



SOMMLY CASE STUDIES

Texas wineries have grown their direct-to-consumer presence and realized immediate ROI with Sommy's social marketplace



COORDINATES VINEYARDS

Outcomes

- ROI of 13.9x
- Average order of \$134
- Exposure to tens of thousands of marketplace visitors
- Bottles listed in under an hour

Winery Profile

- Website exclusively uses Sommy for e-commerce
- Wines produced in South Africa and Texas High Plains
- 500 cases annual production
- Typically have 8-10 varietals in-stock; fulfilled by WineCub

BENEFITS

New Customers

Presence in the marketplace drives discoverability and access for wine consumers, many who were previously unaware of marketplace wineries' product offering. Sommy invests in digital marketing tactics on behalf of wineries to drive visits.

E-Commerce Revenue

Commission-free direct-to-consumer (DTC) secure payment processing. Sommy leverages economies of scale and a low cost subscription to fuel the marketplace. Flexible shipping, fulfillment, and pickup options which are defined by each winery.

Wine Club & Membership Conversion

Winery page on Sommy includes information about club membership, and a call to action to become a member.



"Sommy is our access to eCommerce, and is helping increase our discoverability, cross promoting on social media, and interview features. It's a very synergistic thing. We are a perfect fit for what they are looking to do, and vice versa."

Austin Kerr-Valentic

Coordinates Vineyards, Owner

LLANO ESTACADO WINERY

Outcomes

- ROI of 5.1x
- Average order of \$194
- Exposure to tens of thousands of marketplace visitors
- Bottles listed in under an hour

Winery Profile

- Lubbock Tasting Room and Production Facility
- Sommy marketplace is an additional channel of DTC
- 300k cases produced annually
- Distribute value wines
- Self-fulfill premium wines

BENEFITS

DTC Channel Growth

Limited release wines you won't find in retail are available for purchase on Sommy. Sommy is an additional channel of demand driving incremental sales and visits to Llano Estacado's website.

Tasting Room Reservations

Winery pages include a direct link to the Cellarpass, Tock, or other reservation system for direct bookings.

Brand Awareness

Sommy executes digital and community marketing tactics on behalf of partner wineries throughout the year, including winery feature article series, paid and organic social promotions, and advertising campaigns to drive visits to the marketplace.



"I think as the world is shifting, and as the dynamics of shopping behaviors are shifting, it's a great opportunity for our brand to lean into the marketplace and DTC. And with Sommy being a Texas based company focusing on the Texas wine industry... who better to partner with on trying to develop that segment?"

Matt Bostick

Llano Estacado, Events Director & Sommelier