

**WIV 20
23**

WIV 2023

- Using Data Points to Define Success in DTC Sales
- Riley Wathen Slack
- Foxen Vineyard & Winery

DTC Channel History



Measuring Success

- Robust e-commerce channel
- Club retention
- Sales conversions
- Customer feedback
- Tasting room traffic

Driving Tasting Room Traffic

- Expanded tasting area & on-site events
- Social media
- Club Lounge
- Electric vehicle chargers

Thank You!

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