DTC & Depletion Analytics

For a Clear Path to Growth

Data is everywhere in the wine and spirits world, including within your own business.

What's often missing is the analysis of that data, and guidance about what to do with it. That's where Enolytics comes in. Enolytics pulls your customer data directly from industry partners like WineDirect, Commerce7, Silicon Valley Bank, Nielsen and IRI, and transforms the information into an intuitive and user-friendly analytics platform.

Enabling you to better understand your consumers and accounts, plan targeted marketing & sales programs and ultimately accelerate the growth.
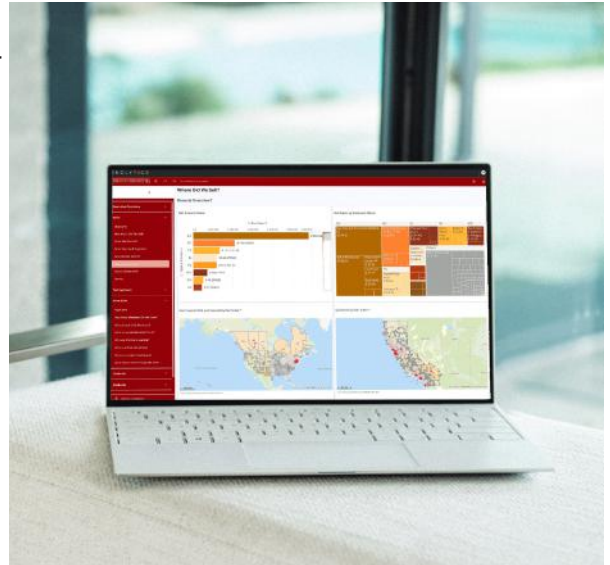
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enolytics.com/schedule-demo
or contact us: info@enolytics.com I 702.528.3717

ENOLYTICS

Your Data. Our Technology.
Greater Sales & Marketing Success.

Intuitive Executive Dashboard, providing an immediate 360 degree overview of your DTC or Wholesale business.

Wine Club data that provides insights that are updated daily on key metrics, on wine club members at risk and more.

Tasting Room In-depth performance views for all aspects of success, including visitations and conversion rates to wine club, performance by sales associate to name a few.

Customer Insights including comprehensive RFM (recency, frequency, momentary) analysis, along with suggested marketing campaigns.

Innovative Advanced Reporting functionality that allows you to create an unlimited combination of reports in a fast, highly intuitive and visual fashion.

Inventory Insights, including identification of underperforming varietals and/or wines, to enable marketing campaigns for optimal performance and revenue generation

Predictive Analytics allowing for high accuracy in forecasting of key metrics and events, providing greater insight into areas of growth or challenges.

"I try to be in the Enolytics platform daily, to better understand my business and to ensure that my gut lines up with the data. Enolytics is a big part of our growth strategy."

George Hodson, CEO
Veritas Winery and Vineyards

DISCOVER MORE OR SCHEDULE A DEMO AT ENOLYTICS.COM

- **Data Insights – what deeper knowledge means**
- **Data Security & Data Science**
- **Our Coaching Support & Expertise**

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