

# The Wine Market

Discount Codes & Email Performance

**June 2025**

# Discount Codes

**16 codes** created

**11 codes (69%)** converted

**41%** of code conversion from **emails**

Discount Code	Number Of Orders	Gross Sales	Discounts	Returns	Net Sales	Shipping	Tax	Total Sales
NEWDEAL	24	\$6,908.40	\$240.00	\$0.00	\$6,668.40	\$621.00	\$324.67	\$7,614.07
12CASE	6	\$1,732.26	\$260.00	\$0.00	\$1,472.26	\$260.00	\$24.12	\$1,756.38
WTSO6	4	\$944.70	\$126.00	\$0.00	\$818.70	\$126.00	\$20.47	\$965.17
RADIO	2	\$291.93	\$47.00	\$0.00	\$244.93	\$47.00	\$0.00	\$291.93
YESPLEASE	2	\$561.48	\$74.00	\$0.00	\$487.48	\$74.00	\$10.13	\$571.61
12SUMMER	1	\$291.88	\$60.00	\$0.00	\$231.88	\$60.00	\$0.00	\$291.88
RedToday	1	\$270.88	\$48.00	\$0.00	\$222.88	\$48.00	\$0.00	\$270.88
SPARKLE	1	\$87.96	\$20.00	\$0.00	\$67.96	\$20.00	\$4.08	\$92.04
SauvToday	1	\$113.94	\$30.00	\$0.00	\$83.94	\$30.00	\$0.00	\$113.94
12ROSE	1	\$298.88	\$36.00	\$0.00	\$262.88	\$36.00	\$0.00	\$298.88
FIRSTSIP10	1	\$137.96	\$10.00	\$0.00	\$127.96	\$18.00	\$12.23	\$158.19
	44	\$11,640.27	\$951.00	\$0.00	\$10,689.27	\$1,340.00	\$395.70	\$12,424.97

# Discount Codes

Most used code: **NEWDEAL**

\$10 off, **pop up on web homepage** for creating a new account

Created 8/2024, Disabled 10/2024, Reactivated 6/5/2025

\*Added field to collect user's location (state)

24 used

\$6,908.40 in **sales**

**\$10.00 off entire order**



when you join our email list

First name

|

Email

State

**Submit**

By signing up, you agree to receive promotional marketing emails sponsored by Wine Marketing Group. View our [privacy policy](#) and [terms of service](#) for more information.

# Discount Codes

Most used email code: **12CASE**

Active from Jun 5 to Jun 11

4 used

\$1,269.47 in **sales**

Reactivated from Jun 27 to July 3

2 used

\$486.91 in add'l **sales**



# Schedule, Performance & Sales

**Throttled** batch sending:

Max number of batches:4

Send on **Monday** at 3:53PM, 4:53PM, 5:53PM and 6:53PM  
starting on June 09, 2025 at 3:50PM

**Highest Engagement:** 5pm-7pm; 10pm-11pm

**Sales:** June 9, 2025 at 8:21 pm

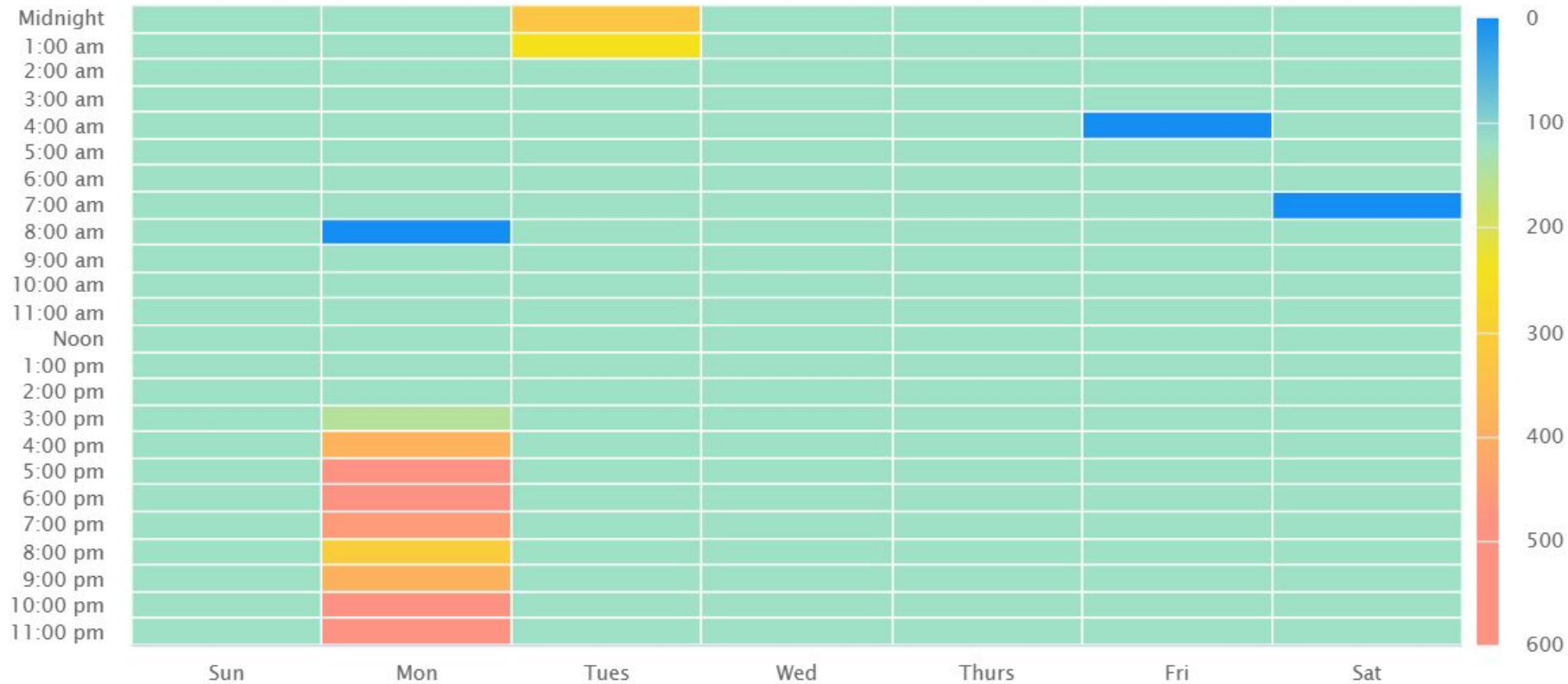
June 10, 2025 at 8:26 am

June 10, 2025 at 2:54 pm

June 10, 2025 at 6:29 pm

**Add'l Sales:** \$168.93

# Performance



**FREE SHIPPING**

**On 12+ Bottle Orders**

USE CODE **12CASE**

**SHOP NOW**



Stock up for the 4th of July –Shipping's FREE!

Build a **12-bottle case** and we'll cover shipping.

Use code **12CASE** at checkout. Valid thru 7/03

**SHOP NOW**



**SHOP THE FULL WINE SELECTION**

- Shop All Wines
- Shop Latest Collections
- Shop Wines Under \$20
- The Latest News

**Skip the lines. Buy online! THEWINEMARKET.COM**

Our service is backed by a 100% satisfaction guarantee. Contact us with any questions.



To adjust your email preferences or unsubscribe, [click here](#).

Promotions are sponsored by Wine Marketing Group and may not be combined with other offers. Due to state and local regulations, wine and/or wine discounts may not be available for all areas and/or states.

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Summary Performance

<p> Sent</p> <p><b>3,117</b></p> <p>Total 3,117</p>	<p> Delivered</p> <p><b>99.36%</b></p> <p>Total 3,097</p>	<p> Bounced</p> <p><b>0.64%</b></p> <p>Total 20</p>
<p> Opened</p> <p><b>41.56%</b></p> <p>Total 1,805 Unique 1,287</p>	<p> Opened (adjusted)</p> <p><b>6.49%</b></p> <p>Total (adjusted) 268 Unique (adjusted) 201</p>	<p> Clicked</p> <p><b>5.52%</b> <small>CTOR</small></p> <p>Total 318 Unique 71 Click Rate 2.29%</p>
<p> Opt Outs</p> <p><b>0.03%</b></p> <p>Total 1</p>	<p> Complaints</p> <p><b>0%</b></p> <p>Total 0</p>	<p> Revenue</p> <p><b>\$610.65</b></p> <p>Direct \$610.65 Indirect \$0.00 AOV \$203.55 Purchases 3</p>

Unique Clicks

**241**

Unique Clicks Per Link

<a href="https://www.thewinemarket.com">https://www.thewinemarket.com</a>	46 (19.09%)
<a href="https://www.thewinemarket.com/search?q=red&amp;options%5Bprefix%5D=last">https://www.thewinemarket.com/search?q=red&amp;options%5Bprefix%5D=last</a>	25 (10.37%)
<a href="#">IMG: wines on sale</a>	24 (9.96%)
<a href="https://www.thewinemarket.com/search?q=white&amp;options%5Bprefix%5D=last">https://www.thewinemarket.com/search?q=white&amp;options%5Bprefix%5D=last</a>	23 (9.54%)
<a href="#">HBB Button: SHOP NOW</a>	20 (8.3%)
<a href="https://www.thewinemarket.com/search?q=sparkling&amp;options%5Bprefix%5D=last">https://www.thewinemarket.com/search?q=sparkling&amp;options%5Bprefix%5D=last</a>	11 (4.56%)
<a href="#">HBB Headline: FREE SHIPPING</a>	11 (4.56%)
<a href="#">HBB Headline: On 12+ Bottle Orders</a>	10 (4.15%)
<a href="#">Menu: Shop All Wines</a>	10 (4.15%)
<a href="#">Menu: Featured Collection</a>	9 (3.73%)
<a href="https://www.thewinemarket.com/search?q=rose&amp;options%5Bprefix%5D=last">https://www.thewinemarket.com/search?q=rose&amp;options%5Bprefix%5D=last</a>	8 (3.32%)
<a href="#">Menu: Shop Wines Under \$20</a>	8 (3.32%)
<a href="https://www.thewinemarket.com?utm_source=cordial&amp;utm_medium=email&amp;utm_campaign=templatefooter&amp;utm_content=fo...">https://www.thewinemarket.com?utm_source=cordial&amp;utm_medium=email&amp;utm_campaign=templatefooter&amp;utm_content=fo...</a>	8 (3.32%)

**Free Shipping on 12 bottles**

**2nd Send Date: 06/29/2025**

**Send count 3,117**

**SL: Free Shipping Alert Build Your Case And Save Big**

# Schedule, Performance & Sales

**Throttled** batch sending:

Max number of batches: **2**

Send on **Sunday** at 8:00AM and 2:00PM starting on June 29, 2025 at 8:00AM

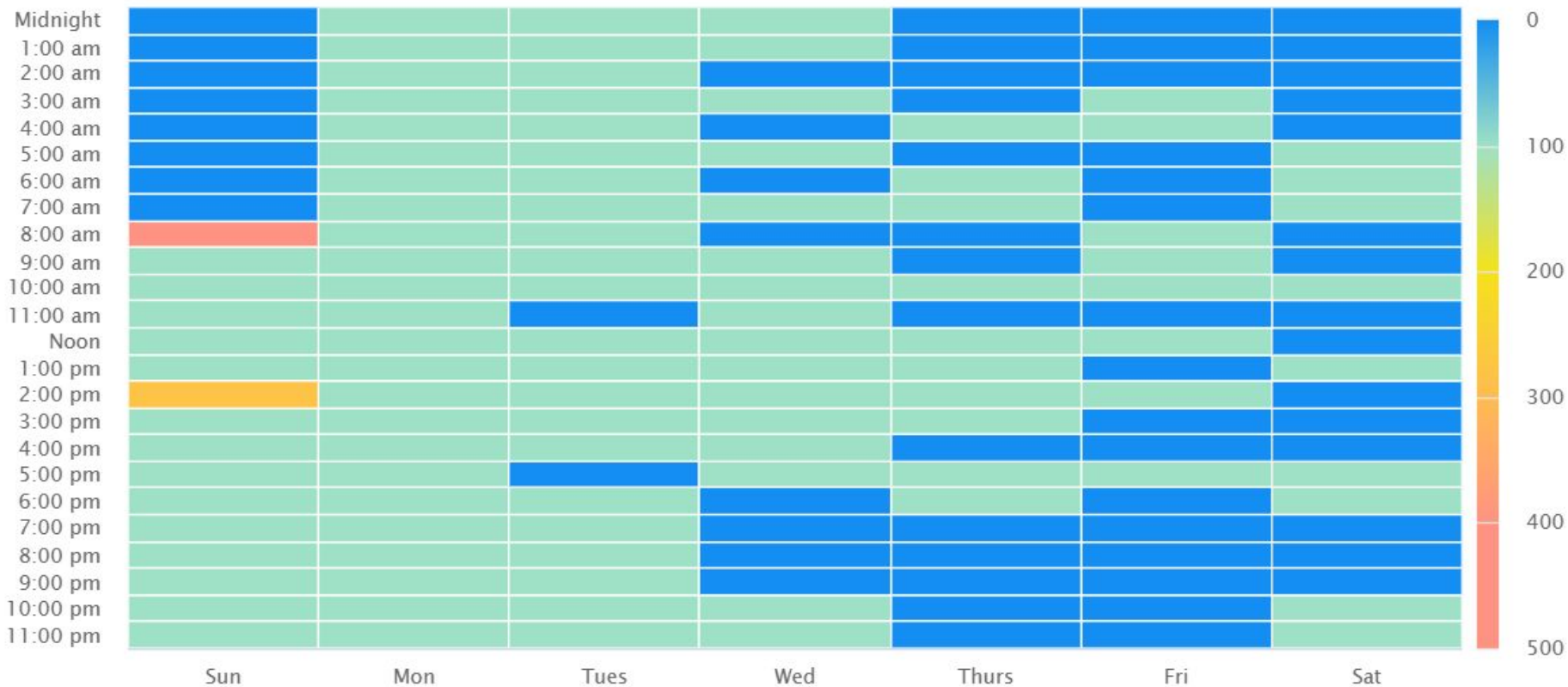
**Highest Engagement:** 8am, 2pm

**Sales:** June 29, 2025 at 11:16 am

**Add'l Sales:** \$123.74

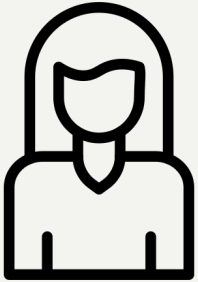
June 29, 2025 at 2:15 pm

# Performance

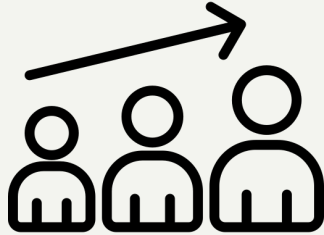


# Customer Profile

**Gender: 66% Female**



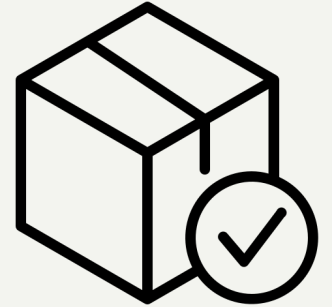
**Average Age: 56.5**



**Location: East Coast**



**First Orders: 2**



# Analysis

- Repurpose high performing email
- Monday & Sunday performed well
- Free Shipping coupons perform well
- East Coast = Fast Shipping, emphasize this convenience
  - Demographic: Baby Boomers to Gen X, with some engagement from older Millennials
  - 83% of purchasing customers are opted into email marketing, repeat customers