



mather:

*A global business
consultancy specializing in
applied analytics & subscription
pricing yield optimization*

mathereconomics.com

About Us

Mather Economics is an expert in subscription pricing optimization. We are helping wineries maximize their direct-to-consumer revenue with predictive analytics and targeted communication strategies.

Wine Market Update

Many wineries are finding that direct to consumer (DTC) sales are an opportunity to grow revenue while establishing direct relationships with their customers.

Managing customer relationships requires tools and capabilities few wineries have today. Mather can provide these capabilities with flexible, reasonable costs. And, we are fun people to work with!

Let us help you solve these common challenges:

- ▶ Personalization of your customer communications to grow engagement
- ▶ Proactive retention campaigns to lower club churn
- ▶ Pricing supported by economic analysis of customer price elasticity and market factors
- ▶ Allocation of marketing to channels that yield the highest return on investment
- ▶ Forecasting of revenue, sales volumes, and costs

1803

Average # of Club Members

\$237

Average Spend for Club Allotment

25%

Average Annual Cancellation Rate

31

Average Tenure Months for Club Members

PRICE
OPTIMIZATION



CHURN
PREVENTION

MEMBER
REACQUISITION
MODELING



Mather Economics' data-driven business services are helping wineries increase client revenues, reduce member churn and grow club membership.

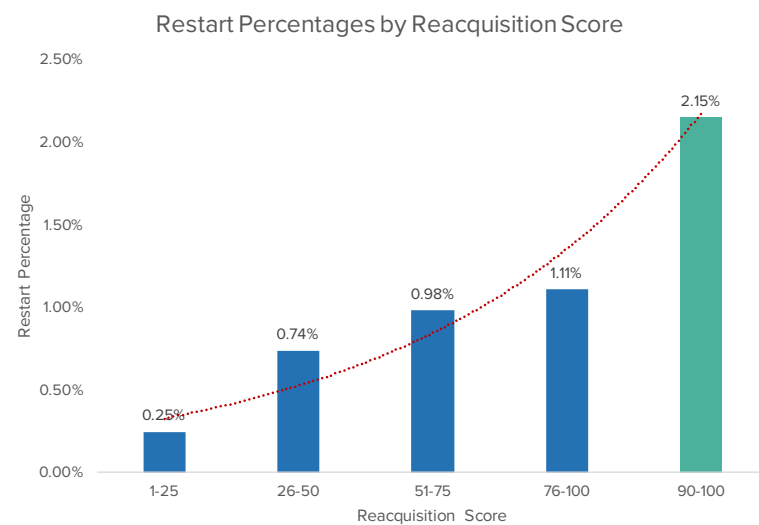
Mather's services and expertise across various industries will help you reach your goals.

- ▶ Price Elasticity Estimation and Pricing Optimization
- ▶ DTC Member Customer Lifetime Value (CLV) & Reacquisition Modeling
- ▶ DTC Member Churn Prediction & Retention Tactics
- ▶ Campaign Optimization & A/B Testing
- ▶ Customer Data Resolution

Reacquisition Study

Winery in Paso Robles, California

Mather combined data from a winery's club membership history and customer purchase behavior to create a scoring system that optimized club member reacquisition campaigns.



| Results from email and post-card reacquisition campaign, 2020 |



“Our ongoing relationship with Mather has been enlightening. We were excited to see the success of our reacquisition campaigns. You put so much energy into new club sign ups, this is a way to work with the contact list you already have.”

Carol Rounsaville, General Manager
DENNER VINEYARDS

Applying a pricing strategy will impact your revenue success.

Let Mather build a pricing tool using your sales data to drive future pricing decisions.

What insights can you expect from pricing analysis?

- ▶ Consumer price sensitivity by brand
- ▶ Effect of grape production on pricing power
- ▶ Impact of macroeconomic trends on market prices

Discover a pricing strategy that drives topline performance by balancing consumer demand with economic conditions.

Increasing revenue for California winery

After an analysis of prior marketing campaign results, we found that while restart rates climbed along with estimated reacquisition score, restart rates with former customers with reacquisition scores in the top decile were significantly higher. Prioritizing customer communications and sales efforts around this customer group provides much higher returns on marketing investment.

5%
PRICING
YIELD

A 5% increase in average price yields a topline revenue increase of \$150k annually for a 10k case winery with an average bottle price of \$25. We often help our clients realize 10% or greater increases in price with minimal volume loss.

10:1
REVENUE
ON FEES

Mather typically provides our clients a minimum of a 10-to-1 return on investment from our pricing engagements.

mather:

10:1 Our typical client engagement provides a 10-to-1 return on investment. We provide revenue growth while lowering risks from pricing actions.

\$6B⁺ We manage customer analytics and revenue yield management for over 200 clients with over \$6 billion in annual revenue and 30 million customers.

200⁺ Mather works with organizations across multiple industries to help them adapt and expand their business models during this time of digital disruption.

18 Founded in 2002 by Matt Lindsay, Ph.D. to apply microeconomics and predictive modeling to business clients. Globally recognized as a leader in subscription price optimization.

The Press Democrat

We are pleased to work with The Press Democrat team for over five years on consumer revenue optimization, churn reduction strategies and digital engagement transformation goals.



The New York Times



San Francisco Chronicle

Google

THE WALL STREET JOURNAL
WSJ



Bloomberg



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NO-OBLIGATION DISCUSSION**

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