

Enalito

winecentral

**Wine Central increased its revenue by
53% using our
Smart Segmentation
& Personalization**



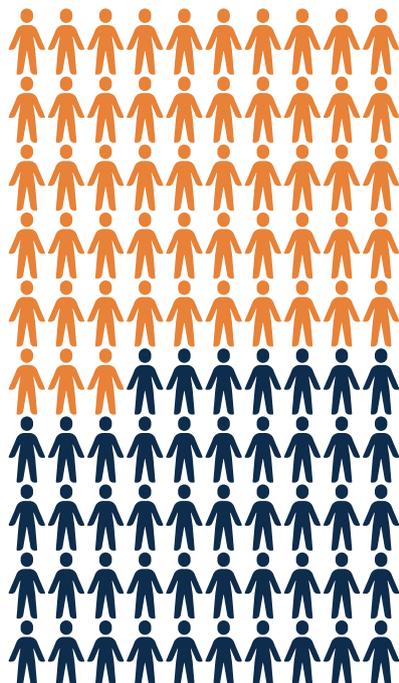
winecentral

New Zealand's **Wine Central** offers a variety of wines, beers, and spirits. Its product is made up of distinct ingredients and its catalogue has a wide range of beverages from different regions.

Summary

Wine Central is preferred for their commitment to quality, outstanding reviews and ratings, and the incredible value they offer to their members.

The Wine central team was searching for a partner with an expertise in digital transformation projects that could assist its experience optimization efforts as well as an easy-to-use personalization solution to boost its capacity to create great online experiences. The team opted to partner with Enalito after weighing their possibilities.



53%

out of 100%

Increase in Customers

Challenges

The goal of Wine Central was to establish a dynamic marketplace in which everyone has an equal chance of getting what they desire. They outlined the following issues:

- **Discovery of right Products to Customers -**
Wine Central's products are made up of various ingredients and its catalogue has a wide range of beverages from different regions. So the basic challenge was to provide the customers products that suited their needs. This would help the customer in getting products that they want easily and make the experience enriching for them.
- **Segment the Customers -**
Wine Central's product is made up of various ingredients and its catalogue has a wide range of beverages from different regions. The challenge was to present products in a way that matches the shopper's interests and preferences accurately in real-time.
- **Engaging and Targeted Email Campaigns -**
Wine Central wanted to engage and target their customers through email campaigns so that they could reduce their cart abandonment rate and could send personalized mail to their target customers.
- **Identify loopholes and improve Customer Lifetime Value -**
Wine Central wanted to identify the loopholes instantly. It needed intelligence that could segment customers to take timely decisions and address them. It struggled in converting visitors to shoppers and improving CLTV.

After careful assessment Wine Central turned to Enalito, and we in turn presented items on-site to precisely match customer brand preferences in real-time via Onsite Personalization including AI-based Segmentation, thus solving their problems effectively and efficiently.

**To tackle these challenges, they resorted to
Enalito's end-to-end Personalization & Smart
Segmentation.**



Solutions

Wine Central enhanced their customers' shopping experience and increased their customers by 53%. This was achieved through:

> Personalized recommendations on every page -

Enalito helped Wine Central by helping them set up recommendations in the cart page and in the store's product discovery, this helped the customer get suggestions of the previously clicked and viewed items and this helped the company to upsell their products, as the technology intelligently learns what items users are looking at based on brand, product category, colours, and more. It then tailors the shopping experience for each visitor by showing product suggestions on the Home Page, Product Page, and Cart.

2020 is fresh, with notes of sweet cherry, wild strawberries and with a touch of jasmine on the finish.... [Read More](#)

Tax included.

\$9.99 Saving up to 41%

QTY: - +

STOCK: 389 IN STOCK

SHIPPING TIME: [CLICK FOR DETAILS](#)

ADD TO CART

[SEE SIMILAR WIN](#)

Delivery & Returns

Used it in a Sangria

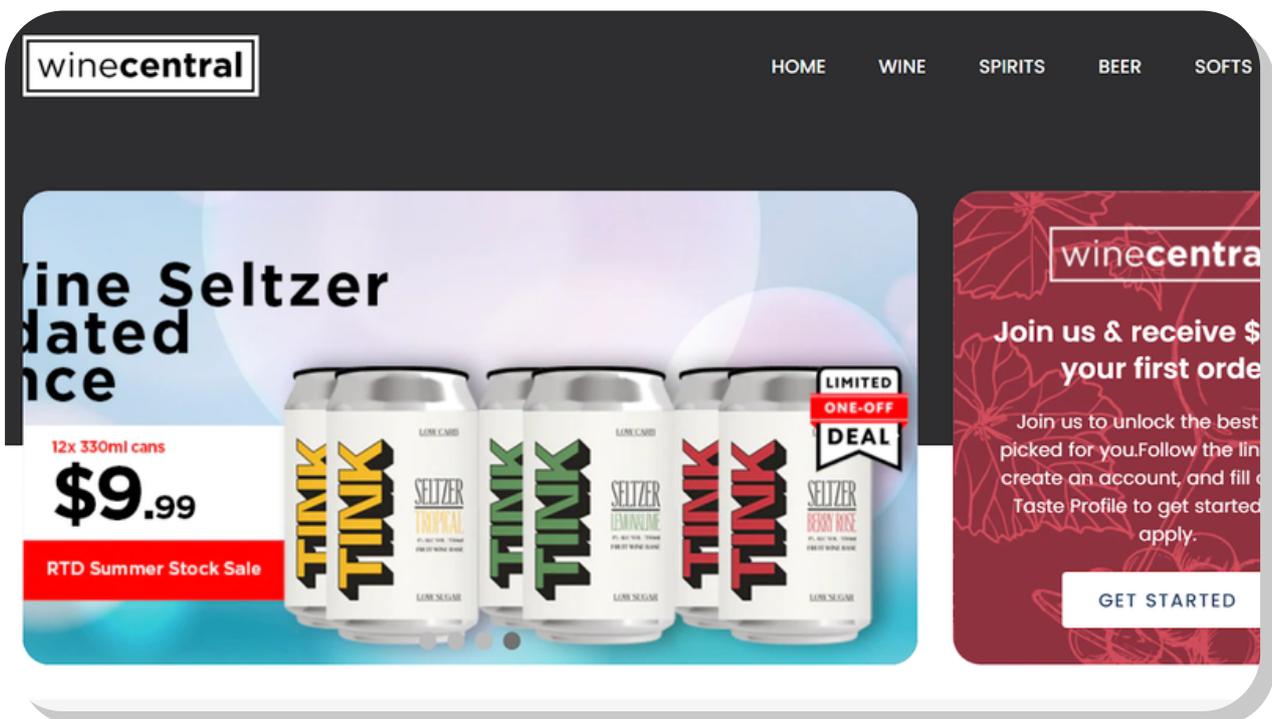


> Customer Segmentation -

Enalito's expert data mining tools group customers into segments that help strengthen customer relationships.

> Upselling with recommendations on the cart page -

Enalito centralized Wine Central's data and presented them with all the important information about their e-store in a way that helped them to identify the loopholes and take appropriate steps in terms of recommendations onsite and through emails.



> Complete understanding of customers to identify the problems -

Enalito scored Wine Central's business and highlighted metrics as -ve /+ve / neutral for a quick overview. It then proceeded to develop a complete understanding of Wine Central's customers for example - what the customers expectations from the company were and how the company could create a better experience for the customer. This helped the company make the necessary changes and cater to their audience in a better way.





Key Takeaways

Winecentral not just identified and addressed the loopholes in the business functioning but also took proactive measures that encouraged shoppers to buy more. Enalito helped to improve their customers' shopping experience and also give great ROI. The technology empowered Winecentral to segment their client base based on their buying behaviour and also define how active and profitable each group.

Results

Increase in Average Order Value

60%



Decrease in Cart Abandonment

06%



Increase in Monthly- Revenues

58%



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"We have been using Enalito for onsite personalization and the results have been impressive. The Enalito recommendations have increased our average order value and allowed us to sell and cross-sell customers by providing personalized product suggestions based on both their browse and purchase history. Enalito's automated recency, frequency and monetary (rfm) segmentation of both customers and products is unique and a very powerful way for us to micro-segment our customer base and ensure we target the bulk of our marketing budget only to those customers with the highest propensity to purchase. And the Roi from Enalito ensures that its cost is paid for in the first few days of each month."

- Paul Newport





Enalito was founded by Mr. Anand Katakwar (IIT-B, 1987 Batch) and Mr. Amit Koshal (Engineer and lawyer) in June 2019. Using the Artificial Intelligence & Machine Learning platform, Enalito has built a B2B SaaS product which assists small and mid-sized ecommerce businesses (e-retailers). Enalito empowers CEOs, CTOs, CMOs, eCommerce Directors, Marketing Managers, and other key business stakeholders in an e-commerce company and helps them make informed business decisions. When the Enalito app is installed on a web store built on Shopify, Magento, Woo Commerce, etc, Enalito can help an e-commerce merchant to do magic within their e-commerce business.

**For more information visit our Website:
www.enalito.com**