

TOTAL WINE PARTNERS WITH RETARGETER TO DRIVE ECOMMERCE SUCCESS

Total Wine is America’s largest independent retailer of fine wine, with over 130 superstores across the country. In addition to their brick and mortar locations, Total Wine runs a fast-growing eCommerce storefront.

Their digital marketing team enlisted the help of ReTargeter in the spring of 2014 and has continued to leverage retargeting as a proactive, long-term strategy to drive site traffic and online sales.

“It’s been a really strong partnership from a business and analytics standpoint, and that’s what we’re really looking for; a solid partner dedicated to innovation.”

Philip Fogleman
Director of Digital Marketing



20.7% Increase in Revenue Generated from Retargeting YOY

.12% Average Click Through Rate

6:1 Lifetime Return On Ad Spend

50% Increase in Reach YOY

SUPERIOR SERVICE

Total Wine’s Director of Digital Marketing, Philip Fogleman, inherited the ReTargeter relationship from a colleague and was immediately impressed with their dedication to customer success.

“When I came on board last year, ReTargeter was the incumbent partner for retargeting. I did a full evaluation of all of our partners to determine their success, and from the get-go, ReTargeter was very accommodating with their time, and very thorough giving me the backstory of the partnership. Out of all of our third-party vendors, ReTargeter is the only partner that I have retained.”

IMPACTING THE BOTTOM LINE

In-store sales are consistently the largest revenue generator for alcohol retailers, but as consumer buying trends shift, Total Wine has an increased focus on eCommerce. ReTargeter has consistently worked with Total Wine's digital marketing team to analyze opportunities and offer online solutions. Most recently, the retargeting strategy is focused on CRM and Abandoned Cart retargeting, while also investing in creative assets to provide a customized shopper experience. All of these changes have made a direct impact to the company's bottom line.

"All of the [retargeting] metrics continue to head in the right direction, especially in the past three months. That demonstrates to my team, and company, that the digital arena can drive transactions and profitability for the business beyond traditional offline media."

EFFICIENT AND SUSTAINABLE RESULTS

As Total Wine's priorities have evolved over the two-year partnership, ReTargeter has shifted their strategy to impact key business goals. The length of the partnership has allowed both companies to dig in and find innovative solutions to grow Total Wine's eCommerce business, and the results are impressive.

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