



Improve Data Quality

It's true what they say: Good data in, good data out. Visit the Data Quality module for a baseline reading then build a plan to improve and monitor data ongoing.



Know Your Customer

Get granular about your customer and their purchasing behaviors. Use RFM analysis and demographics data to personalize and strengthen marketing campaigns.

Jumpstart Your Success!



Who is at Risk of Leaving?

Wine Clubs members are like gold for your business. Find out who is on the verge of dropping out, so that you can take action and keep them engaged.



What Was Sold Together?

If your customers buy one thing, how likely are they to also buy something else? Use this information to plan bundles and identify upsell opportunities.



Schedule Your Workshops

We're here to help you succeed with Enolytics, from early wins to longer-term processes. Workshops are included in your package, so be sure they're on the calendar!





ENOLYTICS

We empower wineries to thrive, by leveraging the data that is already yours.

Empowering Wineries to Survive

The wine industry is battling serious headwinds right now. We need to do business differently in order to survive. Enolytics' software analyzes wineries' first-party data to address the industry's most significant pain points, including revenue growth, Wine Club retention and increased profitability.

Empowering Wineries to Thrive

It's a fact: Data-driven wine businesses thrive. It is no longer only the wealthiest or the largest wineries who can afford to be data-driven. Enolytics' software is within every winery's budget regardless of size or scale.

Data-Informed Change

Enolytics cultivates an ecosystem of powerful data sources from every sales channel, to provide 360-degree visibility about wineries' own data, their business health and consumer behavior. We further enhance the data in order to provide granular visibility into consumer demographics. We also provide predictive analytics and forecasting tools that empower marketers, CFOs and owners alike.

Strategic Advice

Data is only as powerful as its application. Enolytics' world-class consulting and support fill the gap, where necessary, for wineries. Our strategic advice is information by the technology itself (machine learning, AI, predictive analytics) and by our humane, boots-on-the-ground experience in the industry.

World-Class Technology

Enolytics' technology is nothing like the wine industry has ever seen. It is robust and secure at all levels. Smaller and medium-sized wineries typically haven't had the resources (of people or budget) to dedicate to data or technology. But our software levels the playing field. SMEs have just as much "fire power" as the big wineries.

Thought Leadership

Enolytics cultivates a community of data-minded leaders, super users and super-users-in-training. Our partnerships also fuel thought leadership reports, webinars and conference presentations.

