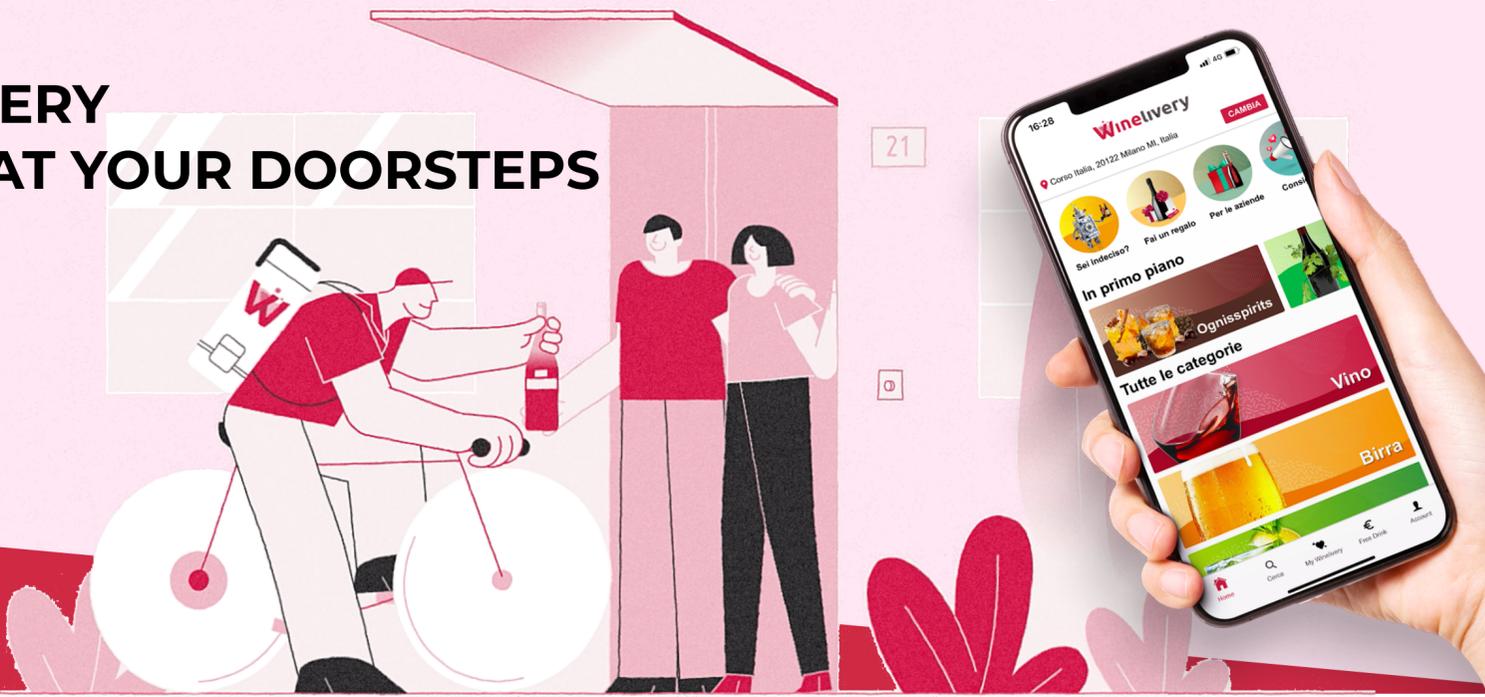


**WINELIVERY
DRINKS AT YOUR DOORSTEPS**



REPLUG growth consulting approach helped to identify growth levers in the user conversion funnel journey that led to immediate growth.

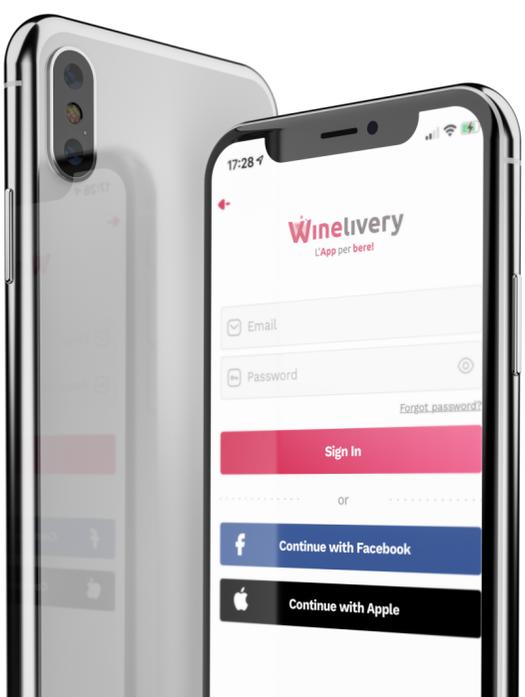
The Challenge

Winelivery is the first Italian delivery service for wine, spirits, ice and soft drinks at home in 30 minutes. With COVID-19, it experienced a massive growth in user base and approached REPLUG with the need to investigate the digital infrastructure and optimise the conversion rate of the acquired users. Their main goals were to:

- Define the best tracking and attribution setup across acquisition channels
- Create transparency in data analysis for all acquisition activities
- Improve the drop-offs of the registration process
- Identify and define improvements for the referral program

The Solution

The first step in a growth consulting project from our experts is to map out and visualise the conversion funnel to analyse all the important steps and interactions in-app of the acquired users. Creating visibility and transparency in the conversion touchpoint allowed our consulting team to identify in-app KPIs to control and measure. We focused on:



- Digital infrastructure setup
- Web-to-mobile communication and conversion points
- Conversion Rate Optimization

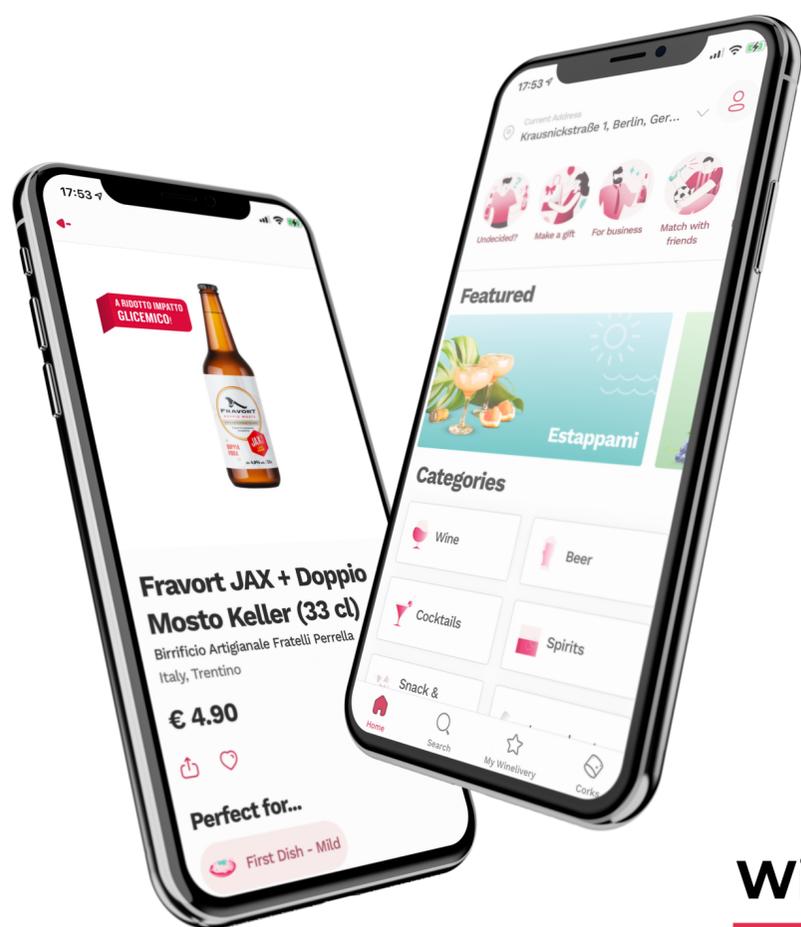


The Results

Thanks to the conversion funnel analysis, our team together with Winelivery was able to quickly map out important in-app events that contributed directly to the overall conversion rate. On top of that, we were able to identify the best infrastructure setup to create immediate transparency.

The project, however, didn't stop at creating transparency for the in-app activities and bring to surface growth levers, our team also directly worked on the mobile app UX, suggesting optimisation opportunities for the in-app experience. Specifically, we focus on the registration screen, creating a smoother experience for the users, offering them different options to register (1-click registration process).

The success of our activities resulted in:



- Better data analysis thanks to the new infrastructure setup
- Increase in registration rate
- Reduction in drop-offs through the conversion funnel
- Implementation of a well-thought and data-driven referral strategy

Winelivery

Winelivery is the n°1 drink delivery service in Italy within 30 minute at your doorstep.

GROW YOUR USER BASE TODAY