

239. Wine.com Inc.

Wine.com and Buy.com Inc. in January launched a new wine store on Buy.com that carries 1,500 varieties of wine, gift sets and gift baskets. Buy.com is hosting the wine store on its site and processing transactions while Wine.com is fulfilling and delivering the orders. To drive traffic to the new wine store, shoppers received \$10 off any wine purchase of \$100 or more.

OPERATING DATA

FINANCIAL

2010 Sales: \$52,900,000¹
 2009 Sales: \$49,500,000¹
 2008 Sales: \$44,550,000¹
 2007 Sales: \$43,096,990¹
 2006 Sales: \$41,044,752¹
 2010 Growth Rate: 6.87%

OPERATIONS

Monthly Visits: 234,711.333²
 Monthly Unique Visitors: 178,685³
 Conversion Rate: 7.80%¹
 Average Ticket: \$150¹
 Total SKUs on Web: 3,000
 Number of states sales tax collected in: NA

WEB SITE SUMMARY

URL: Wine.com
 Year Launched: 1998
 Category: Food/Drug
 Merchant Type: Web Only
 Parent Company: Wine.com Inc.

PERFORMANCE⁶

Response Time: 2.49 seconds
 Site Availability: 100%
 Consistency: Good

MARKETING

Search Engine Shoppers⁷
 2010: 46% of all traffic
 2009: 47% of all traffic
 New Shoppers 2010: 80% of all traffic⁷
 Return Shoppers 2010: 20% of all traffic⁷
 Monthly E-Mail Campaigns: 25
 With Incentives: 25
 With Links to Social Networks: 20
 SEO Effectiveness: Good⁹
 Number of Affiliates: 2,000

SHOPPER PROFILE⁴

Male: 50% / Female: 50%
 Age 24 or less: 17% / 25 to 34: 24%
 35 to 44: 23% / 45 to 54: 20% / 55+: 17%
 Annual Household Income
 \$30,000 or less: 17%
 \$30,001 to \$60,000: 16%
 \$60,001 to \$100,000: 32%
 More than \$100,000: 35%

CORPORATE INFORMATION

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WEB SITE SERVICES

Features & Functions

- 360-Degree Spin
- Affiliate Program
- Auction
- Blogs
- Catalog Quick Order
- Color Swatching
- Coupons/Rebates
- Customer Reviews
- Daily/Seasonal Specials
- Dynamic Imaging
- E-Mail a Friend
- Enlarged Product View
- Frequent Buyer Program
- Frequently Asked Questions
- Gadgets
- Guided Navigation
- Interactive Catalog
- Interactive Kiosks
- Mapping
- Mash-ups
- Microsites
- Mobile Commerce
- Mouseover
- Online Circular
- Online Gift Certificates
- Outlet Center
- Pre-Orders

- Product Comparisons
- Product Customization
- Product Ratings
- Product Recommendations
- Product Wikis
- Registry
- RSS Feed
- Site Personalization
- Social Networking
- Store Locator
- Syndicated Content
- Top Sellers
- Videocasts
- What's New
- Widgets
- Wish List
- Zoom

Payments

- Amazon Checkout
- American Express
- Bill Me Later
- Deferred Payment
- Discover
- eBillme
- eLayaway
- Electronic Checks
- Google Checkout

- MasterCard
- PayPal
- PayPal Express Checkout
- Private Label Credit Card
- RevolutionCard
- Stored Value Cards
- Visa

Customer Service

- Account Status/History
- Buy Online/Pick Up In Store
- Click to Call/Click to Talk
- Currency Converter
- Estimated Shipping Date
- Express Checkout
- Free Return Shipping
- Live Chat/E-Mail
- Order Confirmation
- Order Status
- Pre-paid labels
- Rain Checks
- Real-Time Inventory Check
- Ship to Multiple Addresses
- Shipping Cost Calculator
- Shipment Tracking
- Toll-Free Number

For social networks, online marketplaces and e-mail marketing, see p. 54.

VENDORS

Affiliate Marketing: LinkShare
Comparison Engine Feeds: NA
Content Delivery: Akamai
Content Management: In-house
CRM: In-house, Microsoft Stack
Customer Reviews & Forums: NA
Customer Service Software: In-house
E-Commerce Platform: In-house, Microsoft Stack
E-Mail Marketing: Responsys
Fulfillment: In-house, Microsoft, Epicor
Live Chat/Click to Call: NA
Marketplace Management: NA
Order Management: In-house, Microsoft, Epicor

Payment Security: NA
Payment Systems: CyberSource
Personalization: RichRelevance
Rich Media: NA
Search Engine Marketing: In-house
Security Certification: NA
Shipping Carrier: NA
Site Design: In-house, 20/20
Site Search: Endeca
Web Analytics: Adobe Omniture
Web Hosting: XO, MTM
Web Performance Monitoring: In-house, Gomez

1. Internet Retailer estimate. 2. Internet Retailer estimate based on avg. daily visits as reported by comScore Inc. 3. Monthly avg. by comScore
 4. Monthly avg. by Compete Inc., see p. 105. 5. ACSI Methodology by ForeSee Results, see p. 98. 6. Jan. 2011, Compuware Gomez, see p. 87.
 7. Jan. 2011, Experian Hitwise, see p. 105. 8. Jan. 2011, Silverpop Systems Inc., see p. 88. 9. Jan. 2011 by Conductor Inc., see p. 105.