

OMNICHANNEL DIRECT TO CONSUMER

Boost direct-to-consumer sales and drive club memberships, with bLoyal and Korona

ATTRACT ENGAGE UNDERSTAND

MUTUAL BENEFITS

As a winery, you'll benefit from increased sales and profitability, a higher level of customer loyalty, and significantly more repeat purchases. Your members will benefit from an improved customer experience, membership discounts, convenient shopping options, and plenty of incentives to keep them coming back.

PERSONALIZED EXPERIENCES

The bLoyal system gives you the tools to respond to your customer's experiences. Members can add products to club subscriptions and shipments, increasing customer satisfaction and club order revenue. bLoyal's customer-centric approach to winery loyalty allows you to reward your customers anywhere.



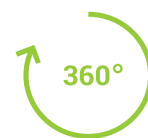
TARGETED CAMPAIGNS

Base promotions on categories, or member groups, and set automated rewards tailored to customer needs.



FLEXIBLE ECOMMERCE

Provide real-time, omnichannel promotions at every touch point. Instant rewards, automatic emails, text messages, or notifications.



360 DEGREE MEMBER VIEW

Single master profiles for each member means you will see transactions, orders, customer preferences, and engagements - in a central location.

18.5%

annual growth in direct-to-consumer wine shipments in 2016, a total of \$2.33 Billion.

\$38.69

average price per bottle of DtC wine shipments, four times greater than domestic wine sold at retail.

\$750

is the average amount a wine club member spends each year.