VA VinterActive LLC

PreferencePro™
Automated Wine Marketing

1

Commerce7 Edition

VinterActive pioneered the use of **preference-based email marketing** in the wine industry over a decade ago -- boosting sales 300% to 500% for many of the world's largest wineries.

Now our award-winning **PreferencePro™ Automated Wine Marketing** system makes it easier than ever to maximize sales with automatic list building, pre-built sales templates and multi-step conversations.

And since automated wine marketing unlocks latent demand from existing customers, PreferencePro™ opens up an entirely **new channel of incremental sales** that works even when visitor traffic is down and competition is up.

Powered by Listrak™, **PreferencePro – Commerce 7 Edition** allows any winery to profit from the same automated marketing tools powering the world's most successful luxury brands.

24/7 data synchronization with Commerce7 allows PreferencePro to automatically trigger the industry's most profitable campaigns, including post-purchase, abandoned cart, and automated customer re-engagement.

With advanced capabilities like automated A/B testing, AI optimization, micro-personalization, and externally triggered messages, PreferencePro™ will help you achieve world class results with your automated marketing campaigns.

Features

+ Powered by Listrak™

+ Auto-sync with Commerce7

+ Email, text & push messaging

+ Event-triggered conversations

+ Pre-built wine sales templates

+ Personalized dynamic content

+ Drag-and-drop simplicity

+ AI driven optimization

+ Expert support included

Features & Specifications

EVERYTHING YOU NEED TO CREATE…

Overview
+ Powered by Listak™
+ 24/7 auto-sync with Commerce7
+ Send email, text & push messages
+ Composer™ authoring system
+ 21 built-in wine sales templates
+ 7 automated conversations
+ Micro-personalization
+ Dynamic content
+ AI-driven optimization
+ REST API
+ Automated A/B testing
+ Mobile optimized
+ Built-in analytics
+ Customized list hygiene
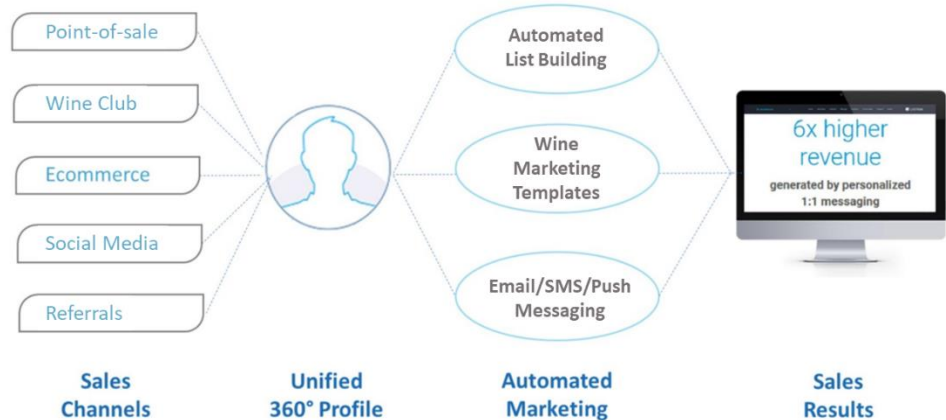+ 5-Factor email authentication
+ Expert support included

Expert Installation
+ Fully branded email addresses
+ DKIM & SPF authentication
+ Google Postmaster authentication
+ Yahoo Feedback Loop
+ Customized wine sales templates
+ Full-service data migration
+ Quick Start video guide
+ Personalized online training
+ Pre-launch testing

Wine Sales Templates
+ New subscriber
+ New retail customer
+ New wine club member
+ New wine release
+ Private flash sale
+ Discounted shipping
+ End-of-vintage sale
+ Winery newsletter
+ Customer birthday
+ Customer anniversary
+ Abandoned cart reminder
+ Customer re-engagement

Sales Channels: Point-of-sale, Wine Club, Ecommerce, Social Media, Referrals
Unified 360° Profile
Automated Marketing: Automated List Building, Wine Marketing Templates, Email/SMS/Push Messaging
Sales Results: 6x higher revenue generated by personalized 1:1 messaging

AN AUTOMATED WINE SALES MACHINE

Tools for Advanced Users
+ Role-based client accounts
+ Create custom email templates
+ Premium short-code text messaging
+ Automated A/B testing
+ AI-driven optimization
+ Facebook lead integration
+ Customer Preference Center
+ Multi-channel marketing orchestration

Tools for New Users
+ Drag & drop authoring system
+ Automated reports
+ Auto-sync list building
+ Fully automated operation
+ Video training library
+ Live online help

AI Optimization
+ Product recommendations
+ AI-driven copywriting
+ Discount affinity
+ Delivery optimization

Built-in Analytics
+ List activity dashboard
+ List health dashboard
+ Message activity report
+ Segment performance report
+ Geo-tracking
+ Heat map click tracking
+ Bounce activity
+ Email client reports
+ Subscriber reports
+ Unsubscribed contacts
+ List hygiene reports
+ Split-test activity report
+ Conversation analytics

Data Migration
+ Full-service data migration
+ HTML content migration
+ Custom email branding

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