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HALL
NAPA VALLEY

HALL Wines Caters to Discerning Buyers With Social Proof

Premium Wine Retailer Increases Add-to-Cart Rate by More Than 50% With Scarcity Marketing From Monetate

| **55%**	**80%**	**5%**
increase in Add-to-Cart (ATC) rate on the HALL Wines website	average lift in ATC on the WALT Wines sister website	increase in conversion rate on mobile

Intro

HALL Wines, a Napa-based winery and online wine retailer, used Social Proof, a component of Monetate, to test the delivery of targeted messaging to their customers and wine club members. With Social Proof, HALL Wines alerted shoppers to in-demand wines and wines that were about to sell out, resulting in a sense of urgency that increased engagement. The team also combined Social Proof with Dynamic Testing, another Monetate component, to learn more about which messages worked best across their different sites.

"With Social Proof, we were able to notify our customers when their favorite wines are selling out. We can only produce a limited amount of our wine every vintage, so being able to highlight the scarcity of our product increased velocity. Social Proof and other Monetate capabilities are so flexible, we were able to easily set up our own tests and expand to our other sites," said Mike Hodgson, Director of eCommerce at HALL Wines.

Tests resulted in:

• **55% increase in Add-to-Cart (ATC) rate on the HALL Wines website**

• **80% average lift in ATC on the WALT Wines sister website**

• **5% increase in conversion rate on mobile**

Because promotions and discounts can only be used sparingly in the luxury space, having a tool that highlights the scarcity of product, like Social Proof, proved to be exciting and extremely useful for the company.

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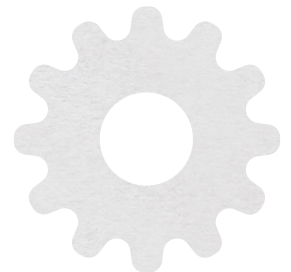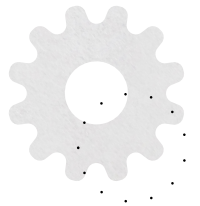
Background

HALL Wines is a storied winery that also runs several online wine retail sites including hallwines.com, waltwines.com and bacawines.com. The HALL Wines team works hard to provide a highly personalized experience for their online customers, who tend to be very discerning wine buyers.

What's more, wine is a complicated product to sell because production is limited and products sell out quickly. Marketing to just the right buyers at just the right time can create just enough demand without leaving too many people disappointed if a particular wine sells out.

HALL Wines wanted a way to personalize product marketing to the right people to drive more conversions while also keeping customers engaged, knowing that new wines would be made available soon after sellout. Enter, Social Proof.

The Approach

Through a series of tests, HALL Wines implemented Social Proof to share which wines were selling quickly or were at risk of selling out. Wine aficionados often have a sense of FOMO about getting the best wines, and Social Proof proved to be the perfect tool to help customers secure their favorite wines before they were gone.

HALL Wines also leveraged Dynamic Testing, a Monetate capability, to learn which messaging worked best across their different brand sites, and across web and mobile. Being able to dynamically test social proof messaging proved to be a valuable way to quickly learn and adapt to highly discerning customer behavior.
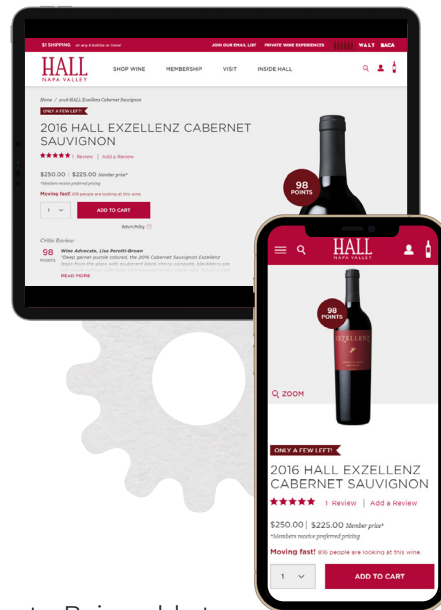
"Social Proof is an important tool for us, as luxury wine customers care about the popularity and scarcity of products. Being able to communicate when our wines are selling out gives our customers a window of opportunity to secure our bestselling wines," said Mike Hodgson. "We don't offer many discounts so this is an invaluable promotion tool."

More About Dynamic Tests

Dynamic Tests analyze experience results in real time and automatically allocate more traffic to the winner. No waiting to reach significance; no resource-intensive manual monitoring. Test new messages and incremental changes to all visitors, or to defined segments with less risk, using automation to adjust variant distribution and downplay low performers.

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HALL Wines also found it very helpful to have access to built-in analytics for monitoring results, and to be able to gather insights from the same UI as their testing program.

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The Results

Its flexibility and ease of use made Social Proof a winning choice for HALL Wines.

Across Social Proof's different implementations, HALL Wines saw increased ATC and conversion behavior.

Alongside Social Proof, HALL Wines used Dynamic Testing to make quick, agile changes to their entire audience, or specific audiences in their wine club. HALL Wines has also seen success in their testing program—their tests of the checkout process revealed to them that they needed to add another checkout button at the top of the mobile cart page, ultimately resulting in an increase in conversion.

All in all, HALL Wine's implementation of Social Proof and Dynamic Testing to personalize scarcity messaging and cater to a highly discerning customer base led to the following improvements:
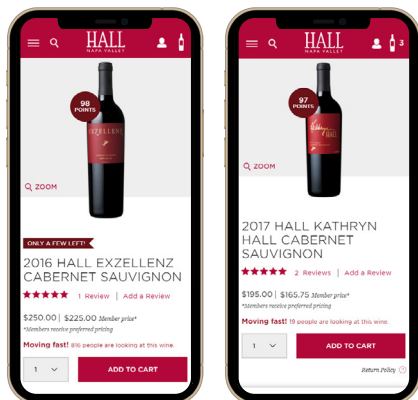

"On the HALL account, we have two text variants running against a control. One is driving 50% higher ATC and the other is driving 55%. These are such amazing numbers. Our test on the WALT brand has seen even higher numbers, 68% on one variant and 83% on the other. We're quite happy with the results.

MIKE HODGSON
Director of eCommerce, HALL Wines

55%

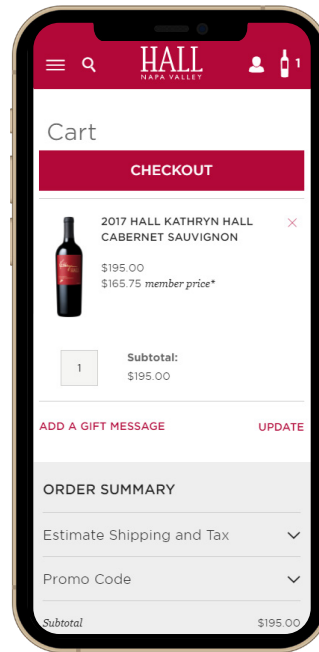lift in ATC over a control Social Proof Dynamic Test conducted on hallwines.com PDPs

80%

average lift in ATC on the WALT Wines sister website

5%

uplift in conversion with addition of a second checkout button on mobile cart experience

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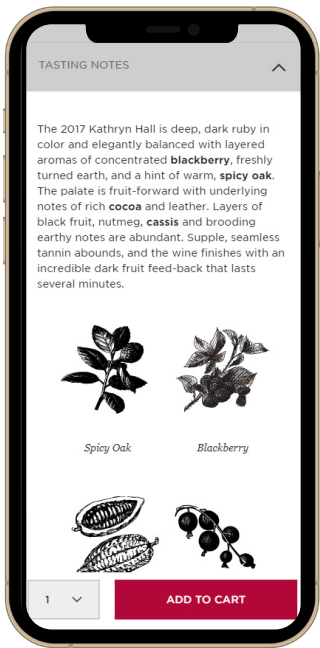
The next phase of HALL Wine's roadmap is all about personalization. The ultimate goal is to increase conversion and they plan to leverage even more of the Monetate platform in order to get there.

A few examples that the team are working on include deploying personalized product recommendations, increasing ATC buttons using a sticky method on PDPs and deploying Social Proof across more pages. All of these initiatives aim to create efficiencies, reduce bottlenecks, and deliver great experiences to HALL Wines customers.

TASTING NOTES

The 2017 Kathryn Hall is deep, dark ruby in color and elegantly balanced with layered aromas of concentrated **blackberry**, freshly turned earth, and a hint of warm, **spicy oak**. The palate is fruit-forward with underlying notes of rich **cocoa** and leather. Layers of black fruit, nutmeg, **cassis** and brooding earthy notes are abundant. Supple, seamless tannin abounds, and the wine finishes with an incredible dark fruit feed-back that lasts several minutes.

Spicy Oak   *Blackberry*

ADD TO CART

"

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