

SecureWineShop Marketing Tools

Many ecommerce packages take a "build it and they will come" approach to online wine marketing. But savvy sales managers know that 80% or more of their online sales will come from targeted marketing campaigns.

That's why SecureWineShop™ offers VinterActive's unique PreferencePro™ email marketing engine -- the only wine marketing solution to target sales campaigns based on customer preferences -- increasing customer response and retention by 300%-500% over standard marketing techniques.

Other powerful wine marketing features built-in to SecureWineShop™ include:

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Look & feel integrated with winery website

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Flexible product display and store layout

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Editable featured products & storefront messaging

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Unlimited coupons for free shipping, % off and \$ off

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Storewide discount levels for retail & wine club members

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Discounts by purchase quantity, customer & product type

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Editable customer notification screens

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Editable product ratings & reviews

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"Remember me" option & personal greetings for returning customers

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Search-engine friendly product catalog pages

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Sales conversion & customer referral reports