

WINERY
SPOTLIGHT:
JP PICARD

Winery Spotlight (10 Sales Total)

Items Sold	Total Sales
18640	\$543,382.60

JP Picard

Items Sold	Total Sales
5359	\$106,045.41

28.75% of items sold

19.52% of 10 total sales

Emails

Number	Sales
10	\$75,899.48

71.57% of sales

Banners

Number	Sales
8	\$4,065.27

3.83% of sales

EMAILS

Day Before (22.68% of Email Sales)

Audience 1: Picard Shoppers

Email SL: JP Picard Returns— Sancerre + Rosé Under \$20

<p>✉ Sent</p> <p>10,947</p> <p>Total 10,947</p>	<p>📬 Delivered</p> <p>99.98%</p> <p>Total 10,945</p>	<p>↶ Bounced</p> <p>0.02%</p> <p>Total 2</p>
<p>📖 Opened</p> <p>59.19%</p> <p>Total 10,267 Unique 6,478</p>	<p>📖 Opened (adjusted)</p> <p>15.24%</p> <p>Total (adjusted) 2,438 Unique (adjusted) 1,668</p>	<p>🖱 Clicked</p> <p>9.94% <small>CTOR</small></p> <p>Total 1,126 Unique 644 Click Rate 5.88%</p>
<p>🚫 Opt Outs</p> <p>0%</p> <p>Total 0</p>	<p>⚠ Complaints</p> <p>0%</p> <p>Total 0</p>	<p>💰 Revenue</p> <p>\$17,210.81</p> <p>Direct \$16,771.01 Indirect \$439.80 AOV \$159.36 Purchases 108</p>

22 (2.6%)
Featured Deal
11 (1.3%)
Last Chance
4 (0.47%)
Premium
7 (0.83%)
Case Club
4 (0.47%)
Clear
3 (0.35%)
Gift
25 (2.96%)
WTSO

45 (5.32%)

Winery Spotlight Presents

**#1 CUSTOMER-RATED
WINERY JP PICARD**

**UP TO 64% OFF
STARTING AT \$18.99**

LEARN MORE

349 (41.25%)

Our top-selling Sancerre from the iconic **JP Picard** estate is finally back—and for *one day only*. This customer favorite flies off our shelves every time it returns.

Even better? The new **2024 JP Picard Rosés** just landed. Bottles from Sancerre and Menetou-Salon will go on sale for under \$20.

Limited inventory – stock up tomorrow before they sell out!

18 (2.13%)

135 (15.96%)

172 (20.33%)

READ THE TASTING NOTES

Enjoy an extra \$1.00 off per bottle on orders of 6 or more

FREE shipping included with purchase of 4+ bottles

Day Before (2.71% of Email Sales)

Audience 2: White Wine Shoppers

Email SL: Sancerre & Sauvignon Blancs at Unbeatable Prices

Sent 19,477 Total 19,477	Delivered 99.98% Total 19,473	Bounced 0.02% Total 4
Opened 50.88% Total 14,695 Unique 9,907	Opened (adjusted) 12.13% Total (adjusted) 3,157 Unique (adjusted) 2,363	Clicked 3.41% ^{CTOR} Total 608 Unique 338 Click Rate 1.74%
Opt Outs 0% Total 0	Complaints 0% Total 0	Revenue \$2,054.93 Direct \$1,936.99 Indirect \$117.94 AOV \$158.07 Purchases 13

25 (2.96%) WTSO
22 (2.6%) 11 (1.3%) 4 (0.47%) 7 (0.83%) 4 (0.47%) 3 (0.35%)
12 (2.5%)

Winery Spotlight Presents

JP PICARD'S
AFFORDABLE
SANCERRE & MORE

147 (30.63%)

UP TO 64% OFF
STARTING AT \$18.99

LEARN MORE

12 (2.5%)

Sancerre is back—and for one day only! Sauv Blanc from this terroir is often pricey, and we're thrilled to offer affordable bottles—all under \$20.

Joining the lineup is Menetou-Salon, a region celebrated for its mineral-driven Sauvignon Blanc. Plus, shop new Rosés in the four bottle collection.

Limited inventory – stock up tomorrow before they sell out!

45 (9.38%)

64% OFF 64% OFF 58% OFF 58% OFF

85 (17.71%)

READ THE TASTING NOTES

Enjoy an extra \$1.00 off per bottle on orders of 6 or more

FREE shipping included with purchase of 4+ bottles

Day Before (2.85% of Email Sales)

Audience 3: Rosé Shoppers

Email SL: NEW Rosés & Sauv Blanc Favorites at Unbeatable Prices

<p>Sent</p> <p>19,986</p> <p>Total 19,986</p>	<p>Delivered</p> <p>99.96%</p> <p>Total 19,978</p>	<p>Bounced</p> <p>0.04%</p> <p>Total 8</p>
<p>Opened</p> <p>53.82%</p> <p>Total 15,935 Unique 10,752</p>	<p>Opened (adjusted)</p> <p>11.96%</p> <p>Total (adjusted) 3,316 Unique (adjusted) 2,389</p>	<p>Clicked</p> <p>3.55% <small>CTOR</small></p> <p>Total 640 Unique 382 Click Rate 1.91%</p>
<p>Opt Outs</p> <p>0.01%</p> <p>Total 1</p>	<p>Complaints</p> <p>0%</p> <p>Total 0</p>	<p>Revenue</p> <p>\$2,164.17</p> <p>Direct \$2,084.21 Indirect \$79.96 AOV \$166.47 Purchases 13</p>

25 (2.96%) 22 (2.6%) 11 (1.3%) 4 (0.47%) 7 (0.83%) 4 (0.47%) 3 (0.35%)

Winery Spotlight Presents

JP PICARD'S NEW ROSÉS & MORE

**UP TO 64% OFF
STARTING AT \$18.99**

[LEARN MORE](#)

3 (0.59%)

The **new 2024 Rosés** from the iconic JP Picard estate arrive tomorrow—available for one day only. These fresh releases from Sancerre and Menetou-Salon deliver vibrant fruit and crisp acidity. Shop Loire Valley charm—all for under \$20.

Even better? The **new 2024 JP Picard Rosés** just landed. Bottles from Sancerre and Menetou-Salon will go on sale for under \$20.

Limited inventory – stock up tomorrow before they sell out!

135 (15.96%)

172 (20.33%)

[READ THE TASTING NOTES](#)

Enjoy an extra \$1.00 off per bottle on orders of 6 or more

FREE shipping included with purchase of 4+ bottles

Launch (43.14% of Email Sales)

Audience 1: Picard Shoppers

Email SL: BACK IN STOCK: JP Picard — Sancerre + Rosé Under \$20

<p>Sent</p> <p>11,008</p> <p>Total 11,008</p>	<p>Delivered</p> <p>99.98%</p> <p>Total 11,006</p>	<p>Bounced</p> <p>0.02%</p> <p>Total 2</p>
<p>Opened</p> <p>57.72%</p> <p>Total 9,957 Unique 6,353</p>	<p>Opened (adjusted)</p> <p>15.66%</p> <p>Total (adjusted) 2,413 Unique (adjusted) 1,724</p>	<p>Clicked</p> <p>9.77% <small>CTOR</small></p> <p>Total 1,016 Unique 621 Click Rate 5.64%</p>
<p>Opt Outs</p> <p>0.01%</p> <p>Total 1</p>	<p>Complaints</p> <p>0%</p> <p>Total 0</p>	<p>Revenue</p> <p>\$32,746.72</p> <p>Direct \$32,506.84 Indirect \$239.88 AOV \$146.85 Purchases 223</p>

25 (2.96%) 22 (2.6%) 11 (1.3%) 4 (0.47%) 7 (0.83%) 4 (0.47%) 3 (0.35%)

WTSO

21 (2.79%)

Winery Spotlight Presents

#1 CUSTOMER-RATED WINERY JP PICARD

UP TO 64% OFF STARTING AT \$18.99

SHOP NOW

9 (1.2%)

Our top-selling Sancerre from the iconic **JP Picard** estate is back—*today only*. Plus, explore bottles from Menetou-Salon, including new Rosés.

Enjoy an **extra \$1.00 off** per bottle on orders of 6 or more. **FREE shipping** is included with purchase of 4+ bottles.

Limited inventory – stock up now before they sell out!

188 (25%)

COLLECT THEM ALL

Launch (4.22% of Email Sales)

Audience 2: White Wine Shoppers

Email SL: By Popular Demand: Sancerre & Sauv Blanc at Unbeatable Prices

<p>Sent</p> <p>19,518</p> <p>Total 19,518</p>	<p>Delivered</p> <p>99.98%</p> <p>Total 19,514</p>	<p>Bounced</p> <p>0.02%</p> <p>Total 4</p>
<p>Opened</p> <p>49.34%</p> <p>Total 14,192 Unique 9,628</p>	<p>Opened (adjusted)</p> <p>12.01%</p> <p>Total (adjusted) 3,037 Unique (adjusted) 2,344</p>	<p>Clicked</p> <p>3.16% <small>CTOR</small></p> <p>Total 559 Unique 304 Click Rate 1.56%</p>
<p>Opt Outs</p> <p>0%</p> <p>Total 0</p>	<p>Complaints</p> <p>0%</p> <p>Total 0</p>	<p>Revenue</p> <p>\$3,201.47</p> <p>Direct \$3,201.47 Indirect \$0.00 AOV \$123.13 Purchases 26</p>

36 (8.61%) Featured Deal
34 (8.13%) Last Chance
13 (3.11%) Premium
5 (1.2%) Last Chance
6 (1.44%) Last Chance
2 (0.48%) Cart
1 (0.24%) Units

Winery Spotlight Presents

JP PICARD'S AFFORDABLE SANCERRE & MORE

UP TO 64% OFF STARTING AT \$18.99

[SHOP NOW](#)

150 (35.89%)

6 (1.44%)

Our top-selling Sancerre from the iconic **JP Picard** estate is back—*today only*. Plus, explore bottles from Menetou-Salon, including new Rosés.

Enjoy an **extra \$1.00 off** per bottle on orders of 6 or more. **FREE shipping** is included with purchase of 4+ bottles.

Limited inventory – stock up now before they sell out!

64 (15.31%)

[COLLECT THEM ALL](#)

Launch (5.55% of Email Sales)

Audience 3: Rose Shoppers

Email SL: By Popular Demand: Sancerre & Sauv Blanc at Unbeatable Prices

Sent 20,127 Total 20,127	Delivered 99.97% Total 20,121	Bounced 0.03% Total 6
Opened 52.9% Total 15,656 Unique 10,645	Opened (adjusted) 12.58% Total (adjusted) 3,327 Unique (adjusted) 2,532	Clicked 3.29% ^{CTOR} Total 606 Unique 350 Click Rate 1.74%
Opt Outs 0% Total 1	Complaints 0% Total 0	Revenue \$4,216.20 Direct \$4,140.24 Indirect \$75.96 AOV \$162.16 Purchases 26

WTSO

33 (7.07%) Featured Deal | 14 (3%) Last Chance | 34 (7.28%) Premium | 2 (0.43%) Last Choc | 7 (1.5%) Cellar | 1 (0.21%) Cart

13 (2.78%)

Winery Spotlight Presents

JP PICARD'S NEW ROSÉS & MORE

168 (35.97%)

UP TO 64% OFF STARTING AT \$18.99

[SHOP NOW](#)


6 (1.28%)

The new 2024 Rosés from the iconic JP Picard are here! Shop all varietals from Sancerre and Menetou-Salon for under \$20.

Enjoy an **extra \$1.00 off** per bottle on orders of 6 or more. **FREE shipping** is included with purchase of 4+ bottles.

Limited inventory – stock up tomorrow before they sell out!

102 (21.84%)



[COLLECT THEM ALL](#)

Launch (0.18% of Email Sales)

Audience 4: Generic, Have Ordered

Email SL: By Popular Demand: NEW JP Picard Wines Have Arrived!

<p>Sent</p> <p>18,872</p> <p>Total 18,872</p>	<p>Delivered</p> <p>99.97%</p> <p>Total 18,867</p>	<p>Bounced</p> <p>0.03%</p> <p>Total 5</p>
<p>Opened</p> <p>50.86%</p> <p>Total 13,639 Unique 9,595</p>	<p>Opened (adjusted)</p> <p>11.6%</p> <p>Total (adjusted) 2,800 Unique (adjusted) 2,189</p>	<p>Clicked</p> <p>2.17% <small>CTOR</small></p> <p>Total 583 Unique 208 Click Rate 1.1%</p>
<p>Opt Outs</p> <p>0.02%</p> <p>Total 3</p>	<p>Complaints</p> <p>0.01%</p> <p>Total 1</p>	<p>Revenue</p> <p>\$139.92</p> <p>Direct \$139.92 Indirect \$0.00 AOV \$69.96 Purchases 2</p>

34 (8.79%) Featured Deal
37 (9.56%) Lead Capture
19 (4.91%) Premium
16 (4.13%) Case Club
15 (3.88%) Total
11 (2.84%) Gift
0 (2.58%) Gift

Winery Spotlight Presents

JP PICARD

UP TO 64% OFF

80 (20.67%)

“LOVE THIS SANCERRE.”
9.5 PTS., CHAD B. (2023)

SHOP NOW

10 (2.58%)

Our top-selling Sancerre from the iconic **JP Picard** estate is back—*today only*. Plus, explore bottles from Menetou-Salon, including new Rosés.

Enjoy an **extra \$1.00 off** per bottle on orders of 6 or more. **FREE shipping** is included with purchase of 4+ bottles.

Limited inventory – stock up now before they sell out!

46 (11.89%)

COLLECT THEM ALL

Launch (1.83% of Email Sales)

Audience 5: Generic, Have Not Ordered

Email SL: For You: NEW Sauv Blanc & Rosé Favorites

<p>Sent</p> <p>63,148</p> <p>Total 63,148</p>	<p>Delivered</p> <p>99.94%</p> <p>Total 63,108</p>	<p>Bounced</p> <p>0.06%</p> <p>Total 40</p>
<p>Opened</p> <p>33.04%</p> <p>Total 27,669 Unique 20,849</p>	<p>Opened (adjusted)</p> <p>4.89%</p> <p>Total (adjusted) 3,743 Unique (adjusted) 3,089</p>	<p>Clicked</p> <p>1.94% <small>CTOR</small></p> <p>Total 1,897 Unique 405 Click Rate 0.64%</p>
<p>Opt Outs</p> <p>0.01%</p> <p>Total 5</p>	<p>Complaints</p> <p>0%</p> <p>Total 0</p>	<p>Revenue</p> <p>\$1,388.36</p> <p>Direct \$471.76 Indirect \$916.60 AOV \$99.17 Purchases 14</p>

120 (11.61%)
112 (10.83%)
68 (6.58%)
57 (5.58%)
30 (2.84%)
40 (3.87%)
3 (3.19%)

Featured Deal
Last Chance
Premium
Case Club
Clear
Units

Winery Spotlight Presents

JP PICARD

UP TO 64% OFF

**“LOVE THIS SANCERRE.”
95 PTS., CHAD B. (2023)**

SHOP NOW

Our top-selling Sancerre from the iconic **JP Picard** estate is back—*today only*. Plus, explore bottles from Menetou-Salon, including new Rosés.

Enjoy an **extra \$1.00 off** per bottle on orders of 6 or more. **FREE shipping** is included with purchase of 4+ bottles.

Limited inventory – stock up now before they sell out!

COLLECT THEM ALL

Ending Soon (14.58% of Email Sales)

Audience 1: Everyone (excluding West Coast)


Email SL: ENDING SOON: Sancerre + Rosé Under \$20

<p>Sent</p> <p>59,992</p> <p>Total 59,992</p>	<p>Delivered</p> <p>99.96%</p> <p>Total 59,970</p>	<p>Bounced</p> <p>0.04%</p> <p>Total 22</p>
<p>Opened</p> <p>52.76%</p> <p>Total 46,380 Unique 31,643</p>	<p>Opened (adjusted)</p> <p>11.63%</p> <p>Total (adjusted) 9,277 Unique (adjusted) 6,977</p>	<p>Clicked</p> <p>3.77% <small>CTOR</small></p> <p>Total 2,835 Unique 1,192 Click Rate 1.99%</p>
<p>Opt Outs</p> <p>0.02%</p> <p>Total 12</p>	<p>Complaints</p> <p>0%</p> <p>Total 1</p>	<p>Revenue</p> <p>\$11,066.76</p> <p>Direct \$10,313.12 Indirect \$753.64 AOV \$119.00 Purchases 93</p>

177 (9.06%) | 85 (4.35%) | 186 (9.52%) | 26 (1.33%) | 46 (2.35%) | 21 (1.07%) | 6 (0.82%)

Featured Deal | Cart Class | Premium | Case Club | Cart | Gifts

ENDING SOON!



JP PICARD

UP TO 64% OFF

437 (22.36%)

“ONE OF THE BEST SAUV
BLANCS IN MY CELLAR.”
95 PTS., RICHARD R (2022)

SHOP NOW


60 (3.07%) | 32 (1.64%)

Last chance! Our best-selling Sancerre from the iconic JP Picard estate is back—but not for long. Plus, discover fresh arrivals from Menetou-Salon, including just-released Rosés.

Enjoy an **extra \$1.00 off** per bottle on orders of 6 or more. **FREE shipping** is included with purchase of 4+ bottles.

Limited inventory – stock up now before they sell out!

311 (15.92%)



COLLECT THEM ALL

Ending Soon (2.25% of Email Sales)

Audience 2: West Coast

Email SL: ENDING SOON: Sancerre + Rosé Under \$20

Sent 14,512 Total 14,512	Delivered 99.93% Total 14,502	Bounced 0.07% Total 10
Opened 47.06% Total 9,965 Unique 6,825	Opened (adjusted) 9.85% Total (adjusted) 1,850 Unique (adjusted) 1,429	Clicked 2.36% CTOR Total 345 Unique 161 Click Rate 1.11%
Opt Outs 0.01% Total 1	Complaints 0% Total 0	Revenue \$1,710.14 Direct \$1,710.14 Indirect \$0.00 AOV \$171.01 Purchases 10

VTSO

26 (10.04%) 29 (11.28%) 19 (7.34%) 1 (0.39%) 11 (4.25%) 1 (0.39%) 1 (0.39%)
Featured Deal Cart Choice Premium Cart Choice Cart Choice

9 (3.47%)

ENDING SOON!

JP PICARD

UP TO 64% OFF

“ONE OF THE BEST SAUV
BLANCS IN MY CELLAR.”
95 PTS., RICHARD R (2022)

SHOP NOW

4 (1.54%)

Last chance! Our best-selling Sancerre from the iconic JP Picard estate is back—but not for long. Plus, discover fresh arrivals from Menetou-Salon, including just-released Rosés.

Enjoy an **extra \$1.00 off** per bottle on orders of 6 or more. **FREE shipping** is included with purchase of 4+ bottles.

Limited inventory – stock up now before they sell out!

48 (18.53%)

COLLECT THEM ALL

BANNERS

JP Picard's

Affordable Sancerre & More

WTSO-Favorite returns: Sauvignon Blanc
and Rosé bottles up to **64% OFF**

[ARRIVES 4/16: LEARN MORE](#)



Banner location: Homepage

Ad run Dates: 04/11/2025 12:00 am - 04/15/2025 11:59 pm

Traffic: 790 clicks

Sales: 0

JP Picard's

Affordable Sancerre & More

WTSO-Favorite returns: Sauvignon Blanc
and Rosé bottles **starting at \$18.99**

[SHOP TODAY ONLY](#)

Banner location: Homepage

Ad Run Dates: 04/16/2025 12:00 am - 04/16/2025 11:59 pm

Traffic: 272 clicks

Sales: \$2,767.55



JP Picard's Affordable Sancerre & More

A WTSO-Favorite returns:
Sauvignon Blanc and Rosé
bottles up to **64% OFF**

ARRIVES 4/16: LEARN MORE



Banner location: APP and Mobile Homepage
Ad Run Dates: 04/11/2025 12:00 am - 04/15/2025 11:59 pm
Traffic: 54
Sales: 0

JP Picard's Affordable Sancerre & More

A WTSO-Favorite returns:
Sauvignon Blanc and Rosé
bottles up to **64% OFF**

SHOP TODAY ONLY



Banner location: APP and Mobile Homepage
Ad Run Dates: 04/16/2025 12:00 am - 04/16/2025 11:59 pm
Traffic: 23
Sales: \$127.32

JP Picard's

Affordable Sancerre & More

WTSO-Favorite returns: Sauvignon Blanc
and Rosé bottles up to **64% OFF**

[ARRIVES 4/16: LEARN MORE](#)

Banner location: Product Email

Ad run Dates: 04/11/2025 12:00 am - 04/15/2025 11:59 pm

Traffic: 85

Sales: 0

JP Picard's Affordable Sancerre & More

WTSO-Favorite returns: Sauvignon Blanc
and Rosé bottles up to **64% OFF**

[SHOP TODAY ONLY](#)

Banner location: Product Email

Ad run Dates: 04/16/2025 12:00 am - 04/16/2025 11:59 pm

Traffic: 54

Sales: \$631.68 (0.44%)

JP Picard's

Affordable Sancerre & More

WTSO-Favorite returns: Sauvignon Blanc
and Rosé bottles up to **64% OFF**

[ARRIVES 4/16: LEARN MORE](#)

Banner location: Transactional Email

Ad run Dates: 04/11/2025 12:00 am - 04/15/2025 11:59 pm

Traffic: 72

Sales: 0

JP Picard's

Affordable Sancerre & More

WTSO-Favorite returns: Sauvignon Blanc
and Rosé bottles up to **64% OFF**

[SHOP TODAY ONLY](#)

Banner location: Transactional Email

Ad run Dates: 04/16/2025 12:00 am - 04/16/2025 11:59 pm

Traffic: 46

Sales: \$398.80 (0.28%)



Banner location: Carousel (day before)

Ad run Dates: 04/11/2025 12:00 am - 04/15/2025 11:59 pm

Traffic: 23

Sales: 0

Uncover the Deal: 60% Off Mystery Napa Cab This 4/25 [Learn More](#) >>

Banner location: Top text banner (day before)

Ad run Dates: 04/11/2025 12:00 am - 04/15/2025 11:59 pm

Traffic:

Sales:

Banner location: Top text banner (day before)

Ad run Dates: 04/11/2025 12:00 am - 04/15/2025 11:59 pm

Traffic: 257

Sales: 0

NOW LIVE: 60% Off Mystery 95 Pt. Napa Cab [Shop Now](#) >>

Banner location: Top text banner (sale day)

Ad run Dates: 04/16/2025 12:00 am - 04/16/2025 11:59 pm

Traffic: 57

Sales: \$139.92 (0.46%)