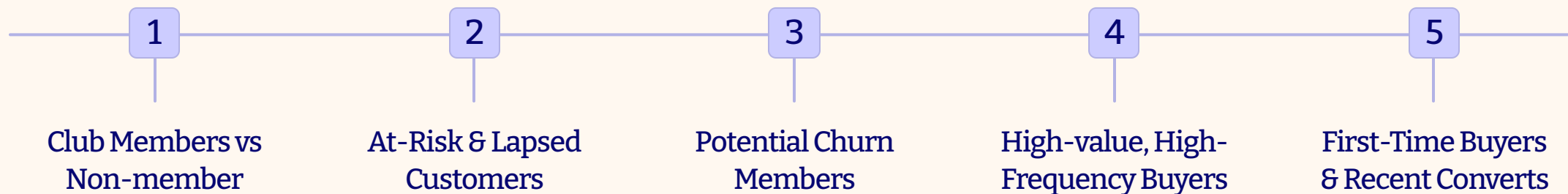


Top 5 Customer Segments to Target Now, Proven to Drive Revenue

Moving from "spray-and-pray" to targeted, data-driven strategies is essential for successful DTC winery marketing. This session will help you understand why segmentation works, learn actionable strategies for five key customer segments, and implement data-driven campaigns that drive revenue.



Why Customer Segmentation Matters

Segmentation identifies distinct customer groups based on behavior, preferences, and purchase history to deliver personalized offers. This targeted approach delivers three key benefits:

- Increases conversion rates with relevant offers
- Improves customer retention and loyalty
- Maximizes ROI by focusing on high-potential groups
- Reduces unsubscribe rates

Contrast this with "spray-and-pray" approaches that waste resources and dilute impact. Data analytics make segmentation precise and actionable.

Wineries using segmentation see 20-30% higher conversion rates on targeted campaigns compared to broad, untargeted approaches.

The key to segmentation: The right offer to the right person at the right time...

Segment 1: Club Members vs. Non-Members



Why Target This Segment?

Club members form the backbone of winery revenue (often 50-70% of DTC sales), while non-members represent untapped potential for club enrollment or repeat purchases.



Data Insights

- Use purchase frequency, average order value, and tenure to differentiate engaged vs. passive club members.
- Identify non-members with high spending coefficients.



Strategies

- Offer exclusive perks to loyal club members.
- Target mid-tier members with premium club tier upsells.
- Invite high-potential non-members to join with limited-time incentives.

Success Story: Fontanella "End-of-Vintage" offer of Chardonnay segmented by club & non-club with different offers via SMS. Resulted in \$11,400 in sales in 48 hours.

Segment 1: Club Members vs. Non-Members - HOW TO

With Enolytics

[Video - How To Use Enolytics To Target Club Members vs. Non-M...](#)

With CRM Only

- Segment customer reports by club member vs non-member.
- Identify non-members with high LTV, high number of orders and recent purchases.
- Segment members based on tiers, identify mid-tier members who outspend the average for that tier. Identify your longest term and highest spending members.

Segment 2: At-Risk & Lapsed Customers



Why Target

At-risk customers (no purchases in 6-12 months) can be re-engaged before they lapse completely. Lapsed customers (no purchases in 12+ months) are cheaper to win back than acquiring new customers.



Data Insights

- Track purchase recency and frequency to flag at-risk customers.
- Analyze lapsed customers' past behaviors to identify re-engagement opportunities.



Strategies

- Send a "We miss you" email with a shipping offer or a small discount.
- Offer a "welcome back" bundle with high-value wine at a discount.
- Survey customers to find pain points.

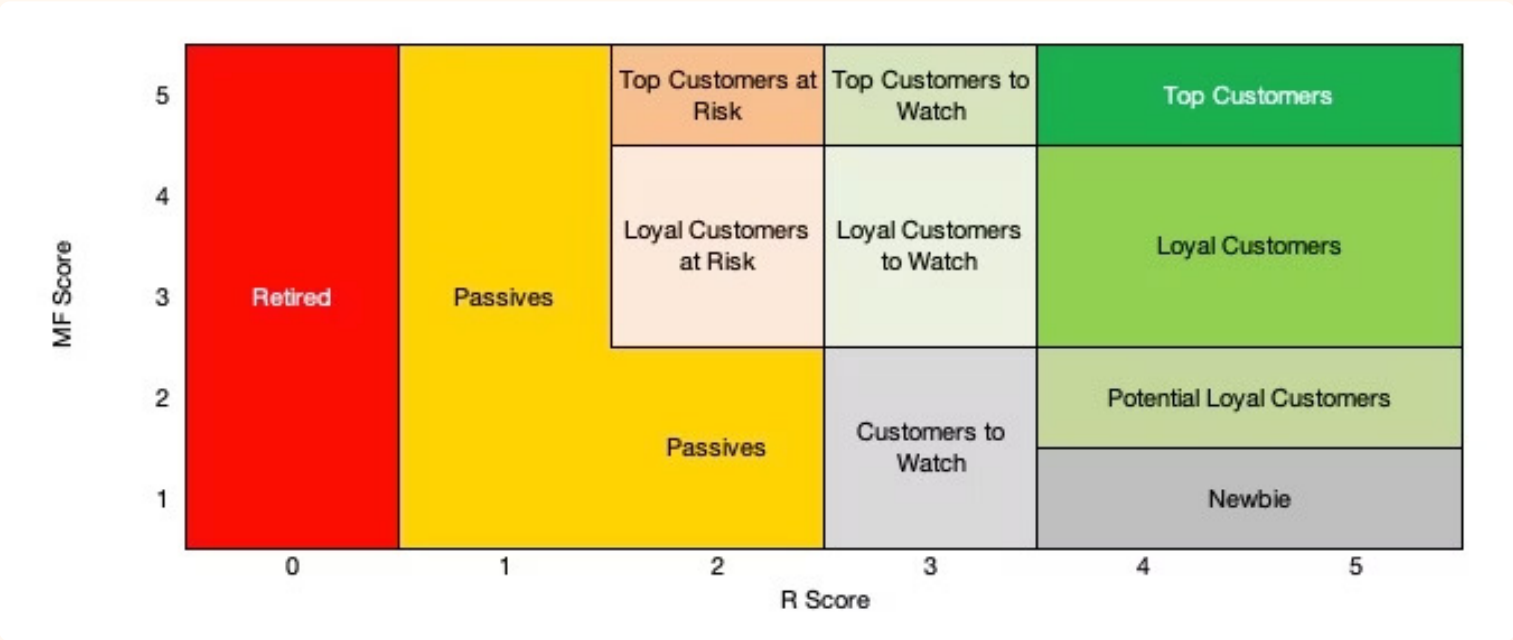
Success Story: Lange Winery sent 25% off offer to passive and retired customers, non-members (last order was 2 to 24 months ago) and generated \$11,051 in sales.

Segment 2: At-Risk & Lapsed Customers - HOW TO

With Enolytics

Video - How to Identify at Risk Customers

- Recency, Frequency, Monetary (RFM) Scores - Run customer report that shows LTV, last order date and total number of orders.
- Use formula to calculate days since last purchase (=DAYS(end_date, start_date)).
- Assign a number from 1 (worst) to 5 (best) for each category to get the overall RFM score. For example, your top customers will score 555. Your lowest value, lost customers will score 011.



Segment 3: Potential Churn Members



Why Target

Churn (club cancellations) can erode revenue; early intervention retains high-value members who might otherwise leave.



Data Insights

- Identify churn risks using metrics like declining purchase frequency, skipped shipments, or low engagement (e.g., unopened emails).



Strategies

- Offer personalized incentives to at-risk members.
- Survey potential churners to understand pain points.
- Address specific concerns with targeted solutions.

Enolytics statistic: Average customer reduces attrition rates of between 15-20% within 6-12 months of reaching out to ask-risk members.

Segment 3: Potential Churn Members

With Enolytics

Who's At Risk Of Leaving Your Wine Club

With CRM Only

- Calculate overall churn rate to measure success:

Churn Rate = (Customers Lost during Period) / (Customers at Start of Period)

Example:

Start of month: 500 club members

End of month: 470 members

Lost = 30 members

→ **Churn Rate = 30 / 500 = 6%**

- Run report that shows club signup date and cancellation date, then use formula to calculate length of time in the club (=DAYS(end_date, start_date)).
- Graph your average length of time in the club to determine the average dropoff point. AI can help with this but make sure to use completely anonymized data.

Segment 4: High-Value, High-Frequency Buyers



Why Target

These Top Customers drive disproportionate revenue (for example, 5% of customers may account for 30% of sales).



Data Insights

- Segment by average order value (AOV), purchase frequency, and lifetime value (LTV).



Strategies

- Offer VIP experiences (private tastings, winemaker dinners) to deepen loyalty based on their location.
- Offer to host in-home tastings or dinners for customer & their friends when in-market.
- Offer library and hard-to-find wines.
- Identify cross-sell opportunities with vintages, varieties and products.

Success Story: Cliff Lede Vineyards received a 100-point wine review on a particular SKU that they had offered for sale to their DTC audience in six-bottle packs. They created a special offering to customers who had bought that wine in the past, and invited them to purchase the SKU one bottle at a time.

Segment 4: High-Value, High-Frequency Buyers - HOW TO

With Enolytics

[Video - How to Find Your Top Customers](#)

With CRM Only

- Same calculations to determine RFM scores and focus on 4s and 5s.
- Identify zip codes in areas where you do regular market visits.

Segment 5: First-Time Buyers & Recent Converts



Why Target

First-time buyers are critical for building long-term relationships; recent converters (e.g., new club members) need nurturing.



Data Insights

- Track first-time purchase data (e.g., source: tasting room, online) and conversion to club or repeat purchase.



Strategies

- First-time buyers: Send a “thank you” email with a small discount on their next purchase.
- Recent converts: Welcome them with onboarding emails highlighting club benefits or exclusive events.
- Stress importance of data quality with your team. Correct contact data is key!

Question: How easily could you identify your first-time customers?

Segment 5: First-Time Buyers & Recent Converts - HOW TO

With Enolytics

[Video - How to Segment Your New Customers](#)

With CRM Only

- Make sure every visitor and purchaser are added to your email list.
- Run weekly reports of new customers.
- Outline your customer journey for first-time buyers and create a welcome series of automated emails.

Next Steps: Drive Revenue with Segmentation



Remember: Targeted segmentation is proven to drive revenue by delivering **the right message to the right customer at the right time**. Don't be afraid to try new things!

QUESTIONS?

Connect with us!



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