WineOnline.ca Launches Personalized Product Recommendations, Driving 14X ROI

WineOnline.ca offers wine lovers the highest quality wines from around the globe. Customers love the fantastic service they receive and the convenience of WineOnline.ca's direct-to-door delivery. WineOnline.ca is an award-winning innovator in e-commerce.

"At every stage of each customer's journey, we wanted to build deeper, more meaningful relationships; Canopy Labs made this possible, increasing both our conversion and retention rates."

-Lawrence Farbman
Senior Vice President - Ecommerce, WineOnline.ca

The Problem:
Low Engagement in the Buyer's Journey

WineOnline.ca realized that each wine buyer's journey is just as complex as the wines they purchase, and wanted to tailor the buyer's journey with personalized product recommendations for individual customers. WineOnline.ca did not have the ability to consolidate and use the data and customer information that it was gathering; therefore, the team was unable to optimize the customer experience and foster a deeper relationship. The personalization that WineOnline.ca sought would require the right software to track and consolidate the information for each shopper, as well as the ability to execute personalized marketing campaigns that would drive engagement.

The Approach:
A Robust Customer Journey Platform

WineOnline.ca needed a robust platform that would integrate with their existing tech stack. The team evaluated several other customer journey analytics software platforms, and determined that Canopy Labs was the only solution that provided WineOnline.ca with a true 360° view of their customers' complex journeys on a user friendly, approachable platform. It also enabled WineOnline.ca to send email campaigns, and gave WineOnline.ca new behavioural activity tracking across all online channels.

Using this data as well as the Canopy Labs platform predictive models, WineOnline.ca could optimize its customer engagement at every touch point and personalize email campaigns. This ability enabled WineOnline.ca to create customer experiences that are more nuanced and speak to specific subsegments of customers in ways that other marketing automation and e-mail service providers cannot.

WineOnline was also impressed by Canopy Labs' customer success team. In addition to the software, Canopy Labs' team provided WineOnline.ca with the expertise on how to enable the personalization they sought and translate it into desirable results.

14x
Return On Investment

75%
Increase in Abandonment Recovery

"Canopy Labs enables us to keep customers engaged throughout their lifecycle, increasing abandonment recovery by 75%."

-Lawrence Farbman
Senior Vice President - Ecommerce, WineOnline.ca

The Solution:
Fully Integrated Data-Driven Campaigns

By integrating transactional, email, and web traffic data into the Canopy Labs platform, WineOnline.ca was able to create complete customer profiles and personalized product recommendations. This enabled better segmentation and gave WineOnline.ca a deeper understanding of each customer's journey, allowing them to further pinpoint how to keep their customers engaged at various stages of the life cycle. WineOnline.ca took action with this information by sending abandoned cart, welcome series, advanced versions of replenishment emails, multi-touch abandonment cadences and more, all by using the predictive models in the Canopy Labs platform. After 90 days and 120 days of inactivity, Canopy deployed two winback email campaigns to drive sales from previous customers that had the potential to purchase more.

The Results:
Personalized Journey Experiences

By providing each customer with a personalized selection of product recommendations at key touchpoints, WineOnline.ca leveraged the Canopy Labs platform to increase abandonment recovery by 75% and ultimately realize a greater than 14x return on investment.

Canopy Labs and WineOnline.ca were not alone in noting the significance of their partnership, with Canada Post recognizing WineOnline.ca as a finalist at the 2017 E-Commerce Innovation Awards in the category of Pure Play of the Year.

"Canopy Labs was essential to our success."

-Lawrence Farbman, Senior Vice President - Ecommerce, WineOnline.ca

Every customer reaches their buying decision in a unique way. The Canopy Labs platform helps you track and optimize each customer's unique journey. Get in touch with us to learn more!

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