



Streamlining Multi-Brand DTC Marketing & Sales

CHALLENGE

Huneeus vintners faced significant challenges in managing their multi-brand dtc marketing and sales efforts. They needed an efficient way to handle email campaigns across various brands and create a more direct path to purchase for customers. This required a crm platform that allowed cross-brand search capability to manage and execute dtc sales and cross marketing.

Huneeus Vintners owns, manages and markets a collection of critically acclaimed, estate wineries and brands, including Quintessa, Flowers, Faust, Benton-Lane, Favia, Leviathan, and Illumination. Known for their commitment to quality and excellence, Huneeus Vintners produces some of the world's finest wines from diverse estates. Each brand is distinctive, yet all of them rely significantly on DtC sales.

Planning and executing DtC marketing efforts and taking advantage of cross marketing opportunities required capabilities that their current array of digital services did not efficiently provide. More robust search capabilities across several large brand databases and were needed to carryout effective multi-brand marketing and email campaigns.

SOLUTION

Huneeus vintners landed on ecellar as its new pos/crm platform for its all-in-one approach to managing its digital dtc assets.

eCELLAR implemented several key solutions to address the host of challenges faced by multi-brand Huneeus Vintners. First, eCELLAR's robust campaign manager utilized "magic links" to create a seamless online purchasing experience for Huneeus's DTC customers. Centralized, cross-brand data management deploying powerful search engine capabilities made data retrieval and analysis much easier for brand

HUNEEUS VINTNERS

MARKET OPPORTUNITY

Optimizing multi-brand DTC marketing and sales through an integrated CRM platform that enhances email campaigns and cross-brand purchase paths.

SOLUTIONS

- Automated Email Campaigns & Magic Links
- Centralized Data Management
- Cross-Brand Search
- Customer Segmentation
- Analytics and Reporting



managers. Finally, eCELLAR enabled customer, sales, and product searches across all brands seamless, facilitating easy cross-selling and marketing efforts.

OUTCOME

Upon implementation of the ecellar platform, huneeus vintners' dtc marketing and sales saw significant increases in efficiencies, customer satisfaction and loyalty.

By centralizing its data management tools and efforts and installing robust campaign tools, Huneeus Vintners brought increased efficiencies and simplicity to its DtC management and marketing. With its multi-brand data unified in one system effective cross marketing created measured increases in customer satisfaction as well as brand loyalty. The Huneeus Vintners experience demonstrates how eCELLAR's solutions can transform the marketing and operational capabilities of multi-brand enterprises, driving both efficiency and customer engagement.



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