

HOW IS YOUR WINE CLUB PERFORMING?

USE THESE FIGURES TO FIND OUT

1

Number of Club Members

Number of club members will vary greatly depending on winery size and club type but make sure these figures are increasing.

Club 1:

Club 2:

Total:

2

Average Membership Time

People will normally stay members for 3 years in Australia. How do you stack up in comparison?

Club 1:

Club 2:

Total:

3

Average Order Size

Different clubs will have different average order sizes, but lifting these across the board will have a significant impact on revenue.

Club 1:

Club 2:

Total:

4

Annual Revenue

Use this as a guide to consider the impact of any changes you make to your wine club as well as the time you dedicate to it.

Club 1:

Club 2:

Total:

5

Rate of Attrition

Average attrition is 3%, but what's yours? Figure it out with this formula:

$\text{Lost Customers} / \text{Total Customers for Time Period}$

Club 1:

Club 2:

Total:

6

Club Conversion

On average the conversion rate for Australian wineries is 1%. Figure out your conversion rate:

$\text{New Club Members} / \text{Total Visitors for Time Period}$

Club 1:

Club 2:

Total:

7

Member Lifetime Value

This figure should put a lot into perspective. Calculate the true value of each member with this formula:

$\text{Average Order Size} \times \text{Average Membership Time}$

Club 1:

Club 2:

Total:

8

Wine Club Growth

On average, wine clubs were up 14% in 2017. Discover your growth rate with this formula:

$(\text{Current Period Sales} - \text{Previous Period Sales}) / \text{Previous Period Sales}$

Club 1:

Club 2:

Total:

Do you have everything you need to figure this out easily?

WITHWINE GIVES YOU EVERYTHING YOU NEED TO SEIZE, IDENTIFY AND CREATE NEW DTC SALES OPPORTUNITIES.