

WINE INDUSTRY EMAIL BENCHMARK REPORT

2023 – 2024

presented by
WineGlass Marketing
SEPTEMBER 2024





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INTRODUCTION

Welcome

to our seventh year of analyzing emails for the wine industry! At WineGlass Marketing, we are fundamentally insecure and, therefore, feel compelled to torture ourselves by continuously comparing our marketing campaigns to others. (Therapy is helping; thanks for asking.) If you're reading this you must like benchmarks as much as we do!

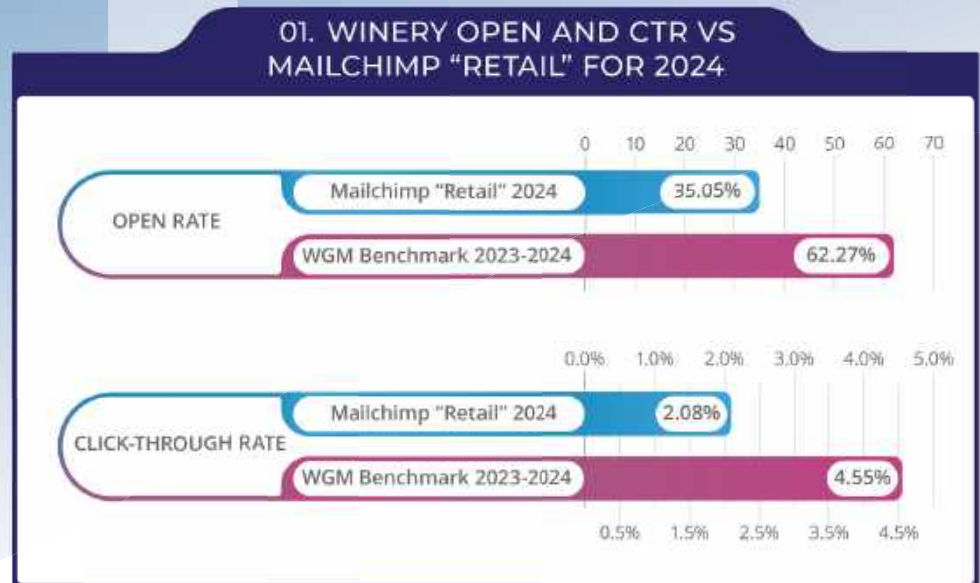
Why use performance benchmarks, you ask? While we agree flying blind and hoping for the best is exciting, if you're into actually knowing whether your marketing is working, benchmarks are your best friend. They let you measure success and can highlight where you're bombing, so you can identify and fix what's broken. They also can help you set goals and help you justify budgets (because apparently, marketing dollars don't grow on trees). It is our hope showing off how you're killing it compared to industry standards is a victorious strategy to shut down any senior management objections.

This report examined the 18 months from January 2023 to June 2024. Unless we specifically note a year, the 18-month period from January 2023 through June 2024 is the range we're reporting on in the charts. Within this period, we examined 7,684 campaigns over 92 different wineries. This culminated in 18,607,333 emails analyzed. That's a lot of data!

Let's get our nerd on . . .



OVERALL ACTIVITY

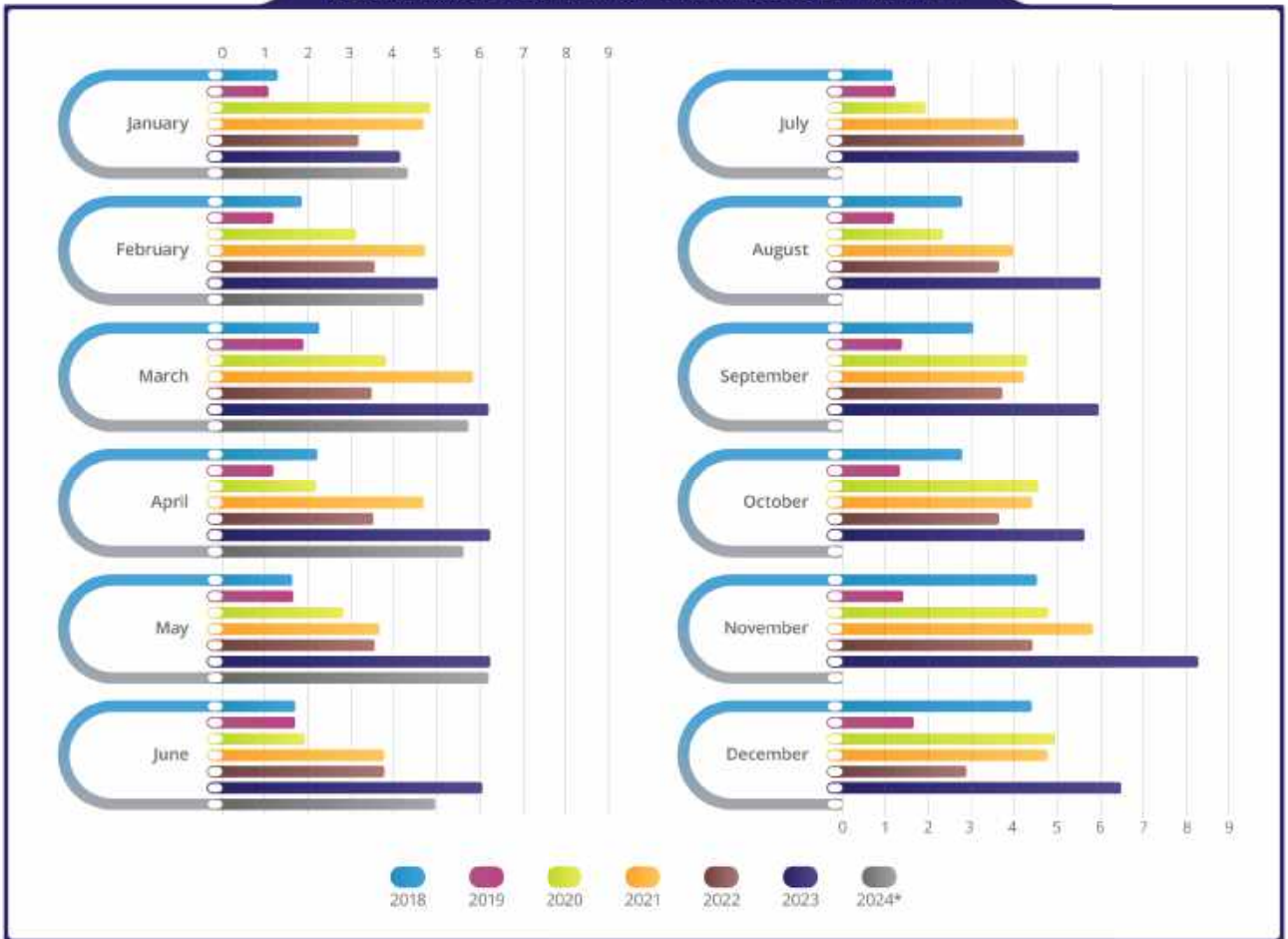


SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report
Mailchimp 2024 Benchmarks

If you remember, we started this several years ago because we were frustrated with published benchmarks. The closest we could find was MailChimp’s “Retail” category. Let’s raise a glass to wineries! With an open rate of 62.27%, they’re absolutely crushing it—Mailchimp’s “Retail” benchmark at a paltry 35.05% doesn’t even come close. Clearly, wine lovers can’t resist opening an email when they know a Cabernet might be involved. As for click-through rates? Wineries are proving that their audiences are just as engaged as they are thirsty, boasting a solid 4.55%, more than double the retail benchmark of 2.08%. It’s clear: wineries are the sommelier of the inbox when it comes to email marketing. Cheers to that!



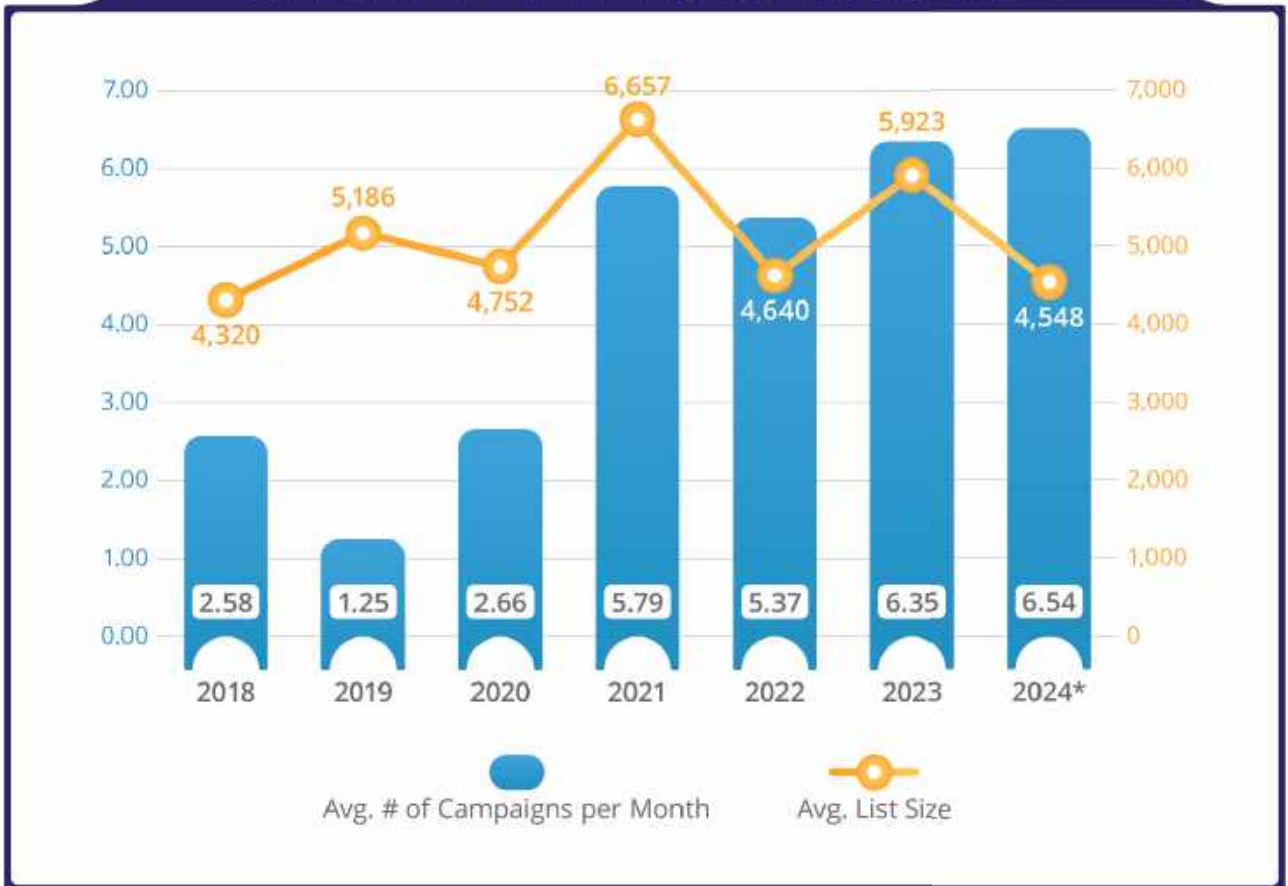
02. AVERAGE NUMBER OF CAMPAIGNS BY MONTH



*January - June Only
 SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Wineries are putting in the work throughout the year, with 2024 YTD showing a consistent email campaign push from January to June, albeit with less activity than in 2023, which was booming. In July when we're looking just at 2023, it's game on, with the number of campaigns increasing and peaking in November. It seems the lead-up to the holidays is prime time for email marketing, and December doesn't let up either. If 2024 continues at this pace, last year's numbers might soon be in the rearview mirror. But clearly, wine email marketing isn't just seasonal; it's an all-year affair.

03. MONTHLY CAMPAIGNS AND LIST SIZE



*January – June Only

SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

When we look at the campaigns by month, it tells a tale of steady growth and ambition. The average number of monthly campaigns has taken a significant leap from 2018's 2.58 to a hefty 6.54 in 2024 YTD. COVID forced wineries to pivot hard into online sales, and that shift has left a lasting mark. Wineries learned a valuable lesson:

“ if you can't pour the wine in person, pour it into their inboxes instead. ”

Meanwhile, the average list size has been a bit of a roller coaster, peaking in 2021 at 6,657 and then dipping slightly in the following years. The dip in 2024 YTD to 4,548 suggests that while wineries are getting more aggressive with their campaigns, they might want to keep an eye on maintaining their audience size.

04. ANNUAL CAMPAIGNS AND BOUNCE RATE



*January – June Only

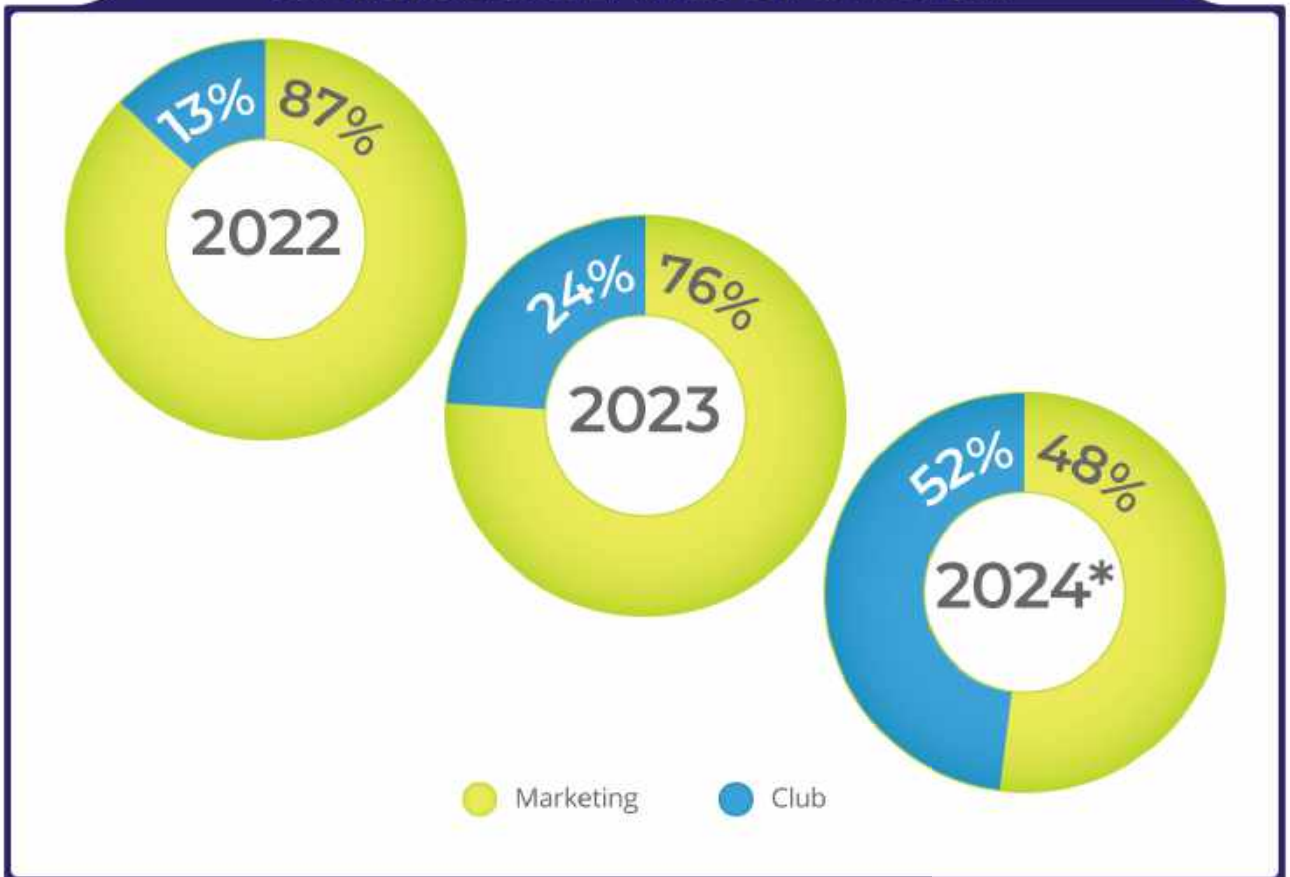
SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

The trend here is clear: wineries ramped up their email campaigns significantly after 2020, with the number of campaigns jumping in 2021 and staying high since then.

It seems wineries figured out that more emails mean more chances to sell, and they're sticking with that strategy.

On the flip side, the bounce rate—the line on this chart—has been notably paradoxical. It spiked in 2021, likely due to hastily compiled email lists in the rush to stay connected during the pandemic or the large trend of people changing jobs and thus changing email addresses. The rate dipped in 2023, suggesting some clean-up was done, but 2024 YTD shows a bounce rate on the rise again. This could be a nudge that it's time to revisit those email lists and ensure they're as fresh as a newly uncorked bottle.

05. HISTORICAL EMAILS BY CATEGORY



*January – June Only

SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Wineries have definitely shifted gears over the past few years. Back in 2022, marketing emails were the star of the show, making up a hefty 87% of all communications. Club emails? A mere 13%. But by 2024, the tables have turned—club emails now account for 52% of the pie. So, what's driving this change? For one, the aging population of wine club members means shrinking numbers within clubs, making every member more crucial to keep. Wineries have likely realized that nurturing these loyal customers is key, especially as the pool of potential new members dries up.

“ It seems they’ve woken up to the reality that holding onto their club members is just as vital as attracting new customers. ”

In this game, it's not just about filling the glass; it's about making sure it stays full.

06. OPEN, CLICK, CONVERSION, AND BOUNCE RATE | 7-YEAR TREND



*January - June Only

SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

The last seven years have seen their share of ups and downs for winery email metrics. Open rates have had quite the journey, but nothing compares to the leap between 2022 and 2023, where they soared to a whopping 65.40% before settling back down to 52.58% in 2024 YTD. What caused this spike? A few things could be at play here.

First, Apple’s Mail Privacy Protection (MPP), which rolled out in late 2021, could be artificially inflating open rates. With MPP, email tracking systems might register an “open” even when the recipient hasn’t actually interacted with the email, thanks to automatic image loading. Combine this with a renewed consumer interest in-person events and tastings post-pandemic, and you’ve got a recipe for higher open rates.

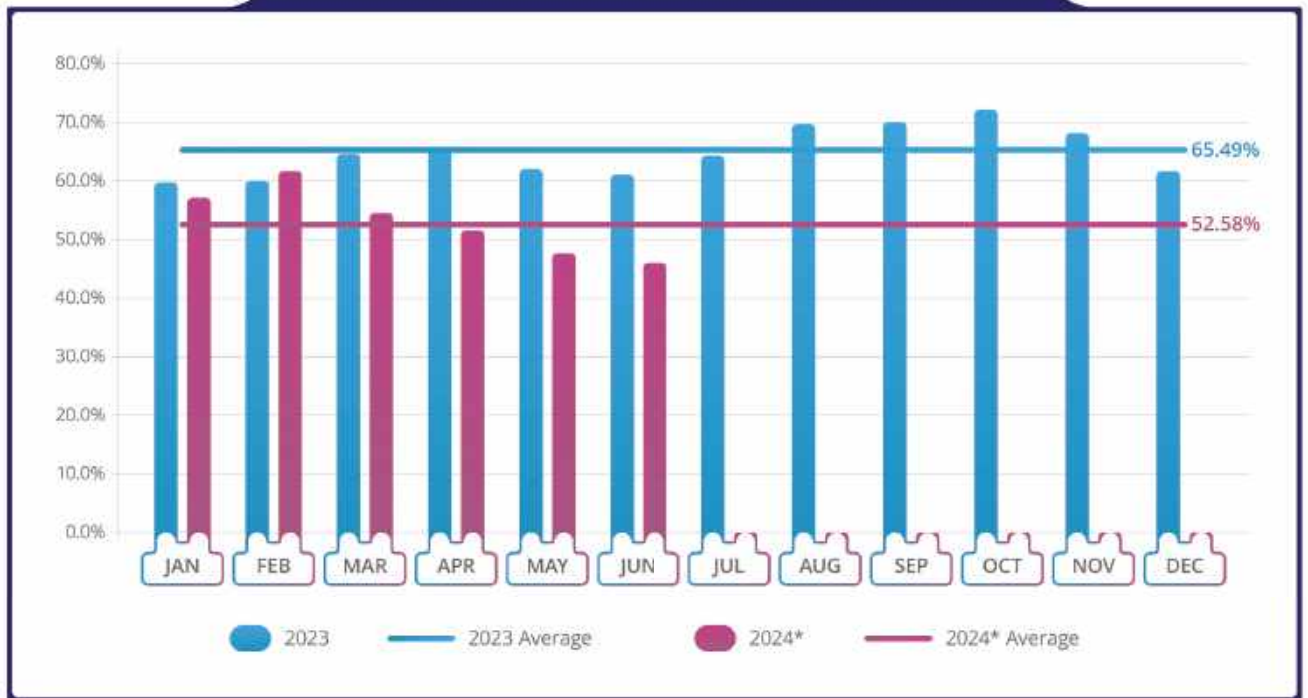
Wineries may also have upped their game with better subject lines, personalization, and more effective list hygiene, leading to more engaged recipients and, consequently, more opens.

Despite the strong open rates, click-through and conversion rates remain more grounded, hanging out at 5.28% and 0.10%, respectively. Meanwhile, bounce rates show a gentle decline, suggesting cleaner email lists over time.

In summary, while the jump in open rates is impressive, it's a reminder that open rates alone don't tell the whole story. Converting those opens into action is where the real challenge lies.



07. OPEN RATES BY MONTH



*January – June Only

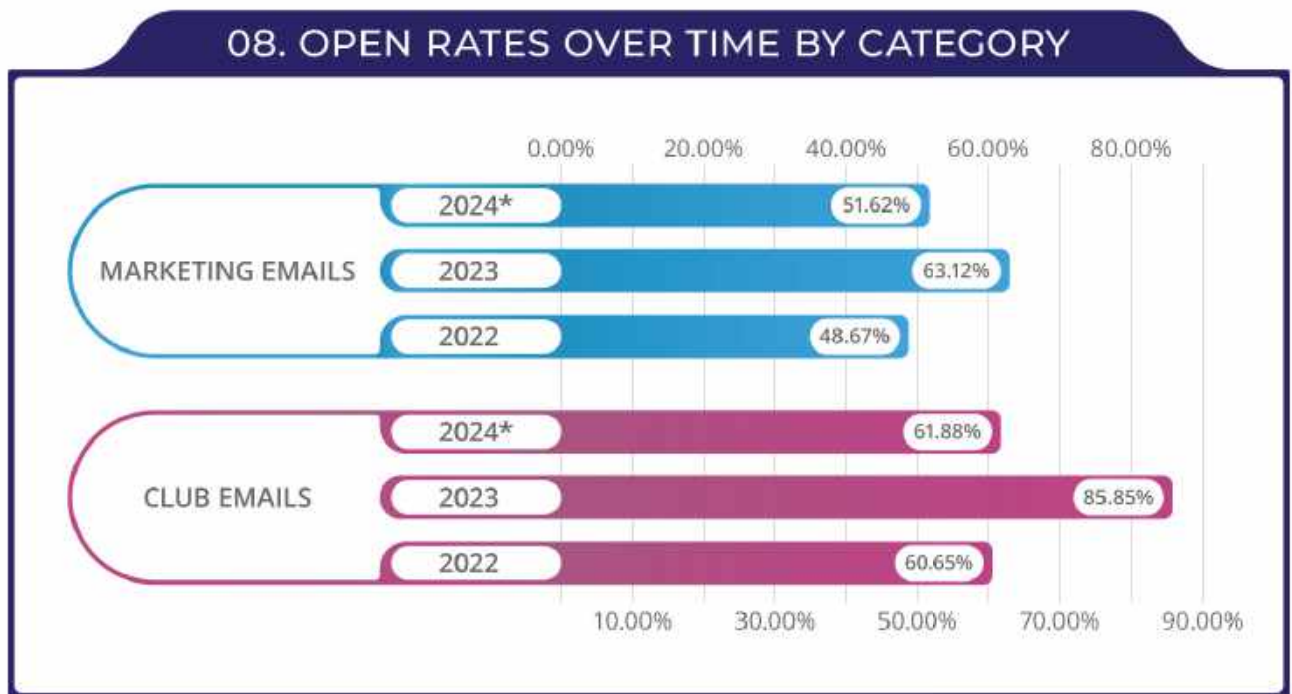
SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

This chart paints a picture of consistency—sort of. In 2023, open rates hovered around a strong 65.49% on average, with each month showing a steady commitment from subscribers. It's like everyone was just waiting to see what the winery world would bring to their inboxes. However, the story for 2024 YTD is a little less rosy. While the year started off with open rates not too far behind 2023's average, there's a noticeable dip as we move through the months, settling at a 52.58% average.

A couple of factors explain this decline. First, the wine club, typically the heart of a winery's database, faces some challenges. As club members age, the core audience for these emails might shrink, leading to lower overall engagement. Plus, 2024 has seen significant headwinds in the media about the negative health effects of alcohol. This could dampen consumers' enthusiasm, making them less likely to engage with winery emails.

It's also worth noting the seasonality of these emails. The month-to-month ebb and flow we see in 2024 YTD mirrors previous years, suggesting subscriber engagement naturally fluctuates with the calendar. This could be tied to the timing of winery events, product launches, or when people are most inclined to think about wine.

In short, while the steady open rates of 2023 might have been a high point, the challenges of 2024 serve as a reminder that maintaining engagement requires adapting to both shifting demographics and broader cultural trends.



*January - June Only

SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

The divide between marketing and club emails is becoming more pronounced over time. While holding their own, marketing emails have seen a dip in 2024 YTD in two places with an open rate of 51.62%, down from 63.12% in 2023. This could be a sign of email fatigue among the general audience or perhaps a reflection of the broader challenges facing the industry this year.

Conversely, club emails, traditionally the darling of winery communications, show a more significant drop. In 2023, club emails boasted an impressive 85.85% open rate, but that slipped to 61.88% in 2024 YTD. This decline likely ties back to the aging and shrinking wine club membership base. As older members phase out and aren't replaced as quickly by new members, the core audience for these emails is diminishing. It's clear that while marketing emails are experiencing a slow but steady decline, the drop in club email engagement is more alarming. For wineries, this could be a wake-up call.

Keeping club members engaged might require more than just the usual perks—it may demand a rethinking of what the club experience offers in today's market.



02 OPEN ME

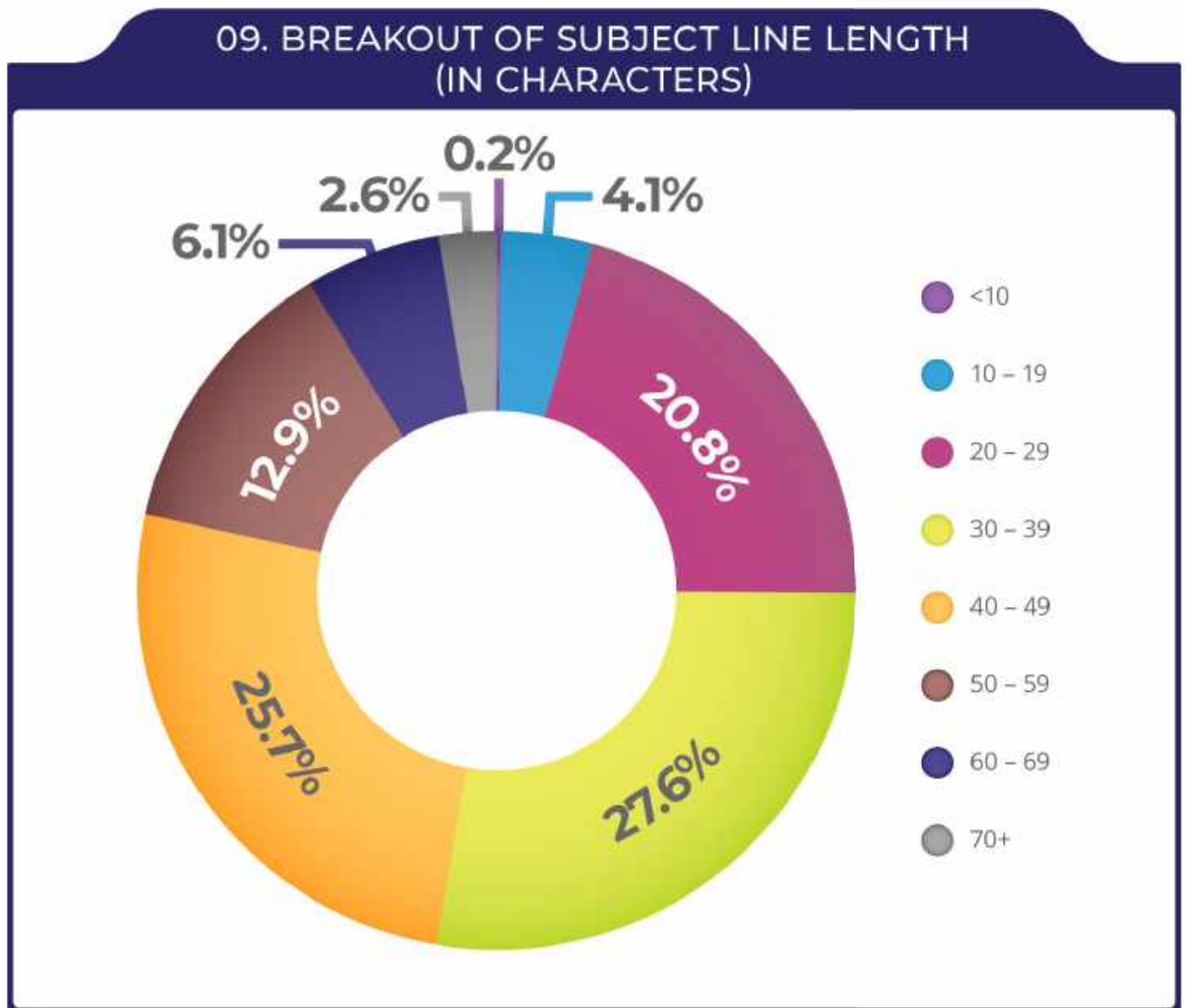


When it comes to email marketing, open rates are the name of the game—because, let’s face it, nothing else matters if no one opens your email in the first place. And what is the most critical factor you can control when it comes to open rates? Your subject line. It’s the first thing subscribers see, and it’s your best shot at convincing them to click.

Industry pundits often recommend keeping subject lines around 40 characters, which they believe is the ideal range to balance clarity with brevity, ensuring your message gets across without being cut off on mobile devices. According to Campaign Monitor, subject lines in this range tend to perform best across various industries.

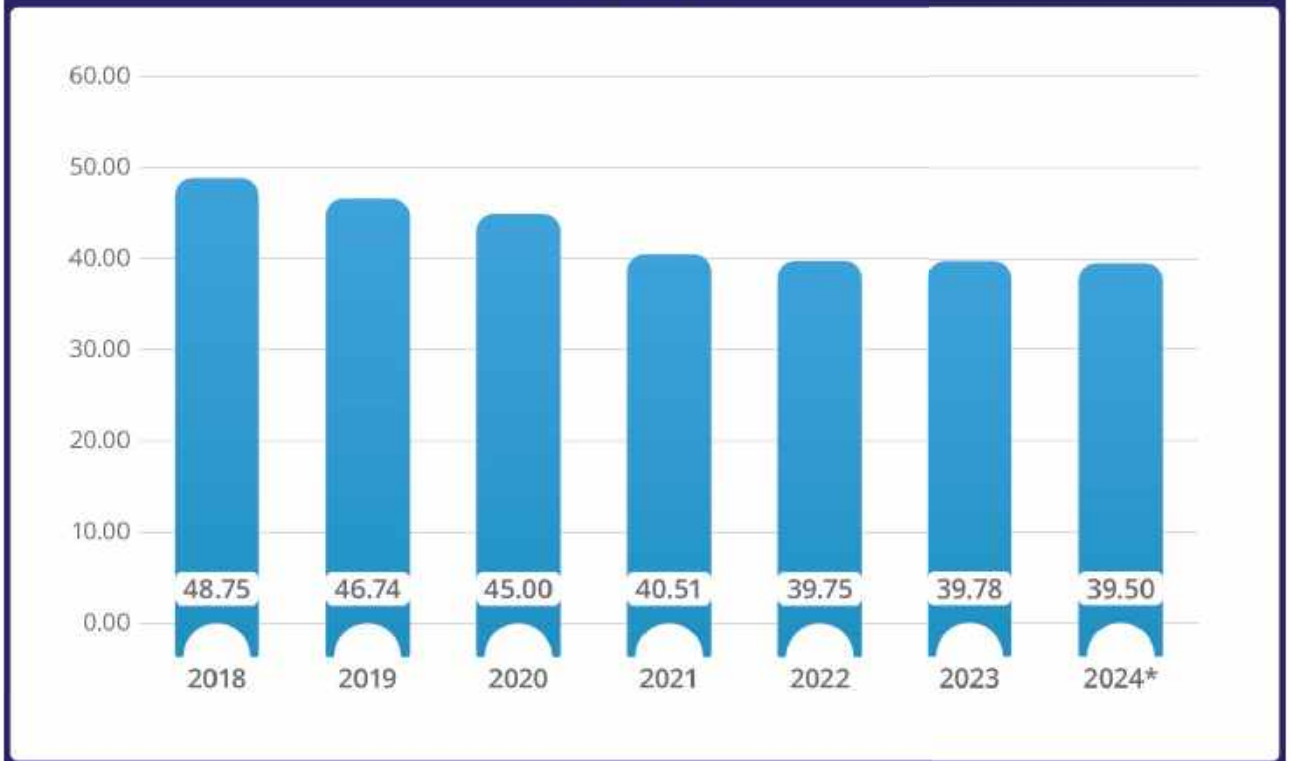
The chart below shows that wineries are aware of the importance of a well-crafted subject line, though they tend to keep things a bit shorter. The majority of subject lines fall within the 30–49 character range, with 28% in the 30–39 character zone and 26% in the 40–49 character zone. This suggests that wineries are striking a balance—keeping it brief enough to be punchy but long enough to convey a clear message.

Interestingly, ultra-short subject lines (under 20 characters) are practically nonexistent, making up 4.3% of the total. It seems that while brevity is key, wineries aren't willing to risk being too cryptic or vague. On the flip side, only 8.7% of subject lines stretch beyond 60 characters, showing a clear preference for conciseness over verbosity.



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

10. AVG. SUBJECT LINE LENGTH (IN CHARACTERS) BY YEAR



*January - June Only

SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

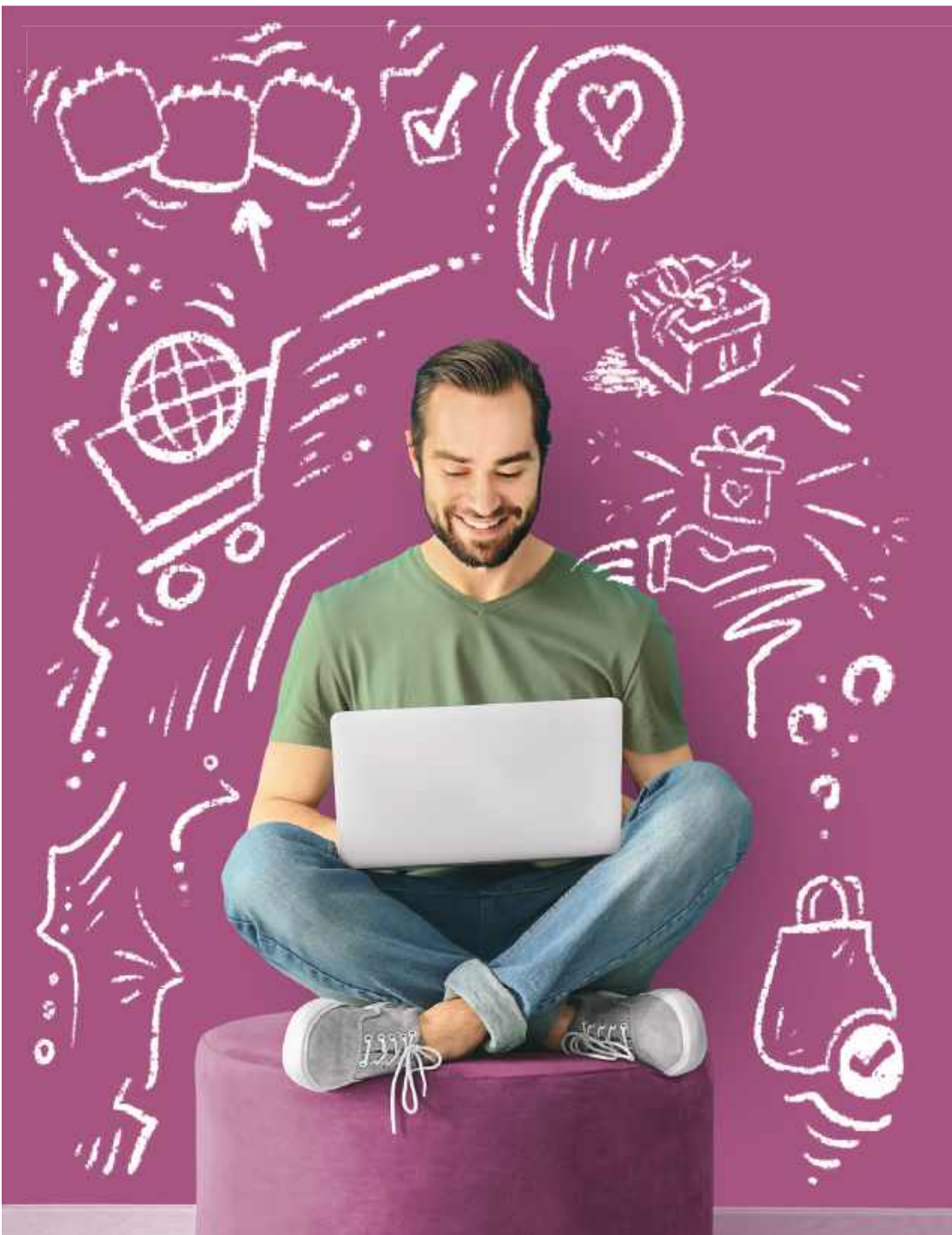
Over the years, it seems wineries have been steadily trimming the fat from their subject lines. Back in 2018, the average subject line length was nearly 49 characters, but by 2024, that number had dropped to around 39.5 characters. This trend toward shorter subject lines aligns with the broader industry wisdom that brevity can be more effective—especially in a world where attention spans are shrinking and most emails are first seen on mobile devices.

Interestingly, the average subject line length in 2018 and 2019 was closer to the industry-recommended sweet spot of 41–50 characters, which is often cited as ideal for conveying the message without overwhelming the reader. However, in recent years, wineries have opted to go even shorter, possibly in an attempt to capture attention quickly and avoid getting cut off on smaller screens.

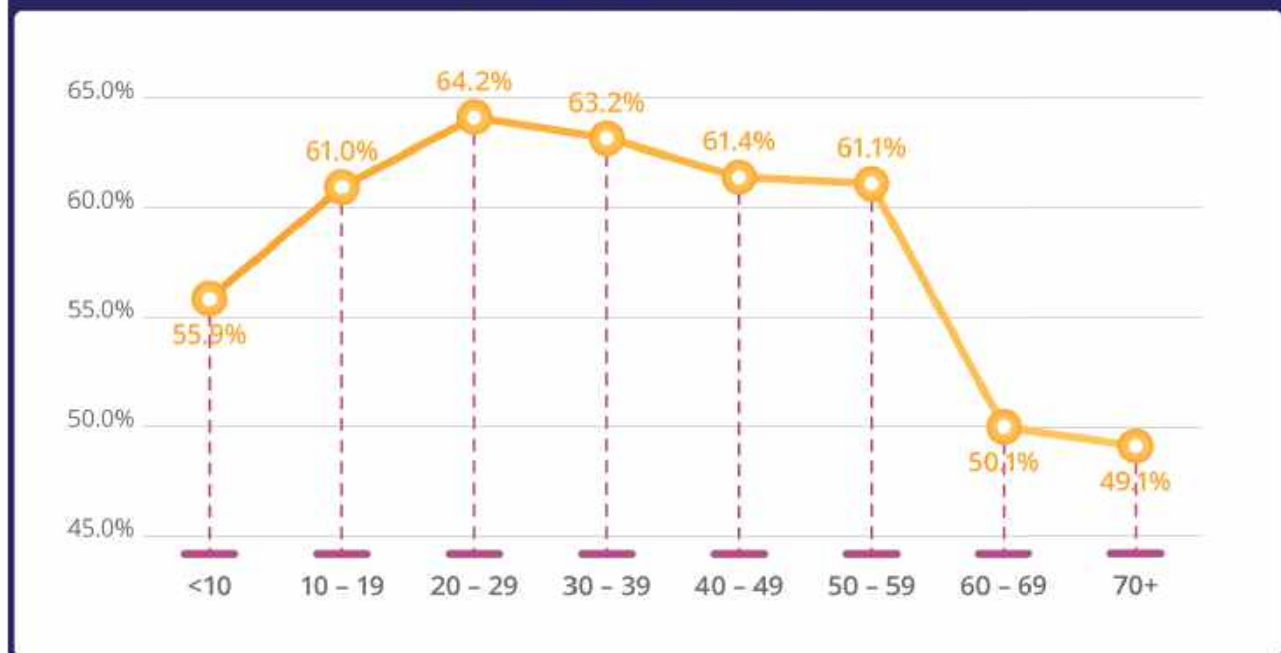
This shift toward more concise subject lines might also reflect a growing awareness that in today's crowded inboxes,

less is often more.

But with the average length now dipping below 40 characters, the challenge remains: how do you pack enough punch into such a compact space? It's a delicate balance between grabbing attention and conveying enough information to entice that all-important open.



11. OPEN RATES BY SUBJECT LINE LENGTH (IN CHARACTERS)



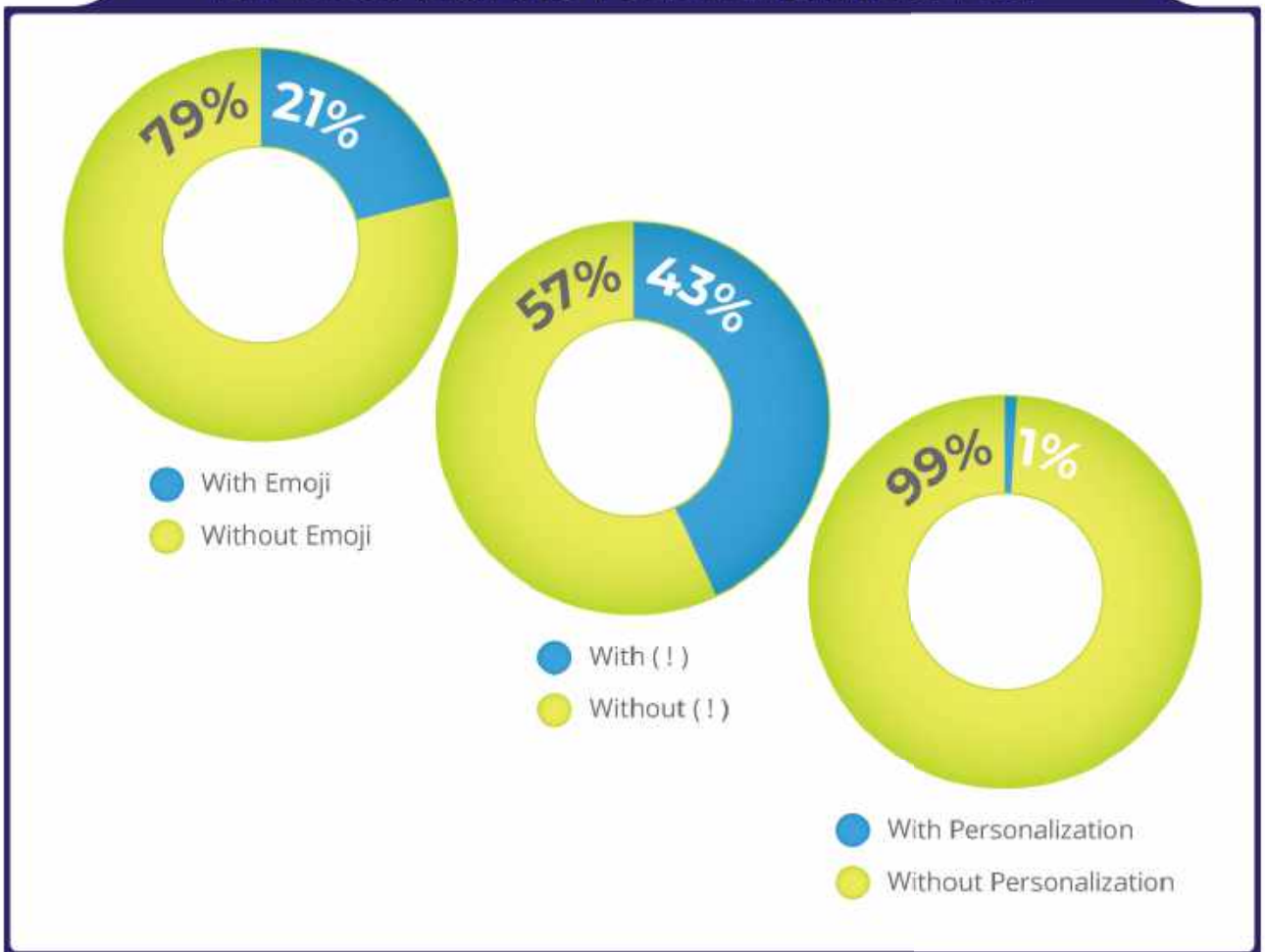
SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

This chart underscores the importance of finding the sweet spot when it comes to subject line length. The data clearly shows that the highest open rates occur when subject lines are between 20 and 29 characters, hitting a peak at 64.2%. This falls in line with industry recommendations, which suggest that subject lines in this range are long enough to convey a compelling message but short enough to remain engaging.

Interestingly, subject lines that are either too short or too long tend to see a drop in open rates. Emails with subject lines under 10 characters have the lowest open rate at 55.9%, likely because they don't provide enough information to entice the reader. On the other end of the spectrum, subject lines that exceed 60 characters drop to around 50%, indicating that being too wordy can cause your email to get lost in the shuffle.

The takeaway here? Aim for that 20-39 character range to maximize engagement. It's a delicate balance—enough words to grab attention and provide context, but not so many that your message gets cut off or overlooked.

12. EMOJI, (!), AND PERSONALIZATION USE



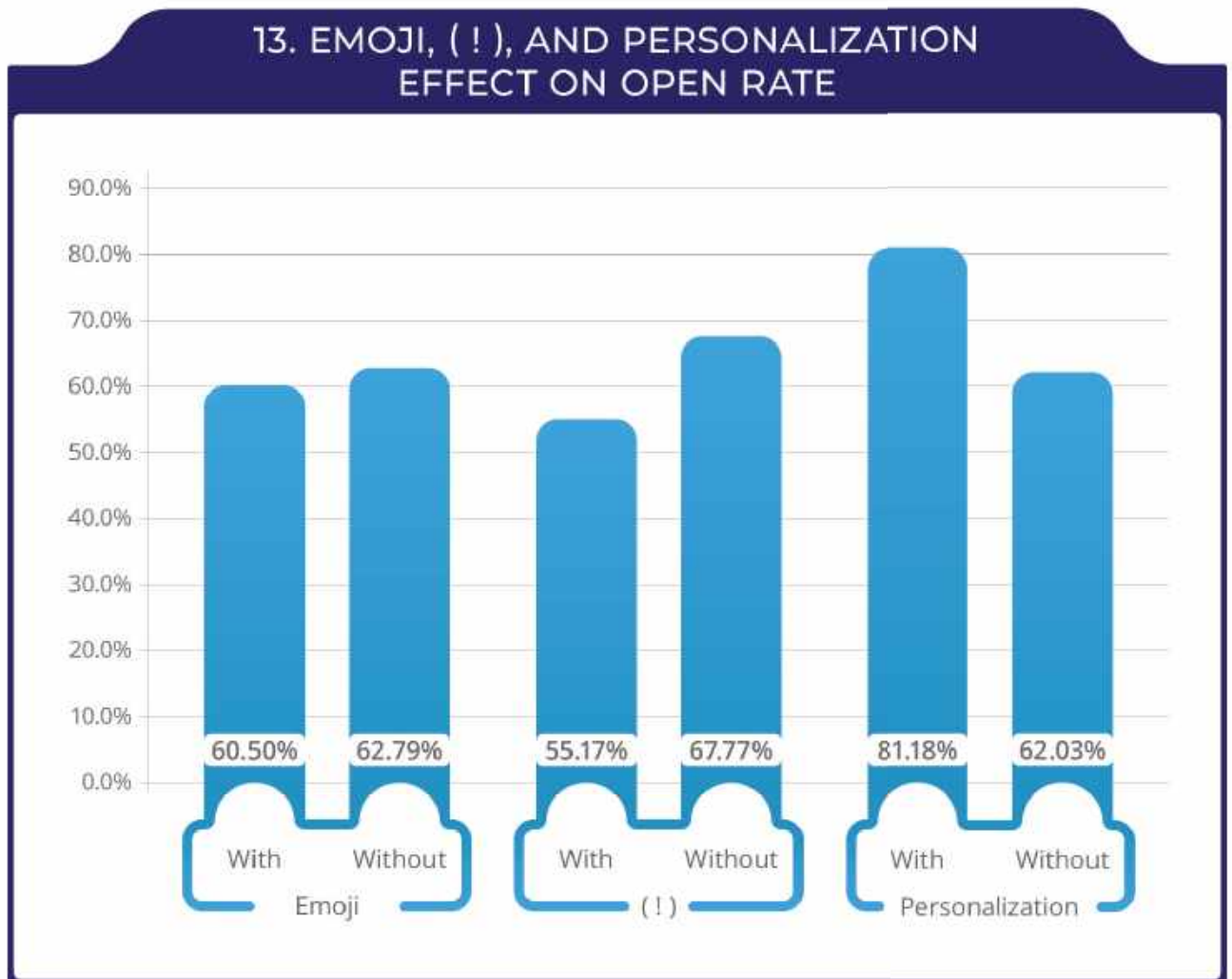
SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Wineries are clearly embracing creative tactics to make their subject lines pop, and the data speaks volumes. First up, emojis. A significant 79% of subject lines feature an emoji, reflecting the broader trend towards more casual and visually engaging communication. Emojis add personality, help subject lines stand out, and can convey tone in a way that plain text might miss.

Then there's the exclamation mark—a tool often used to inject a bit of excitement or urgency. The split here is more even, with 57% of subject lines including an exclamation point and 43% choosing to leave it out. This suggests wineries are attempting to balance a fine line between enthusiasm and overkill, avoiding the risk of coming off as too pushy or aggressive.



Most surprisingly, however, is the lack of personalization. Only 1% of subject lines include some form of personalization, even though this is frequently highlighted as important in email marketing. Whether it's because wineries aren't confident they have correct data capture to populate the recipient's name or reference specific interests or lack the technology to do so is unclear. However, wineries are missing the boat because personalization is an essential tool for driving engagement.



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

While Chart 12 shows how commonly certain tactics like emojis, exclamation marks, and personalization are used in subject lines, Chart 13 reveals how effective these tactics actually are in driving open rates.

Starting with emojis, despite their popularity (used in 79% of subject lines according to Chart 12), their impact on open rates is somewhat muted. Emails with emojis have an open rate of 60.50%, slightly lower than the 62.79% for those without. This suggests that while emojis might make a subject line more eye-catching, they don't necessarily translate to higher engagement.



The increase in exclamation marks may reflect the growing pressure wineries are under to make sales through email marketing, especially as tasting room visits decline and wine clubs shrink. However, the data suggests this exuberant tone might be backfiring—emails without exclamation marks have a higher open rate of 67.77% compared to 55.17% for those with them. This could indicate that what's intended as enthusiasm instead comes off as insistence or even yelling, which might turn subscribers off. Additionally, exclamation marks can be a red flag for spam filters, causing these emails to get caught in the junk folder, further diminishing their effectiveness.

Personalization, however, is the clear winner. It has paid off for the mere 1% who employed this technique with significantly higher open rates. Emails with personalization boast an impressive 81.18% open rate, far outpacing the 62.03% for those without. This data reinforces the idea that a tailored message is not just a nice-to-have but an essential strategy for maximizing email engagement.



14. EMOJI, (!), AND PERSONALIZATION EFFECT ON CLICK AND CONVERSION RATE



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Chart 14 takes us a step further, exploring how emojis, exclamation marks, and personalization impact not only open rates but also click-through rates (CTR) and conversion rates. Starting with emojis, the data shows a significant difference in effectiveness. Emails without emojis have a much higher click-through rate at 5.13%, compared to just 2.50% for those with emojis. It seems that while emojis might grab attention, they don't necessarily encourage further engagement. Regarding conversion rates, the pattern holds steady, although the difference is less pronounced—suggesting that while the initial click may be harder to secure with emojis, those who click are slightly more likely to convert.

!! Exclamation marks present an interesting case. Emails with exclamation marks boast a 6.00% click-through rate, almost double the 3.43% for those without. This likely reflects the nature of the emails where exclamation marks are used—typically sales, reminders, or other urgent messages with a strong call to action. Wineries likely reserve this punctuation for their most pressing communications, where urgency is key, which naturally drives higher engagement. However, when it comes to conversion rates, the story changes. Despite the higher click-through rates, emails with exclamation marks show a lower conversion rate (0.06%) than those without (0.10%). This drop suggests that while urgency can prompt clicks, it doesn't always lead to the desired action, potentially because the content doesn't live up to the heightened expectations the subject line sets.

Once again, personalization proves to be the most effective tactic. Interestingly, emails without personalization result in a higher conversion rate (0.10%) compared to those with (0.01%), demonstrating that while personalization did its job to get the email open, it's up to the message and offer to generate results.



035 CLICK ME

15. CLICK-THROUGH RATES BY MONTH



*January - June Only

SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Click-through rates (CTR) fluctuated throughout 2023, with the average settling at 4.3%. Peaks in July and December suggest that targeted campaigns or seasonal promotions during those months resonated particularly well with subscribers. Other months, like June and October, struggled with significantly lower engagement, possibly due to multiple messages around releases or club shipments.

Fast-forward to this year, and for 2024 YTD, the average CTR has risen to 5.3%. We hit Valentine's Day hard and focused on grilling/Father's Day in June.

Given that the second half of the year has substantial opportunities and historical success for sales, we are looking to end 2024 with a noticeable increase in engagement.



16. CLICK-THROUGH RATES OVER TIME BY CATEGORY



*January - June Only

SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Marketing emails have seen a slight decrease in click-through rates (CTR) this year to date, dropping to 3.33% from 3.53% in 2023. This modest decline suggests that while marketing emails are still driving engagement, the effectiveness of these campaigns might be waning slightly.

It's possible that subscribers are becoming more selective about what they engage with, especially as email volumes remain high.

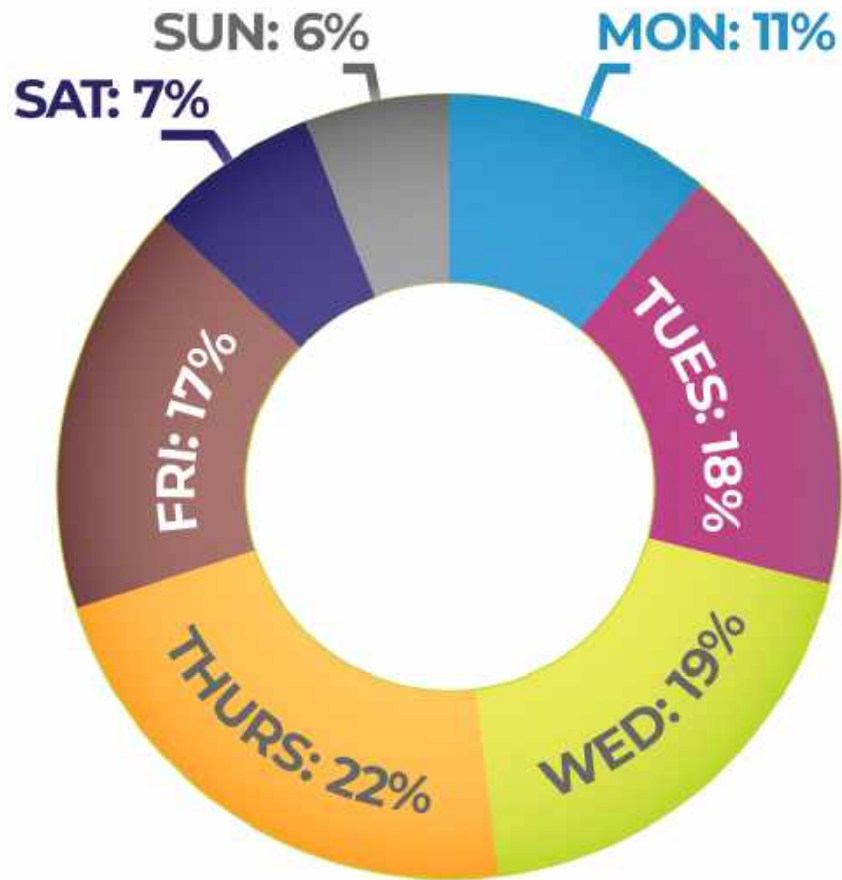


Club emails, on the other hand, tell a different story. CTR for club emails has significantly increased so far in 2024, reaching 14.24% compared to 11.46% in 2023 and 9.24% in 2022. This sharp rise indicates that wineries are likely doing a better job of targeting and engaging their club members. With the wine club audience being more invested, these emails naturally generate higher engagement rates. The growth in club email CTR suggests that as wineries refine their communication strategies, they're finding more effective ways to connect with their most loyal customers.

The contrast between the trends in marketing emails and club emails highlights the importance of audience segmentation and targeted messaging. While broader marketing campaigns may be struggling to maintain high engagement, more personalized and exclusive content for club members is proving to be a strong driver of clicks. This trend underscores the value of focusing on high-engagement segments within a winery's audience to boost overall performance.



17. CAMPAIGNS SENT EACH DAY OF THE WEEK



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Thursdays are the most popular day for wineries to send out email campaigns, accounting for 22% of all sends. This choice likely stems from the idea that subscribers are more attentive as they start planning their weekends later in the week,

making Thursday an ideal day to capture their interest before the weekend distractions kick in.

Wednesdays and Tuesdays follow closely behind, with 19% and 18% of campaigns sent on these days, respectively. This mid-week timing might be strategic, aiming to engage subscribers when they're in the groove of their workweek but before they start winding down. Fridays also see a significant share of campaigns (17%), potentially targeting those last-minute planners looking to make weekend plans.

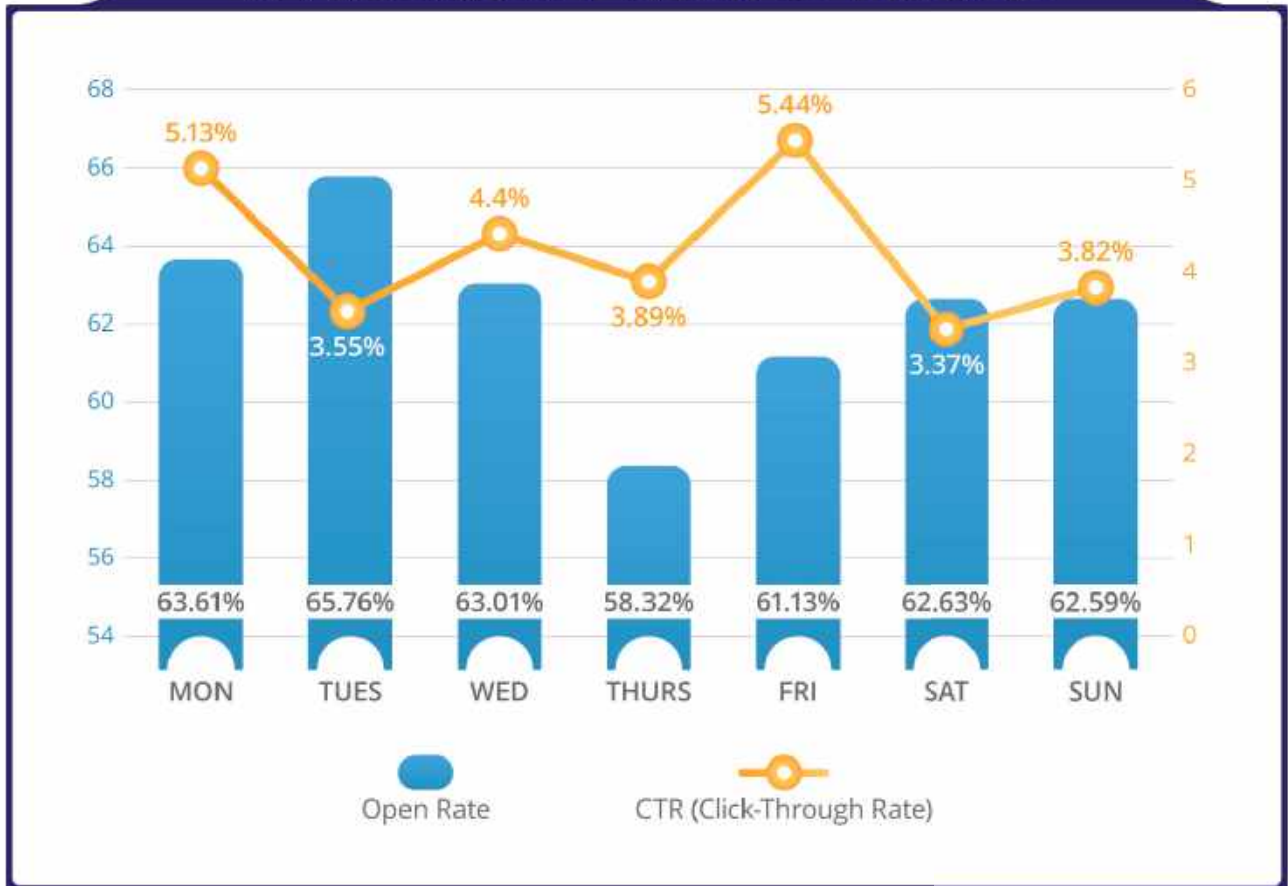
Interestingly, weekends (Saturday and Sunday) are the least favored days for sending campaigns, with only 7% and 6% of emails sent on these days. This likely reflects the assumption that subscribers are less likely to check their emails during the weekend or are more focused on personal activities rather than reading marketing emails.

Mondays, accounting for 11% of sends, seem to be a mixed bag. While they're not the most popular day, they're also not entirely neglected. This might suggest that some wineries are testing the waters with Monday sends, possibly targeting those who start their week by catching up on emails.

Overall, the distribution of email sends throughout the week indicates a preference for mid- to late-week sends, aiming to catch subscribers when they're most likely to engage before the weekend slowdown.



18. PERFORMANCE BY DAY OF THE WEEK



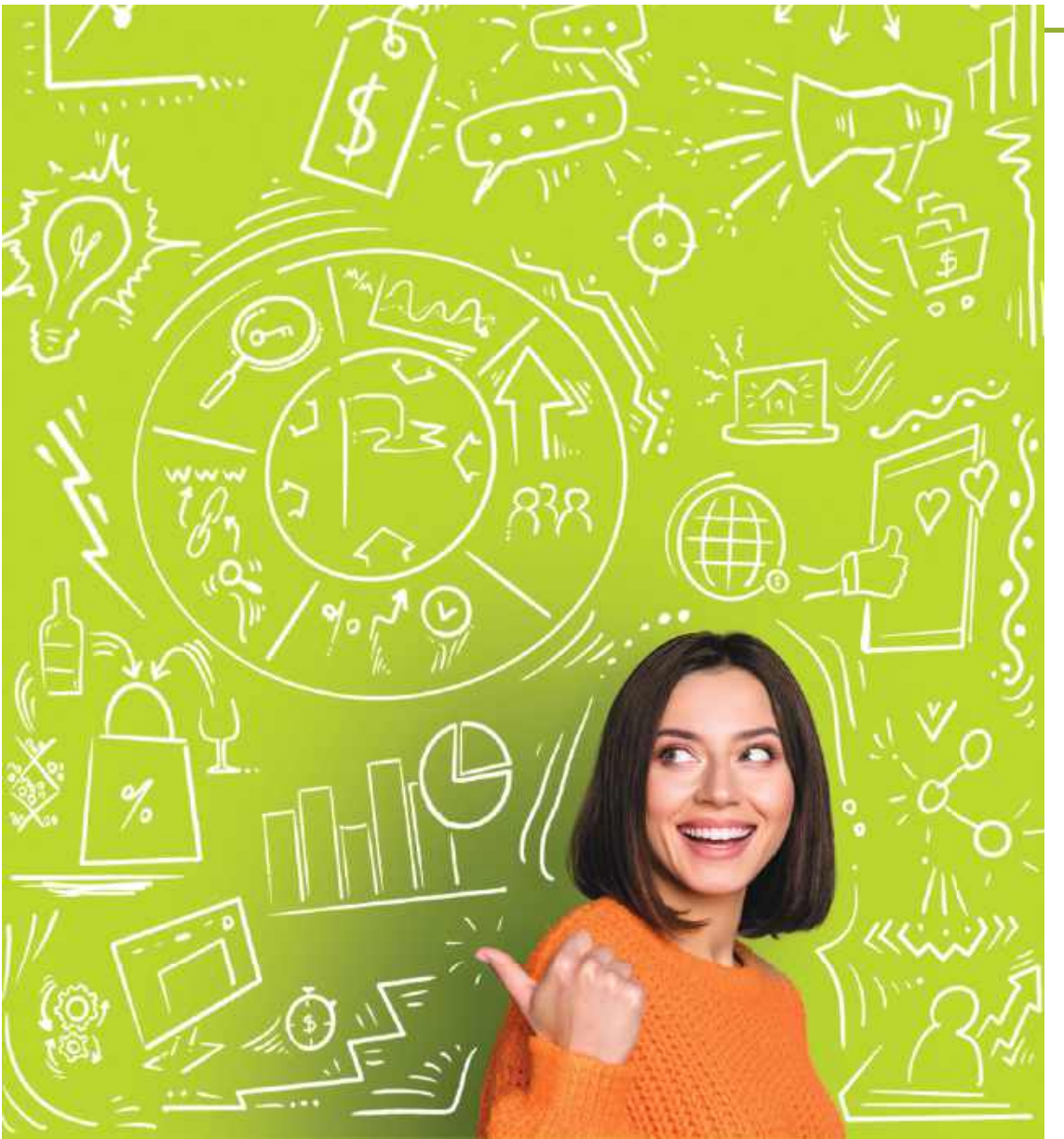
SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

If Thursdays are the most popular day for sending email campaigns, Chart 18 shows that this day underperforms in both the open rate (58.32%) and the click-through rate (3.89%). This suggests that while many wineries choose to send on Thursdays, the high volume of emails hitting inboxes might lead to inbox fatigue, resulting in lower engagement than on other days.

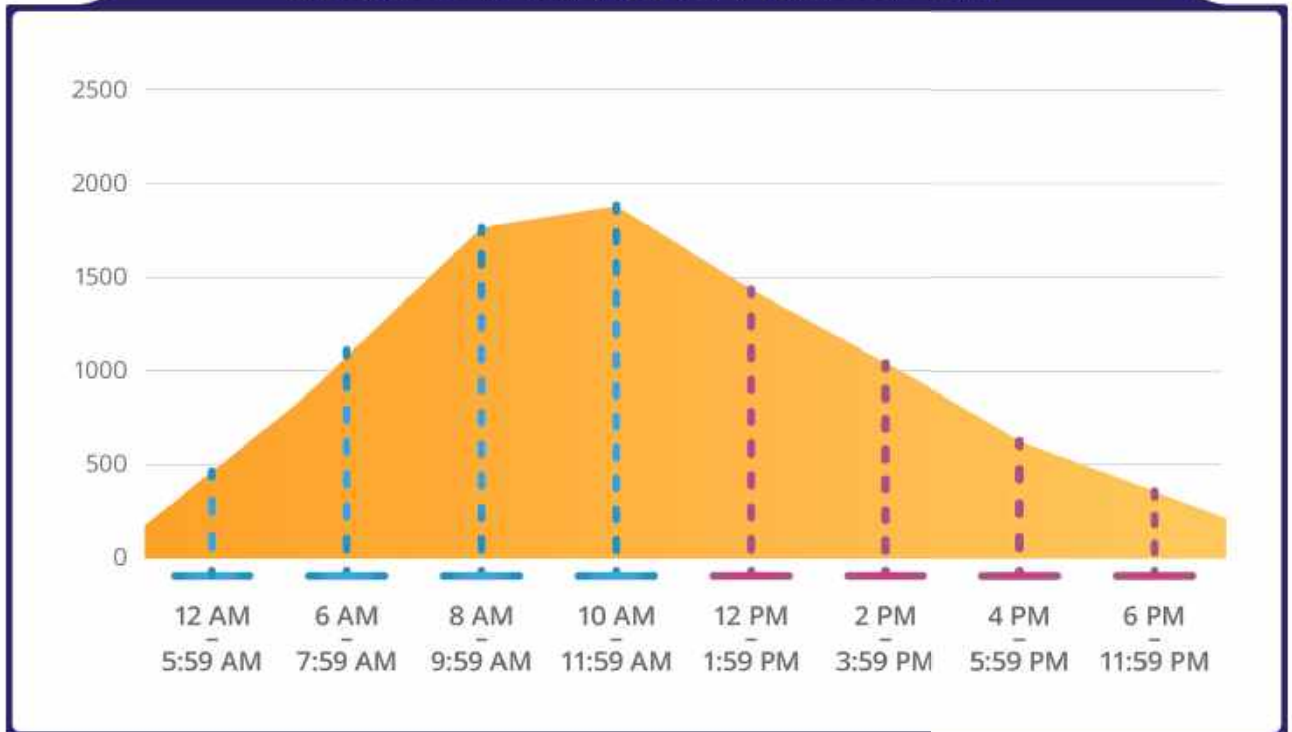
Tuesdays, which only account for 18% of sends according to the previous chart, show strong performance with the highest open rate (65.76%) and a respectable click-through rate (3.55%). This indicates that emails sent on Tuesday are likely to be well-received because subscribers are more focused earlier in the week, making this a sweet spot for engagement.

Despite not being the top choice for sending campaigns (17% of sends), Fridays have the highest click-through rate at 5.44%. This implies that while fewer people open emails on Fridays, those who do are highly motivated to engage, driven by weekend-related content or last-minute offers. This could also be because most emails sent on Friday are event emails for the weekend, and consumers like to engage with event content.

Saturday and Sunday see the least amount of email sent (7% and 6%, respectively, per Chart 17), but both days perform relatively well in open rates, with Saturday at 62.63% and Sunday at 62.59%. This suggests that while fewer emails are sent over the weekend, those who do check their emails are more likely to engage because they have more time and less email volume to sift through.



19. CAMPAIGN LAUNCH TIME OF DAY



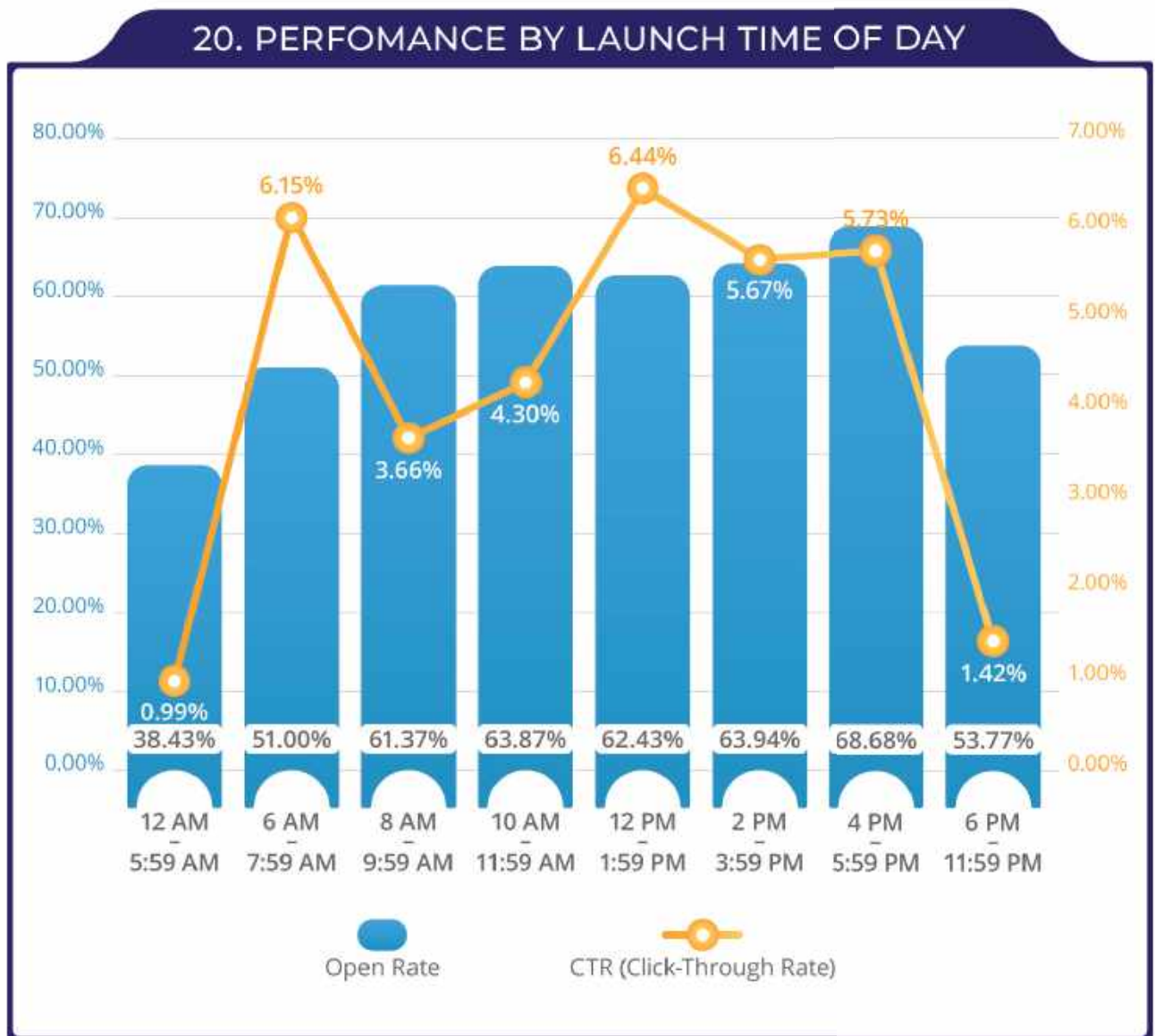
SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Email campaigns are most commonly launched in the morning, with a significant peak between 8 AM and 11:59 AM. This timing aligns with when people start their day, check their inboxes, and are most likely to engage with new emails. The rationale here is clear:

“Catching subscribers when they are fresh and focused offers the best chance for high open and click-through rates.”

As the day progresses, the number of campaigns launched gradually declines, with a noticeable drop-off after 12 PM. The early afternoon period from 12 PM to 1:59 PM still sees a fair amount of activity, likely targeting those catching up on emails during lunch breaks. However, by the late afternoon (2 PM to 5:59 PM) and evening (6 PM to 11:59 PM), email sends taper off significantly, reflecting the common belief that engagement declines as people shift their attention away from work and towards personal activities.

This trend suggests that wineries are strategically timing their campaigns to maximize visibility and engagement by launching them when subscribers are most likely to be receptive. The data implies that the morning hours, particularly from 8 AM to 11:59 AM, are considered prime time for email marketing efforts.



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

So if the most common time to launch email campaigns is between 8 AM and 11:59 AM, reflecting a strategy to capture subscribers' attention early in the day when they are likely to check their inboxes, when comparing this with the performance data in Chart 20, we see a more nuanced picture.

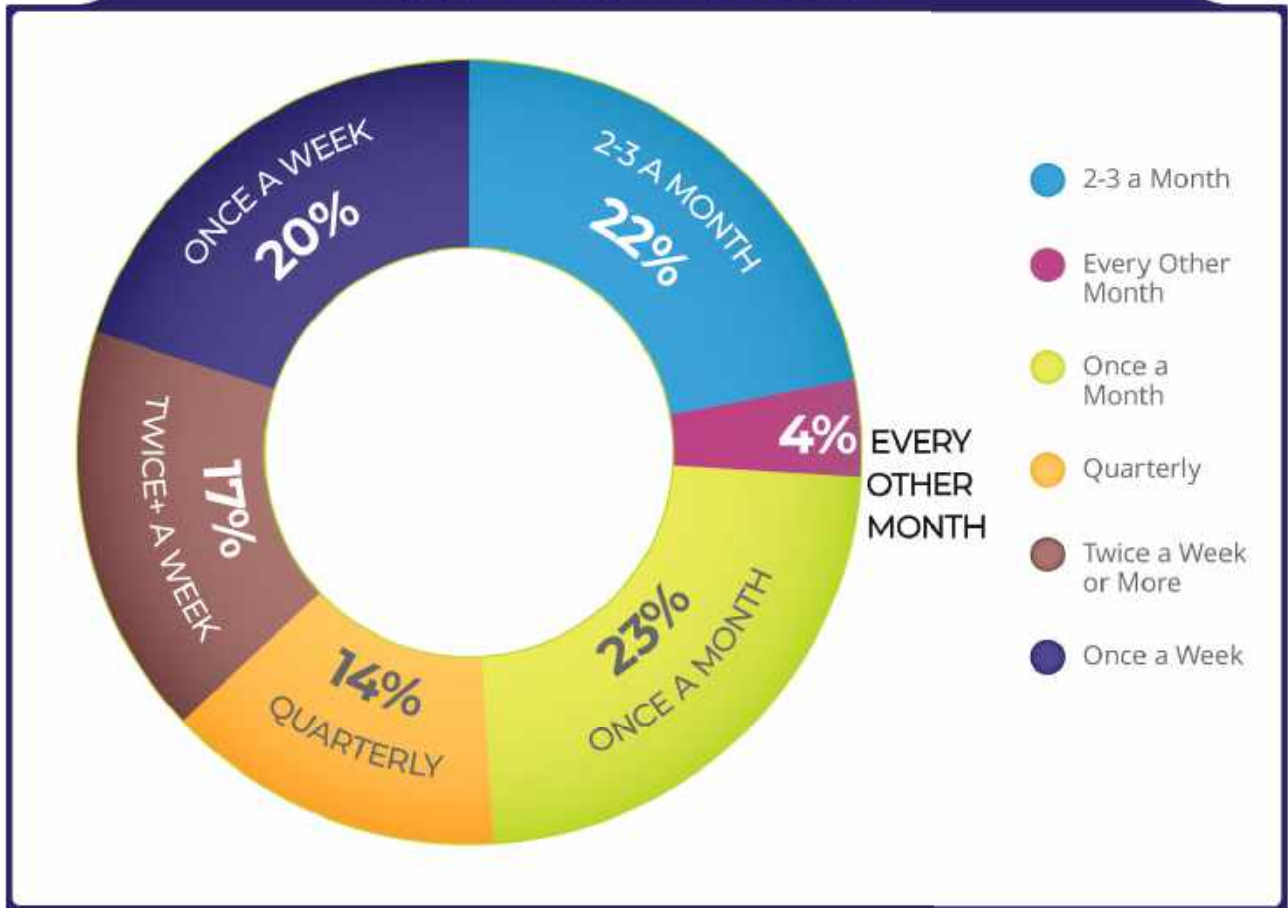
While the 8 AM to 9:59 AM time slot does see decent engagement with an open rate of 61.37% and a click-through rate (CTR) of 3.66%, it's not the peak period for either metric. Interestingly, the highest open rate (68.68%) and one of the stronger CTRs (5.73%) occur later in the afternoon between 2 PM and 3:59 PM, a time when fewer campaigns are sent.

This suggests that while many wineries are targeting the morning hours, possibly due to the conventional wisdom that earlier is better, the afternoon may actually present a stronger opportunity for engagement. The afternoon's better performance could be attributed to less inbox competition or the fact that recipients are more focused on clearing out their emails before the end of the workday. Thus wineries might benefit from considering afternoon sends—especially between 2 PM and 3:59 PM—when engagement metrics are particularly strong. This shift could help them stand out in the inbox and achieve higher opens and clicks, capitalizing on a time of day when attention might be more readily available.

Late evening sends, between 6 PM and 11:59 PM, see a sharp drop in both open rate (53.77%) and CTR (1.42%). This aligns with the understanding that recipients are less likely to engage with emails after work hours when they are more focused on personal activities.



21. CAMPAIGN FREQUENCY



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Email campaign frequency varies significantly, with the most common approach being a monthly send, chosen by 23% of wineries.

This suggests that many wineries prefer to strike a balance, staying in touch regularly without overwhelming their subscribers.

Close behind, 22% of wineries opt to send 2-3 campaigns a month, reflecting a more frequent communication strategy aimed at maintaining top-of-mind awareness among their audience. Weekly emails are also popular, with 20% of wineries sending emails once a week, likely targeting consistent engagement and relationship building.

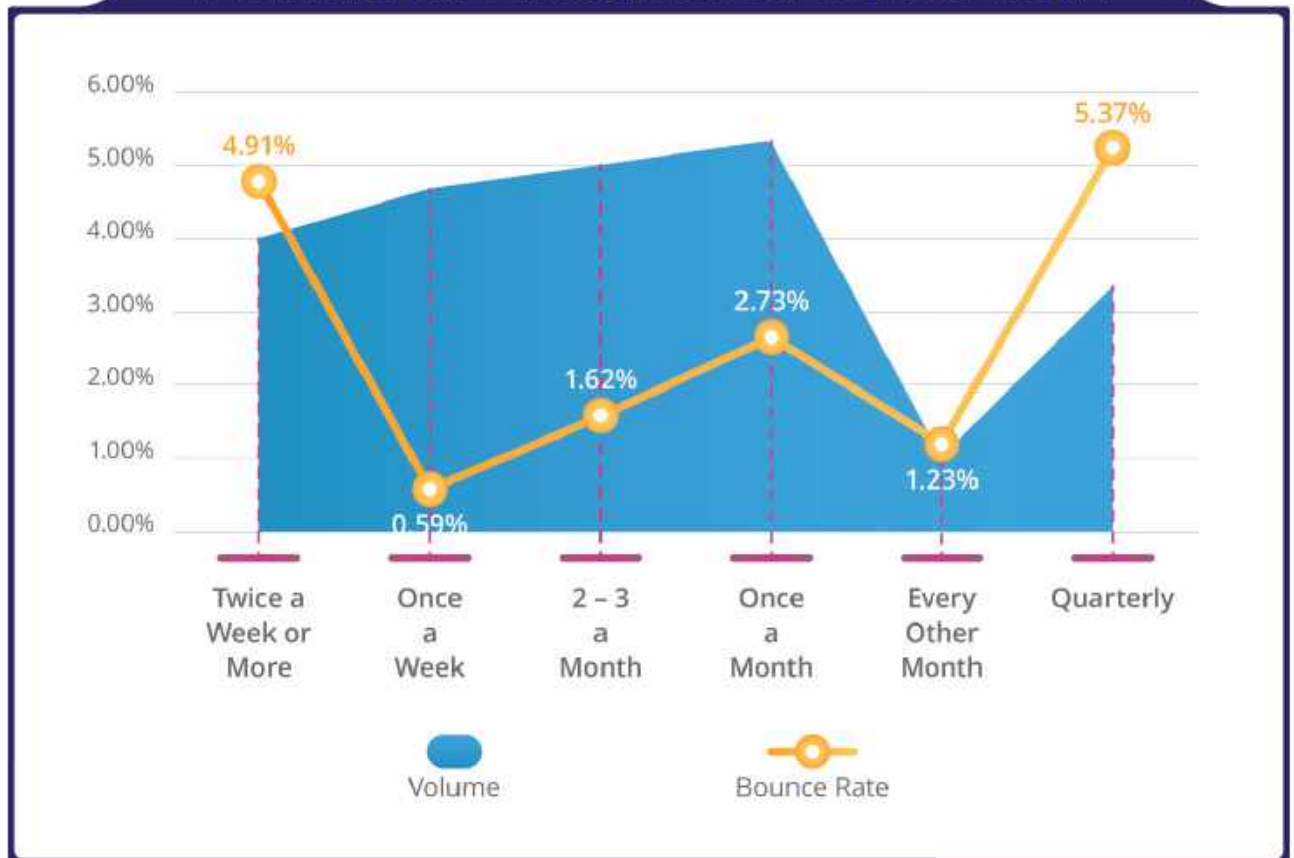
On the more aggressive end, 17% of wineries are sending emails twice a week or more. This approach might be used by those with a lot of content to share or frequent promotions, though it carries the risk of subscriber fatigue if not carefully managed.

Quarterly sends, chosen by 14%, suggest a more conservative approach, perhaps for wineries focusing on allocation updates or seasonal promotions. Meanwhile, a small portion of wineries (4%) sends emails every other month, likely aiming for a lighter touch to avoid overwhelming their audience.

This distribution indicates that while many wineries are leaning towards regular monthly or bi-monthly communication, there is still a significant portion that prefers either more frequent engagement or a more reserved approach, depending on their specific goals and subscriber expectations.



22. AFFECT OF FREQUENCY ON BOUNCE RATE



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Email frequency has a noticeable impact on bounce rates. Campaigns sent twice a week or more have a relatively high bounce rate of 4.91%, possibly due to list fatigue and the challenges of maintaining list quality with such frequent sends. Subscribers might become overwhelmed, leading to higher unsubscribe rates or even marking emails as spam, which can ultimately degrade the list's health and increase bounce rates.

In contrast, emails sent once a week see the lowest bounce rate at just 0.59%. This frequency seems to strike the right balance, maintaining regular contact with subscribers while avoiding overwhelming them, which helps keep the list engaged and accurate.

Interestingly, the bounce rate increases to 2.73% for emails sent once a month, suggesting that less frequent communication can allow the list to become stale, leading to more bounces. However, the bounce rate drops again to 1.23% for emails sent every other month. This decrease could be due to a few factors:

wineries sending less frequently might be more conservative and diligent in their list management, leading to a more engaged and accurate subscriber base.

Additionally, subscribers who remain on a less frequently contacted list — like an allocation list — might be more loyal and likely to keep their contact information up-to-date, which reduces the likelihood of bounces.

On the other end of the spectrum, quarterly emails have the highest bounce rate at 5.37%. The longer gaps between sends can lead to a higher risk of subscriber information becoming outdated, resulting in more bounces when the emails are finally sent.

Overall, the data suggests that while frequent communication can increase the risk of bounces, a consistent weekly approach is most effective at maintaining list health. Meanwhile, less frequent sends, like every other month, can still maintain a relatively low bounce rate, possibly due to more careful list management and a more engaged subscriber base.

23. PERFORMANCE BY FREQUENCY



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

The frequency of the campaigns also significantly impacts overall performance, revealing key insights into how often wineries should engage with their audiences.

Sending emails once a week emerges as a strong strategy, boasting the highest open rate at 70.04%. This frequency hit the sweet spot for keeping subscribers engaged without overwhelming them, as reflected in a respectable click-through rate (CTR) of 2.98%. This suggests that consistent, weekly communication keeps the brand top-of-mind while ensuring subscribers' content remains relevant and anticipated.

However, when moving to a twice-a-week or more frequent schedule, the open rate drops to 60.32%, and the CTR plummets to just 1.25%. This sharp decline indicates that more frequent communication might lead to list fatigue, where subscribers become less responsive, possibly due to feeling overwhelmed by the volume of emails.

Interestingly, sending emails every other month results in a solid CTR of 5.76%, and an open rate of 66.30%, suggesting that while the audience may not hear from the winery as often, they are more likely to engage when they do. This could be because the content is perceived as more valuable or noteworthy when it arrives less frequently, leading to higher engagement rates.

On the other hand, quarterly emails, while maintaining a relatively good open rate of 65.15%, see a lower CTR of 3.58%. This suggests that while these emails do get opened, they may not be compelling enough to drive further action, due to the infrequent communication leading to less urgency or relevance in the content.

The standout in this chart is the “once a month” frequency, which achieves the highest CTR at 6.86% despite a lower open rate of 61.22%. This indicates that monthly emails are highly effective at driving action among those who do open them, possibly because the content is concentrated and delivers a strong call to action that resonates with the audience.

Overall, this data highlights that while more frequent communication can keep a brand in front of subscribers, there’s a delicate balance between staying relevant and overwhelming the audience.

Weekly and monthly sends appear to offer the best mix of maintaining engagement and driving action, while very frequent or infrequent communications might struggle to maintain effectiveness across both open rates and click-throughs.

04 BUY ME



*January - June Only
SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

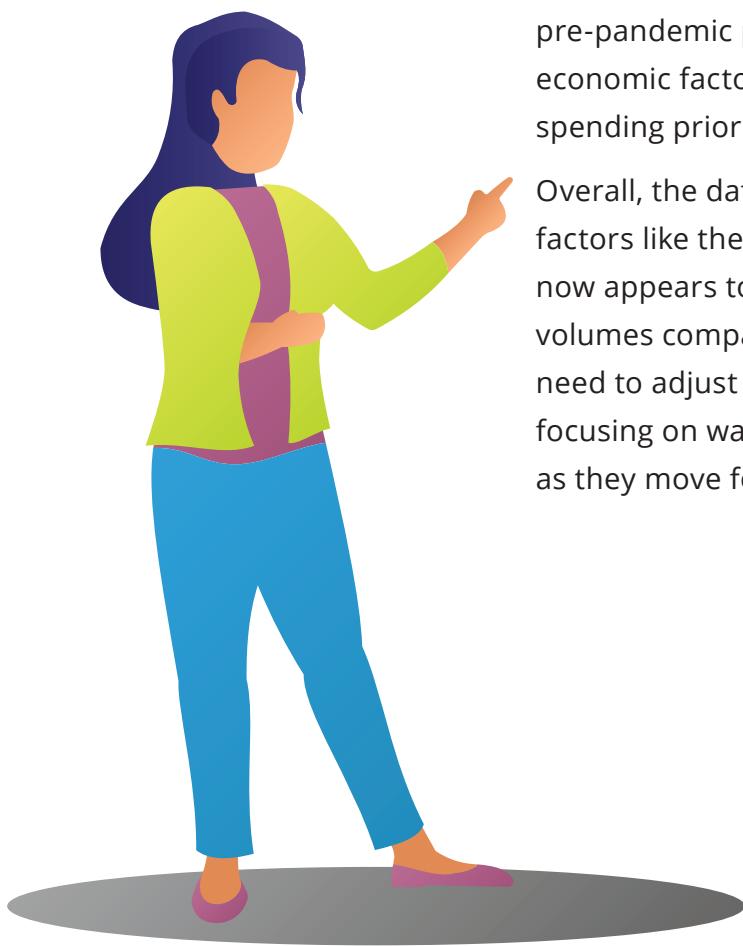
Order trends over the past several years show some notable fluctuations in both the average order value and the number of orders. In 2018, the average order value was quite high at \$406.10, with an average of 6.50 orders. However, by 2019, while the number of orders increased to 7.86, the average order value dropped significantly to \$334.39, suggesting that while more orders were being placed, they were for smaller amounts.

The impact of the pandemic is evident in 2020, with the average order value dropping further to \$255.44, while the number of orders peaked at 9.70. This surge in order volume during 2020 may reflect a shift in consumer behavior as more people turned to online shopping, particularly for wine, during lockdowns. However, these orders were likely smaller in value, possibly due to economic uncertainty or more frequent but smaller purchases.

In the following years, the average order value began to recover, reaching \$305.54 in 2021 and \$303.85 in 2022, though it didn't return to pre-pandemic levels. Meanwhile, the number of orders began to decrease, with 8.08 in 2021 and 7.85 in 2022. This trend suggests a stabilization where consumers are placing fewer orders but with slightly higher values as the market adjusts post-pandemic.

In 2023 and the first half of 2024, the average order value continued to dip slightly to \$272.97 and \$257.41, respectively, while the number of orders also declined to 6.40 and 6.61. This downward trend in both metrics could indicate a cooling off from the pandemic-induced surge in online wine purchases, with consumers perhaps returning to pre-pandemic purchasing habits or being influenced by economic factors such as inflation or a shift in spending priorities.

Overall, the data reflects the significant impact of external factors like the pandemic on consumer behavior. The market now appears to have stabilized at lower order values and volumes compared to the highs of 2020. Wineries may need to adjust their strategies to navigate this new normal, focusing on ways to boost both order value and frequency as they move forward.



25. SALES BY TYPE



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

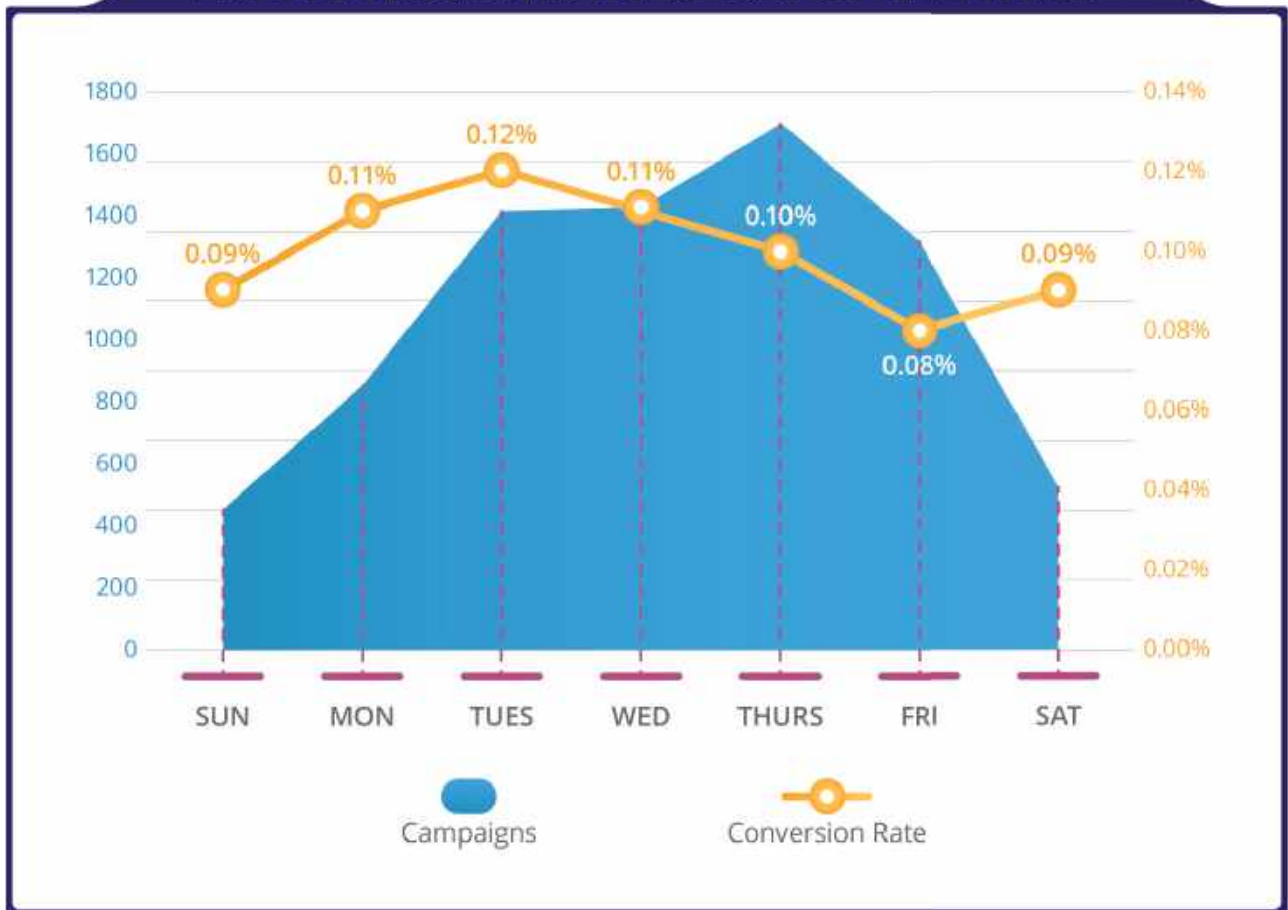
Wine club emails clearly outperform marketing emails, with an average order value of \$303.01 compared to \$259.31 for marketing emails. Unsurprisingly, this indicates that wine club members are more invested in their purchases because they are already committed to the winery through their membership. The higher spending could also reflect the premium products or exclusive offers typically targeted at club members.

Moreover, the conversion rate for wine club emails is substantially higher at 0.35%, compared to a mere 0.08% for marketing emails. This stark contrast highlights the effectiveness of targeting engaged, loyal customers who are more likely to follow through on a purchase. Wine club emails, by their nature, are sent to a more receptive audience, which translates into a much higher likelihood of converting interest into sales.

Wineries might consider focusing more efforts on their wine club communications or finding ways to replicate the personalized, high-value approach of wine club emails in their broader marketing efforts to boost overall conversion rates.



26. CONVERSION RATE BY DAY OF THE WEEK



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Conversion rates by day of the week show some interesting patterns that may help wineries optimize the timing of their email campaigns.

Tuesdays and Wednesdays stand out with the highest conversion rates at 0.12% and 0.11%, respectively, despite also seeing the highest volume of campaigns. This suggests that these mid-week days might be ideal for driving sales, possibly because subscribers are more settled into their week and more likely to engage with and act on the emails they receive.

On the other hand, Friday sees a dip in the conversion rate to 0.08%, despite a relatively high volume of campaigns. This could be due to the fact that as the weekend approaches, subscribers may be less inclined to make purchase decisions, focusing instead on their weekend plans or could simply reflect the fact that most emails sent out on Friday are for events and not sales.

Interestingly, Saturday and Sunday have the lowest volume of campaigns but maintain decent conversion rates at 0.09% each. This suggests that while fewer emails are sent over the weekend, those that do go out are still capable of driving conversions, perhaps because subscribers have more time to engage with emails when they're not preoccupied with work.

Thursday, with a conversion rate of 0.10%, seems to perform well, though slightly lower than the peak mid-week days. This might be a good day to catch subscribers who are wrapping up their workweek and potentially more open to making decisions before the weekend.

Overall, the data indicates that while Tuesday and Wednesday might offer the best opportunities for conversions,

there's value in sending emails throughout the week, including on weekends, as different days cater to different subscriber behaviors.

The key takeaway for wineries might be to focus high-stakes campaigns on mid-week days while not neglecting the potential of weekend sends, especially when targeting more relaxed or thoughtful purchasing decisions.



27. SALES QUALITY BY DAY OF THE WEEK



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

When we send, look or click on emails is not inevitably the time we act on them. This chart shows that although mornings and late afternoons are prime surfing time, we buy things in the morning. This doesn't necessarily mean it is always immediate, either. Some of these early morning purchases are likely from emails sent the afternoon prior, as evidenced by our high open and click rates on Chart 20.

Sales quality by day of the week reveals distinct patterns in the average order value and number of orders, offering insights into when customers are most likely to make frequent and high-value purchases.

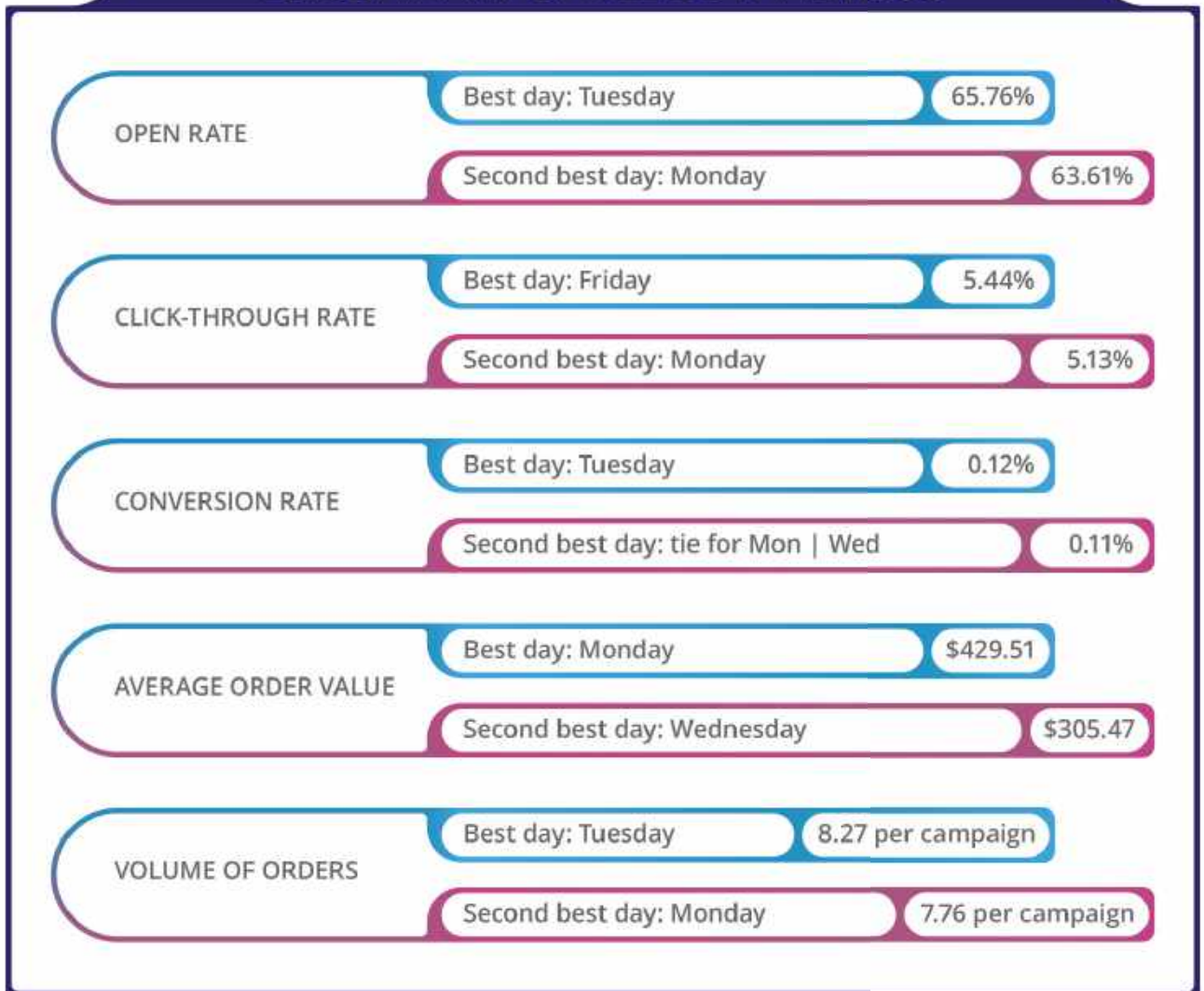
Mondays lead the pack with the highest average order value, at \$429.51, despite having the second-highest number of orders per campaign, at 7.76. This is probably because of the frequent tactic of sending out reminder emails on Mondays about ending sales. Customers could be more decisive or willing to spend more after the weekend, driven by promotions that landed in their inbox over the weekend or a desire to start the week with a bang.

Tuesday is interesting because it has many orders per campaign but a low AOV. This may be due to the typical volume of offers sent on Tuesdays.

The rest of the days show mild fluctuations between the average order value and the number of orders per campaign, although Friday is a standout worst performer.



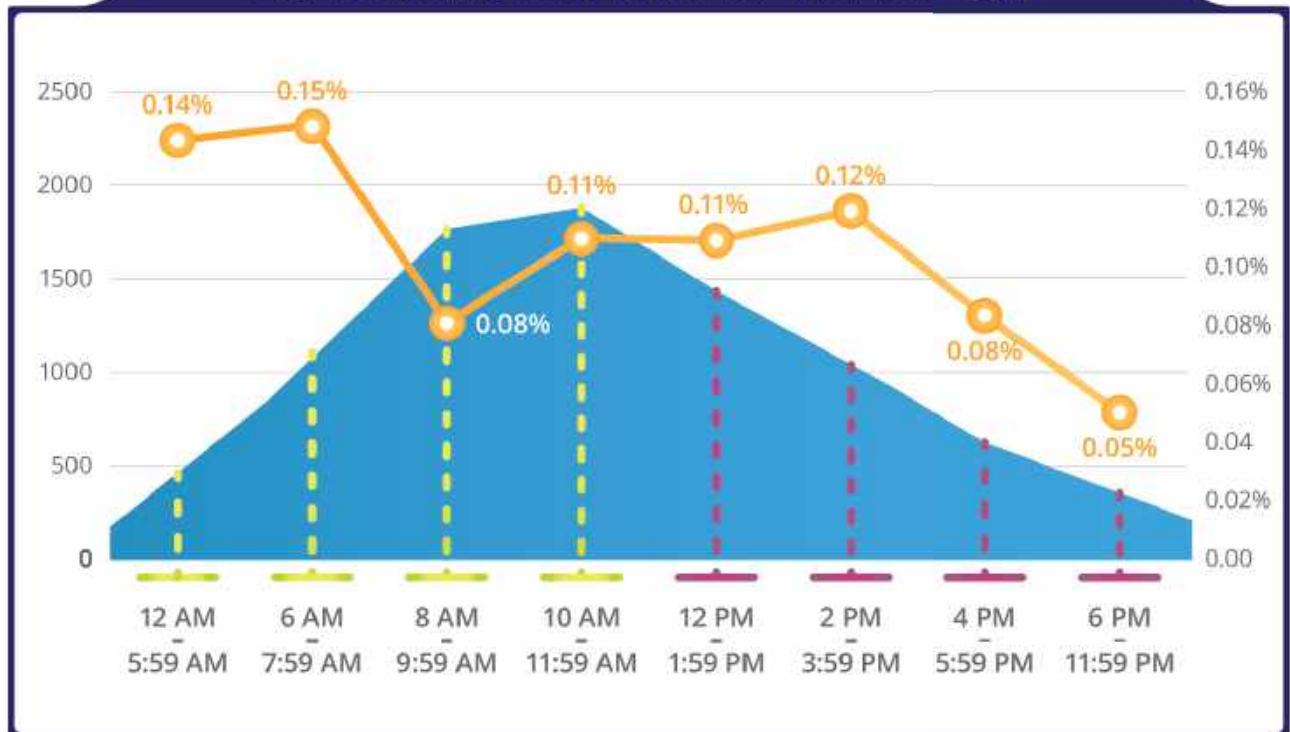
28. SUMMARY OF ALL DOW METRICS



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Overall, the data suggests that Mondays and Tuesdays are the most lucrative days for wineries, with higher average order values and strong conversion rates. These continue to be prime days for targeted promotions or sales campaigns.

29. CONVERSION RATE BY TIME OF DAY



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

Previously, chart 20 revealed that open rates and click-through rates (CTR) peak in both metrics later in the day, mainly between 10 am and 5:59 pm. Therefore we suggested late afternoon is when subscribers appear most engaged, potentially leading to higher click-throughs.

Interestingly, we see purchases typically taking place before normal working hours, with high conversion rates reported prior to the 8 a.m. hour. There is a slight peak in the late afternoon, but most purchase activity is happening before work hours. Based on the high volume of emails sent during working hours, it is suspected that these purchases are from emails sent the day/afternoon before.

30. SALES QUALITY BY LAUNCH TIME OF DAY



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

When comparing the conversion performance by time of day (Chart 29) with the sales quality by time of day (Chart 20), some key insights emerge about how timing impacts both engagement and the quality of sales.

Chart 20 revealed that while the morning hours between 8 AM and 11:59 AM show solid performance in terms of open rates and click-through rates (CTR), the peak in both metrics actually occurs later in the day, particularly between 2 PM and 3:59 PM. This suggests that while a high volume of emails is sent in the morning, late afternoon is when subscribers are most engaged, potentially leading to higher click-throughs.

Interestingly, even though the late afternoon period (2 PM to 5:59 PM), looked positive in Chart 20, Chart 30 shows a noticeable decline in both conversion rates and average order values. This suggests that while more people might be clicking through emails in the late afternoon, they are less likely to make high-value purchases during this time. The dip in sales quality during these hours could be due to subscribers being less willing to make larger commitments as the day winds down, or they might be browsing without the intention to purchase immediately.

The evening hours (6 PM to 11:59 PM) show a slight recovery in conversion rates in Chart 28, but with lower average order values compared to the early morning. This aligns with the earlier finding in Chart 20 that engagement tapers off in the evening, possibly because subscribers are winding down for the day and are more likely to make smaller, less expensive purchases.



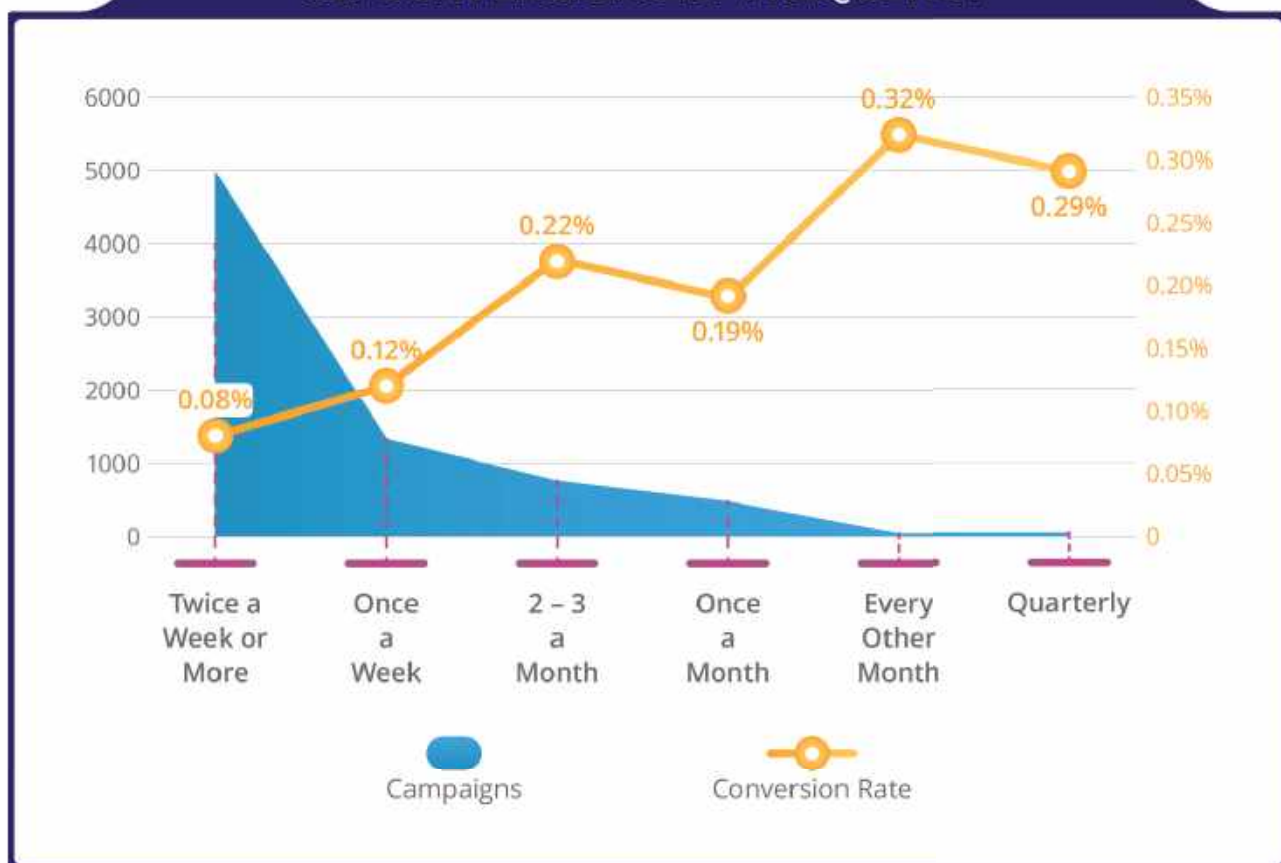
31. SUMMARY OF ALL TOD METRICS



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

In summary, while late afternoon might be optimal for driving engagement (as seen in Chart 20), early morning—particularly between 6 AM and 9:59 AM—emerges as the prime time for driving high-value sales. Wineries could consider launching their most important offers or high-ticket promotions in the early morning to capitalize on these higher conversion rates and average order values. Conversely, late afternoon could be leveraged for campaigns aimed at maximizing engagement, even if the immediate sales impact might be lower.

32. CONVERSIONS BY FREQUENCY



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

When we compare the conversion rates by frequency (Chart 32) with the performance by frequency (Chart 23), we can draw some nuanced insights about the effectiveness of different email cadences.

In Chart 23, emails sent once a week had the highest open rate at 70.04%, yet their click-through rate (CTR) was relatively modest at 2.98%. This suggests that while these emails are being opened frequently, the engagement in terms of clicks—and ultimately conversions—might not be as high as one would expect given the strong open rates.

Looking at Chart 32, this trend is further reflected in the conversion rate for once-a-week emails, which stands at 0.12%. This conversion rate, while better than the twice-a-week or more frequency (0.08%), indicates that despite strong open rates, the weekly emails might not be driving conversions as effectively as less frequent emails. The likely reason is that subscribers might be opening these emails out of habit or routine, but without a strong enough call to action or offer, they aren't converting at a high rate.

Chart 32 also highlights that every-other-month emails have the highest conversion rate at 0.32%, which aligns with the insights from Chart 23, where this frequency also had strong performance metrics. Despite a lower open rate compared to weekly sends, the higher conversion rate suggests that these less frequent emails pack a bigger punch when it comes to persuading subscribers to make a purchase. It seems that the scarcity of these emails adds perceived value or urgency, leading to a higher likelihood of conversion.

Interestingly, quarterly emails in Chart 32 also show a strong conversion rate at 0.29%, comparable to every-other-month emails. However, in Chart 23, quarterly emails had a lower open rate and click-through rate compared to other frequencies. This discrepancy suggests that while fewer people might be engaging with quarterly emails, those who do are highly motivated and more likely to convert.

The data suggests that wineries might benefit from focusing on quality over quantity, ensuring that each email —especially those sent less frequently— delivers significant value and a strong call to action to maximize conversions.

33. SALES QUALITY BY FREQUENCY



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

The chart above provides a deeper understanding of how the frequency of email campaigns affects both the average order value and the number of orders, which can be compared with the conversion and performance insights from Charts 23 and 32.

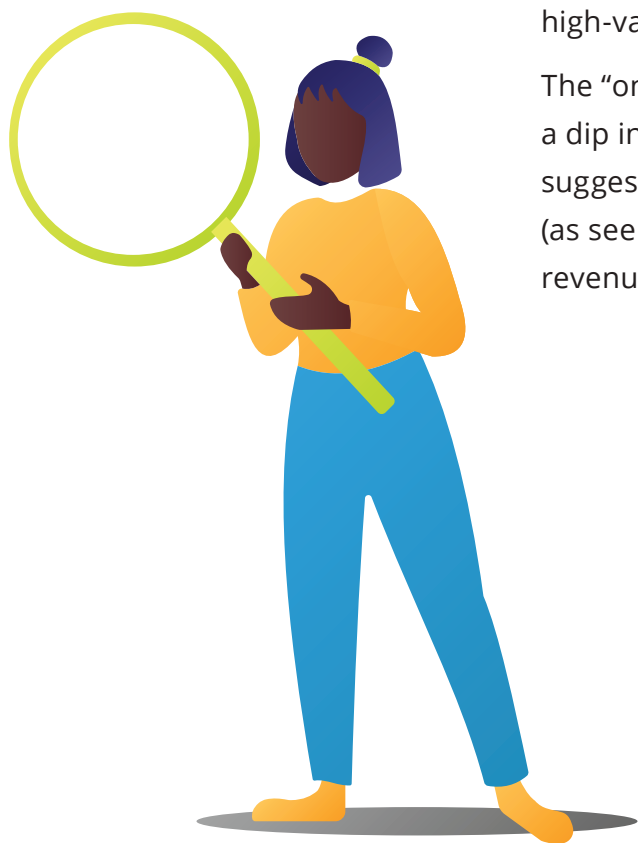
One of the most striking insights from this chart is the high average order value of \$1,930.48 for quarterly emails, even though they account for an average of 6.82 orders. This aligns with the higher conversion rate seen in Chart 32, where quarterly emails showed a strong conversion rate of 0.29%. It suggests that while these emails are sent infrequently, they drive significant revenue per order, likely because recipients perceive them as more valuable or special, and are more inclined to make substantial purchases.

In contrast, the twice-a-week or more frequency has the lowest average order value at \$220.07, despite averaging 5.55 orders. This echoes the findings in Chart 32, where this frequency also had the lowest conversion rate (0.08%). The data indicates that over-communicating may dilute the perceived value of each email, leading to lower spending per order and less effective campaigns overall.

Emails sent 2-3 times a month perform quite well, with an average order value of \$471.24 and the highest average number of orders at 9.12. This frequency seems to strike a good balance between staying engaged with the audience and maintaining a sense of value or urgency in each communication. The relatively strong performance here aligns with the moderate conversion rate of 0.22% seen in Chart 32, suggesting that while this frequency doesn't overwhelm the audience, it still drives consistent and substantial sales.

Once-a-week emails show an average order value of \$333.25, with 8.54 orders on average. This reflects a balanced performance, where the regular cadence keeps the brand top-of-mind without overwhelming the recipient. The conversion rate for this frequency in Chart 32 (0.12%) was lower, but the consistent order value indicates that weekly emails remain effective for driving regular, though not high-value, purchases.

The "once a month" and "every other month" frequencies see a dip in both average order value and the number of orders, suggesting that while these emails can still drive conversions (as seen in Chart 32), they may not generate the same level of revenue or engagement as more frequent communications.



34. SUMMARY OF ALL FREQUENCY METRICS



SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

These three charts, the twice-a-week or more frequency performs poorly in both charts. In Chart 23, it had the lowest open rate and CTR, and in Chart 29, it also has the lowest conversion rate. This reinforces the idea that bombarding subscribers with frequent emails might lead to fatigue, lower engagement, and ultimately, fewer conversions. More is not always better.

Overall, the comparison between these two charts underscores the importance of finding the right balance in email frequency. While weekly emails might keep your brand in front of subscribers, they might not be as effective at driving conversions as less frequent, more strategically timed emails.

In summary, the data from Chart 23, 29, and 32 reinforces the notion that less frequent, more targeted emails (like quarterly or 2-3 times a month) can drive higher value per order, while too frequent communication (twice a week or more) may lead to diminished returns. Wineries should consider this when planning their email marketing strategies, aiming to find the sweet spot where frequency meets high-quality engagement and sales.



05 FINAL BENCHMARKS



So with that preamble, here are your benchmarks for the next year to strive for.



35. DASHBOARD OF BENCHMARKS

	2023	2024*	2023+2024
Avg. Campaign per Year	76.25	79.79	83.52
Avg. Campaign per Month	6.35	6.54	6.96
Avg. Subject Line (characters)	39.78	39.50	39.70
Avg. Send List	5,923.32	4,547.93	5,516.82
Avg. Open Rate	65.40%	52.58%	62.27%
Avg. CTR (Click-Through Rate)	4.31%	5.28%	4.55%
Avg. Bounce Rate	1.05%	1.86%	1.25%
Avg. Conversion Rate	0.11%	0.10%	0.10%
Avg. # of Orders/Campaign	6.71	6.40	6.61
Avg. Order Value	\$272.97	\$257.41	\$297.44
Avg. Revenue per Campaign	\$3,276.65	\$3,641.03	\$4,064.49

*January - June Only

SOURCE: WineGlass Marketing 2023-24 Wine Industry Email Benchmark Report

The 2023 and early 2024 benchmarks suggest that while wineries are sending more emails, they are doing so to smaller, more targeted lists. Engagement rates are solid, but the decrease in list size and open rates indicates the need for continued focus on list quality and relevance. The steady conversion rates and rising revenue per campaign highlight the effectiveness of well-targeted, engaging content that resonates with those who do engage. As we move forward, focusing on maintaining and growing list engagement while optimizing for conversions will be key to sustaining and growing revenue.

FINAL BENCHMARKS

Over the past 18 months, wineries have navigated an evolving email marketing landscape, balancing the need for frequent communication with the imperative of maintaining engagement and driving conversions. The data highlights a clear trend: while more emails are being sent, the effectiveness of these campaigns hinges on strategic targeting and thoughtful timing.

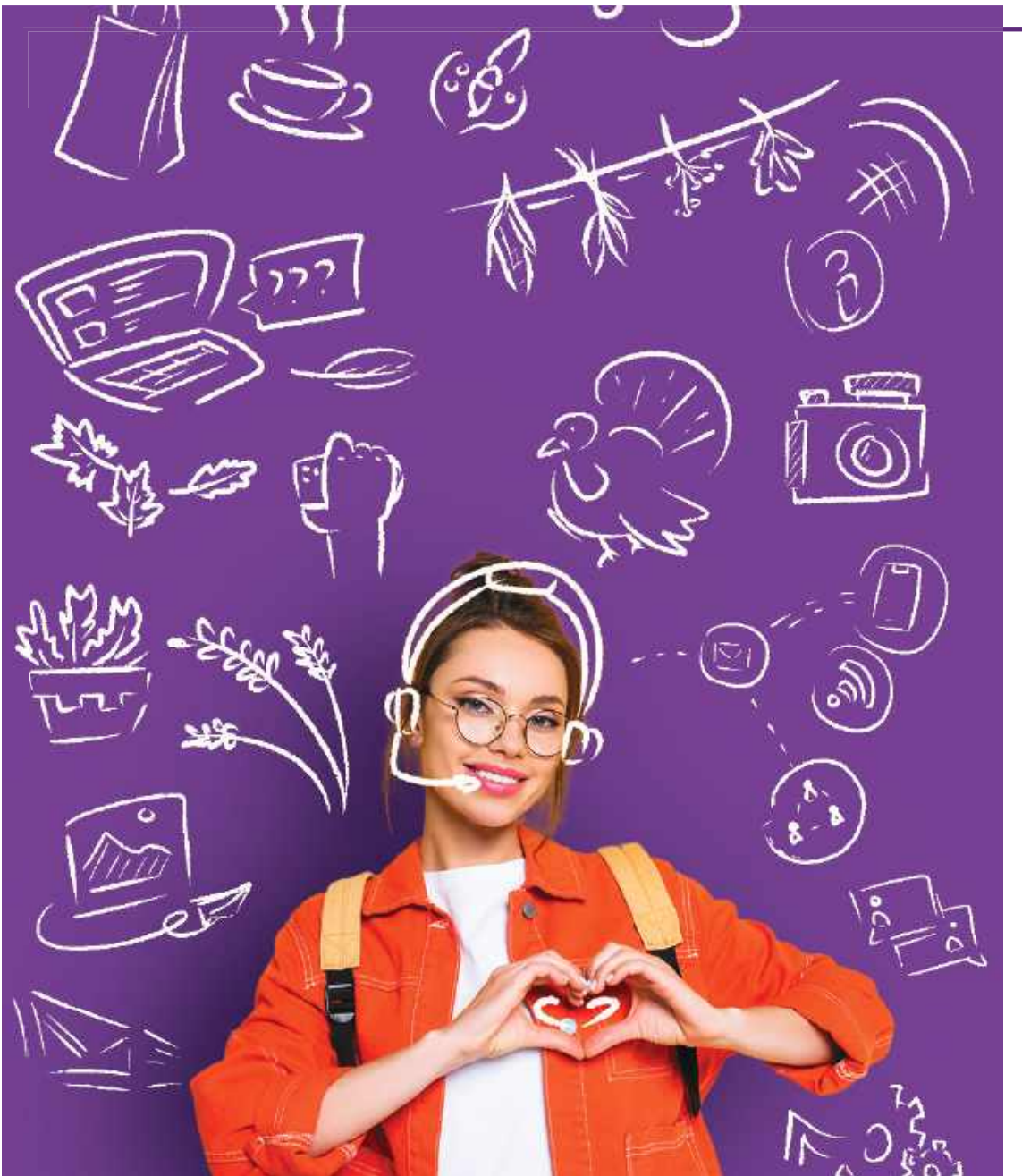
One key learning is the importance of finding the right frequency for email campaigns. While weekly and bi-monthly emails tend to keep wineries top of mind, the highest conversions and revenue per campaign often come from less frequent, more strategically timed emails, such as those sent quarterly or every other month. This suggests that while frequent communication can maintain engagement, less frequent, high-impact emails might be more effective at driving significant sales and conversions.

The analysis also underscores the critical role of timing in email performance. Emails sent in the early morning hours tend to drive higher conversion rates and average order values, while late afternoon emails may generate higher engagement but lower immediate sales. This insight can help wineries optimize their send times to align with when their audience is most likely to convert, ensuring that each email not only captures attention but also drives meaningful action.



Finally, the data points to the continued importance of maintaining list health and relevance. While list sizes have decreased, the focus on more targeted, engaged audiences has paid off in higher click-through rates and stronger revenue per campaign. This emphasizes the need for ongoing list management and segmentation to ensure that each campaign reaches the right audience with the right message, maximizing the impact of every email sent.

Wineries can achieve strong results by focusing on quality over quantity, optimizing timing, and maintaining a healthy, engaged subscriber base. As the industry moves forward, these key learnings will be essential for refining email strategies and continuing to drive success in an increasingly competitive digital landscape.





WineGlass Marketing is the leading full-service and award-winning marketing agency for the adult beverage industry. You can find out more at www.wineglassmarketing.com

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- Search Engine Marketing
- Social Media marketing

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- Content creation & delivery
- Competitive & customer research
- Partnership & influencer programs

Loyalty Marketing

- Trade tools & assets
- Strategic decks & market plans
- Wine Club analytics & planning
- Customer service & support
- Technology & tools implementations

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