value	Order Attribute	Current Value	New Value
Ship-from Warehouse	Green Island FC	Glenwillow FC	Gift Message		(Gift Message)
Requested Ship Date	3/9/2019 12:00:00 AM	3/9/2019	Shipping Instructions		(Shipping Instructions)
Requested Service Level	FEDGROUND	FEDGROUND : Fe			
Notification E-mail Address	chicagorobbie@yahoo.com	chicagorobbie@yahc			
Notification Phone Number	(604) 202-1429	(604) 202-1429			
Packing Slip	Farm Collective - T-Vine 4x4 Packing Slip	Farm Collective - T			
On-site Purchase?	False	No			

+ Add new record								
Line	Component	Product SKU	WineDirect SKU	Description	Quantity (On Order)	Quantity (New Amount)	Unit Price (On Order)	Unit Price (New Amount)
1		1116.750.ZN.BS	1097360	T-Vine Winery Zinfandel Black Sears Vineyard Howell Mountain 2016 750	2	2	\$70.00	\$70.00
2		1309.750.PS.NV	1050176	T-Vine Winery Petite Sirah Napa Valley 2009 750	2	2	\$50.00	\$50.00

Save Changes Discard Changes



# QUALITY OF LIFE

## Bulk change/add in WineDirect Fulfillment

### Bulk Change

Change Warehouse:  Change Method:  Add SKU:

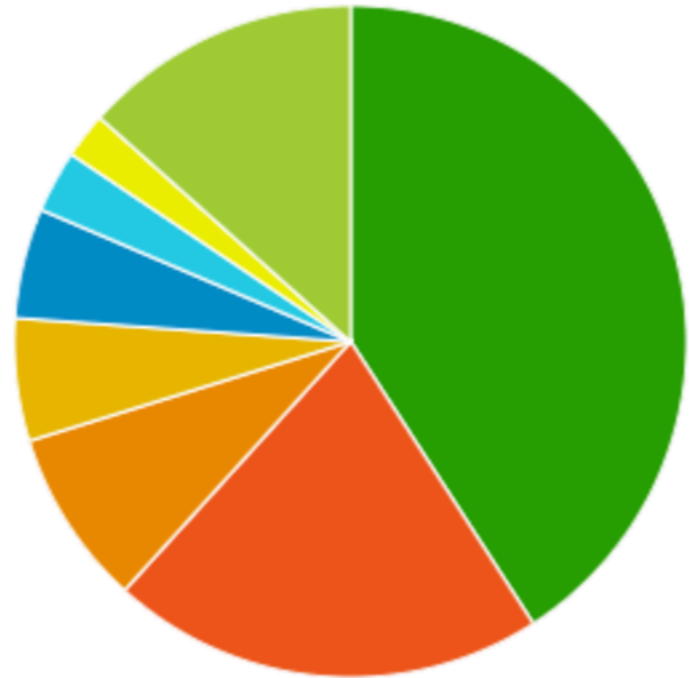
<input checked="" type="checkbox"/>	Customer Order No.	WineDirect Order No.	Order Type	Submitted Date	Requested Planned Service	Shipping From	Ship-to Consumer	Ship-to Location
<input checked="" type="checkbox"/>	537554	12764321	STND	03/08/2019	UPS Ground	Green Island FC	Gerald & Jessica Blackie <a href="mailto:nwm.slp@gmail.com">nwm.slp@gmail.com</a>	Key Largo, FL 33037
<input checked="" type="checkbox"/>	537650	12766931	STND	03/09/2019	UPS 2-Day	Green Island FC	Brigid Steenberge <a href="mailto:brigid.steenberge@gmail.com">brigid.steenberge@gmail.com</a>	New York, NY 10024
<input checked="" type="checkbox"/>	537655	12767085	STND	03/09/2019	UPS Ground	Green Island FC	Deborah Small <a href="mailto:deborah.r.small@gmail.com">deborah.r.small@gmail.com</a>	Saint Louis, MO 63132
<input checked="" type="checkbox"/>	537660	12767052	STND	03/09/2019	UPS 2-Day	Green Island FC	Steven Lesikar <a href="mailto:stevel@cyclonesteel.com">stevel@cyclonesteel.com</a>	Houston, TX 77066
<input checked="" type="checkbox"/>	537664	12767116	STND	03/09/2019	UPS Ground	Green Island FC	Laura Myres <a href="mailto:dalelynned@hotmail.com">dalelynned@hotmail.com</a>	Palo, IA 52324
<input checked="" type="checkbox"/>	537667	12767177	STND	03/09/2019	UPS Ground	Green Island FC	Brandon Lairsen <a href="mailto:brlairse@xtra.com">brlairse@xtra.com</a>	Irving, TX 75038
<input checked="" type="checkbox"/>	537676	12767365	STND	03/09/2019	UPS Ground	Green Island FC	Jeff Oneil <a href="mailto:ejakez@msn.com">ejakez@msn.com</a>	San Diego, CA 92101
<input checked="" type="checkbox"/>	537682	12767860	STND	03/09/2019	UPS Ground	Green Island FC	Geoff & Lydia Engelund <a href="mailto:geoffnlyds@sbcglobal.net">geoffnlyds@sbcglobal.net</a>	Ben Lomond, CA 95005
<input checked="" type="checkbox"/>	537730	12769283	STND	03/10/2019	UPS Ground	Green Island FC	Elmer Herda <a href="mailto:herda@comcast.net">herda@comcast.net</a>	St Charles, IL 60175
<input checked="" type="checkbox"/>	537732	12770488	STND	03/11/2019	UPS Ground	Green Island FC	Heath Stukenholtz <a href="mailto:hstukenholtz@yahoo.com">hstukenholtz@yahoo.com</a>	Lincoln, NE 68510
<input checked="" type="checkbox"/>	537734	12770655	STND	03/11/2019	FedEx 2-Day	Green Island FC	Dan Keough <a href="mailto:Dkeough1@me.com">Dkeough1@me.com</a>	Urbandale, IA 50323

# PARTNERSHIPS & INTEGRATIONS

## Web payments

### Email Client Usage

Lords of the Boulevard - Sent last Wednesday at 4:56 am



#### Most popular email clients

40.9%	●	iPhone
20.9%	●	Gmail
8.5%	●	iPad
5.9%	●	Yahoo! Mail
5.3%	●	Apple Mail 12
3.0%	●	Outlook 2016
2.2%	●	Apple Mail 11
13.4%	●	All others combined

# PARTNERSHIPS & INTEGRATIONS

## Web payments

<input type="checkbox"/>	Device Category	Revenue <input type="text" value="Revenue"/>	Transactions	Contribution to total: <input type="text" value="Transactions"/>								
		<b>\$9,780.49</b> % of Total: 100.00% (\$9,780.49)	<b>48</b> % of Total: 100.00% (48)									
<input type="checkbox"/>	1. <input type="checkbox"/> desktop	<b>\$4,597.72</b>	54.17%	<table border="1"><caption>Pie Chart Data</caption><thead><tr><th>Device Category</th><th>Contribution to Total</th></tr></thead><tbody><tr><td>desktop</td><td>54.2%</td></tr><tr><td>mobile</td><td>33.3%</td></tr><tr><td>tablet</td><td>12.5%</td></tr></tbody></table>	Device Category	Contribution to Total	desktop	54.2%	mobile	33.3%	tablet	12.5%
Device Category	Contribution to Total											
desktop	54.2%											
mobile	33.3%											
tablet	12.5%											
<input type="checkbox"/>	2. <input type="checkbox"/> mobile	<b>\$3,402.60</b>	33.33%									
<input type="checkbox"/>	3. <input type="checkbox"/> tablet	<b>\$1,780.17</b>	12.50%									

**PARTNERSHIPS  
& INTEGRATIONS**



**Web payments**



**11 million users**



**25 million users**



**200 million users**

## PARTNERSHIPS & INTEGRATIONS



### WineDirect Fulfillment partners

# WINE2U



# GLIDING EAGLE®



# PARTNERSHIPS & INTEGRATIONS

## UPS and FedEx Access Point integrations



# PARTNERSHIPS & INTEGRATIONS

## HelpScout integration

The screenshot displays the HelpScout interface. On the left is a sidebar with a 'Tank' header and a list of mailboxes: Unassigned (3), Mine (1), Drafts (1), Assigned (7), Closed, and Spam (10). The main area shows a conversation with a contact named Jay Schiesl, initiated on 03/10/2019 at 8:16:24 PM. The contact's details include: First Name (Jay), Last Name (Schiesl), Phone (563-580-2188), and Email (jschiesl@gmail.com). The message content reads: 'I just contacted you. I had my date wrong. We would like to visit your winery on Monday, March 18 around 3:00 - 4:00 PM. We have 12 people in our party.' On the right, a contact card for Jay Schiesl is shown, including his profile picture, name, email, and company information (Welu Printing, Business Development, Dubuque, Iowa, United States). Below the card are sections for 'Previous Conversations' (listing a message from 7:43:41 PM) and 'Drift' (with an 'Add to Drift' button).

# STRATEGIC IMPROVEMENTS

**Harness our data.**





## **STRATEGIC IMPROVEMENTS**

**Things you can do with data aggregation.**

- **Customer Scoring**
- **Purchase Preferences and Prediction**
- **Comparative Peer Groupings for Winery KPIs**
- **Address and Email Address Correction**



# STRATEGIC IMPROVEMENTS

## Wine Clubs 3.0

### Make them personalized and predictive!



How Do You Like Your Coffee?

Strong & black.

Mild, but nothing in it.

With cream and/or sugar.

Frappuccino'ed.



Enjoy Winc wines  
Starting at \$13 per bottle

How much do you usually spend on a bottle of wine?

\$15

\$20

\$25+

### Winc

Ready to build your box? Select red, white or both.



2 Red, 2 White



# STRATEGIC IMPROVEMENTS

## Wine Clubs 3.0

### Make them flexible.



#### MANAGE FREQUENCY

When you join, you tell us how much coffee you'll need and we'll set your deliveries to suit - so you've always got the right amount of coffee. Going on holiday? Pause or cancel orders at any time!



#### MULTIPLE ADDRESSES

Multiple recurring orders allow you to have your coffee shipped anywhere in the UK, whenever you need it. Use pods at home and a cafetiere at work? No problem. Our easy-to-use system lets you stay stocked up everywhere.



#### FLEXIBLE DELIVERIES

Hit the 'Ship tomorrow' button on your Account Page before 1pm Monday to Friday for free next-day delivery. Too much coffee? We've got a button for that too. Simply click 'Change shipping date' to reschedule orders.

GET STARTED



# STRATEGIC IMPROVEMENTS

## Wine Clubs 3.0

Interacting with Clubs should be fun and enticing.

Club Choices

February 2019

MADE Wine Club will be billed on 2/4 and ship 2/11. **Customizations made after the billing date may not be honored.**

Need some help? [Give us a holler.](#)

3 bottles min - 999 bottles max

- 1  2016 Love Now More Than Ever, Red Wine - \$28.00
- 1  Backstage Pass, Red Wine - \$38.50
- 1  2016 Lords of the Boulevard, Red Wine - \$45.50

Customize your menu for Friday, May 20th

Click and choose your favorite recipes from this week's menus (not all combinations are currently available).

Cancel Save

- Soy-Glazed Meatballs**  
with Swiss Chard, Jasmine Rice & Marinated Radish
- Seared Chicken & Verjus Pan Sauce**  
with Mashed Potatoes, Mushrooms & Kale
- Green Shakshuka**  
with Eight Ball Squash & Spiced Pita Chips
- Red Curry & Coconut Shrimp Stir-Fry**  
with Rice Noodles & Pea Shoots
- Grilled Brie Cheese & Strawberry Jam Sandwiches**  
with Arugula & Walnut Salad
- Fresh Spinach Linguine**  
with Ramps, Sugar Snap Peas & Crispy Oyster Mushrooms

Gross




Beautiful




# STRATEGIC IMPROVEMENTS

## Referral Engine

EVERYONE'S PRIVATE DRIVER™

-  Send out your code
-  Your friend takes a ride
-  You both get \$20



The image shows three smartphones displaying the Uber app interface. The leftmost phone shows a 'FARE ESTIMATE' screen with a pickup location of 'Uber HQ' and a destination of 'Coit Tower'. The middle phone shows a map view with a 'SET PICKUP LOCATION' button. The rightmost phone shows the Uber logo on a dark background.



# STRATEGIC IMPROVEMENTS

## Referral Engine

204

VOTED +3

### Friend referral rewards

Referral marketing is one of the best ways to deputize your fans and grow your customer base. Modern companies like Uber and Winc have blossomed by rewarding their existing members credits and bonuses when they refer a friend that also signs up or...




Created 10 months ago by Ed Feuchuk  
Marketing/CRM

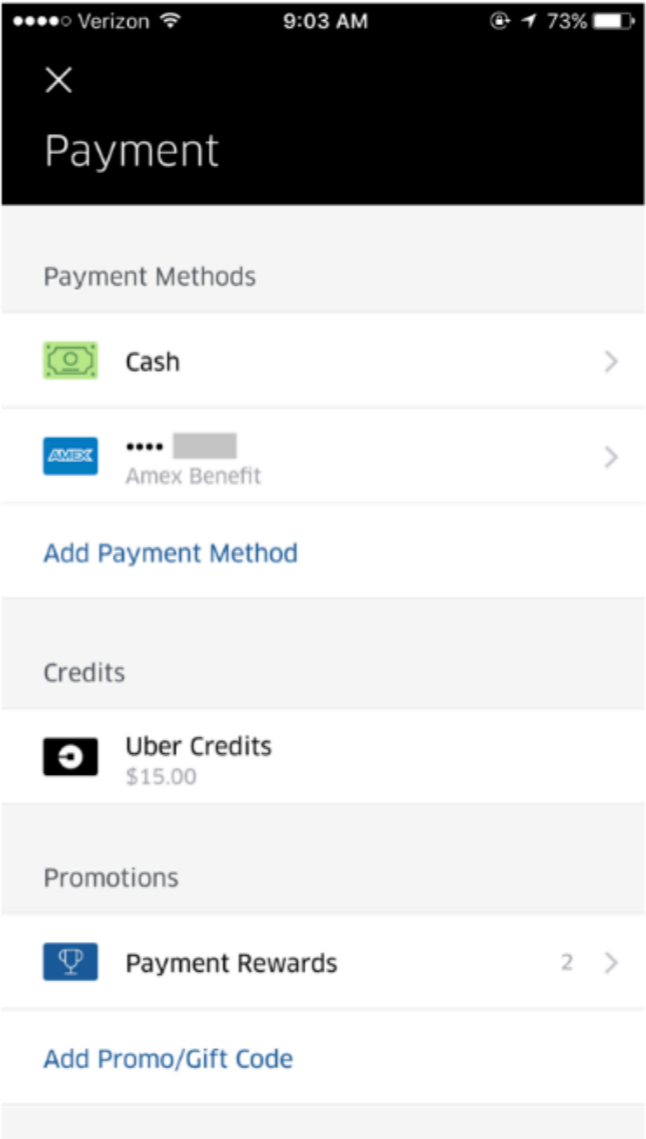
13

Fares may vary due to traffic,  
weather, and other factors.

# STRATEGIC IMPROVEMENTS

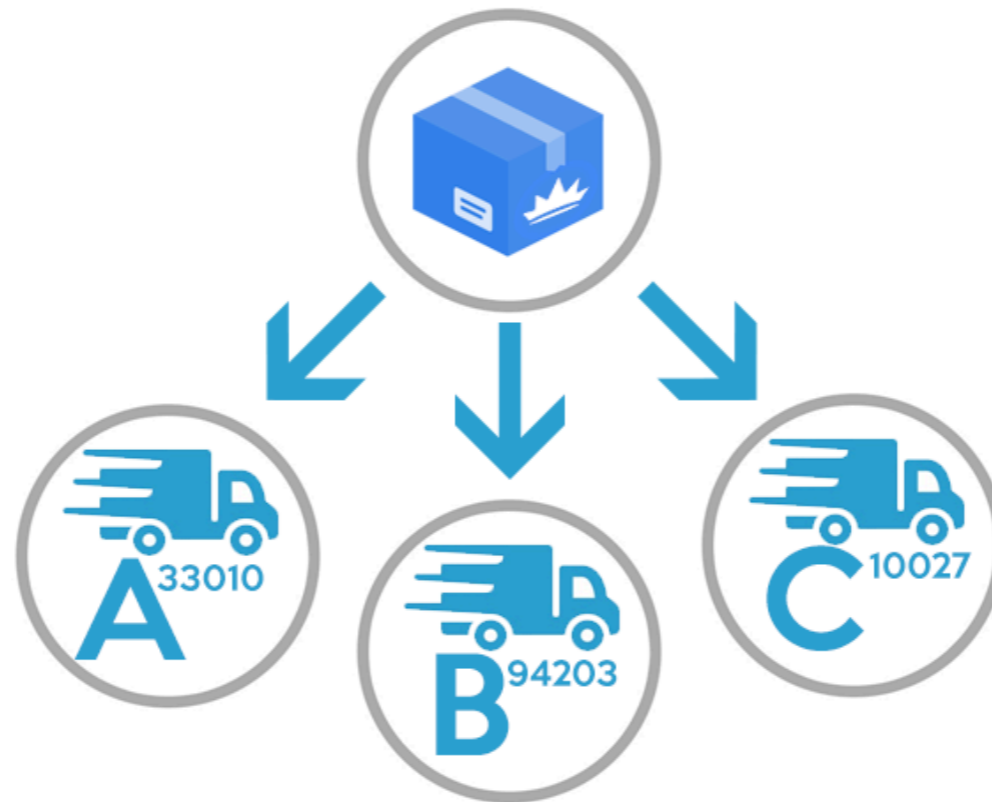
## Referral Engine

-  Manage Shipping Addresses
-  Manage Payments
-  Manage Forms



# STRATEGIC IMPROVEMENTS

**Dynamic fulfillment selection.**



**STRATEGIC IMPROVEMENTS**

**Dynamic fulfillment selection.**

**Order received** → **Checks address** → **Checks closest warehouse for inventory**



**Has inventory?**

**Doesn't have inventory?**



**Ships from there via ground**

**Ships via next warehouse via faster method**





**STRATEGIC  
IMPROVEMENTS**

**Dynamic fulfillment selection.**

**Too much work?**

**Just do this then.**

Suggestions	Orders
Ship from GLW	5

## **STRATEGIC IMPROVEMENTS**

**Dynamic fulfillment selection.**

**Bonus points if WineDirect just manages all fulfillment locations for us, like Amazon does.**

A man in a light blue button-down shirt is smiling and looking down at a glass of red wine he is holding. He is seated at a wooden table outdoors. To his right, a woman with long brown hair is partially visible, also holding a glass of red wine. On the table in front of them is a charcuterie board with various meats, cheeses, and grapes. A vase of white hydrangea flowers is on the left side of the table. The background is a blurred outdoor setting with greenery and a paved path.

**THANKS FOR YOUR TIME!**