

Customer Marketing Solutions for Beverage Alcohol Retailers

Measure Impact and Maximize Promotional Results with AIQ



Legacy Liquor—

Renowned for its exceptional selection of fine wines and rare spirits, Legacy Liquor has dedicated nearly fifteen years to perfecting its retail experience. This commitment has earned them the prestigious title of Vancouver's top liquor store for an impressive ten consecutive years.

CUSTOMER TYPE

Retail

INDUSTRY

Bev / Alc

LOYALTY MEMBERS

70K+


SUBSCRIPTION RATE

76%

PROMOTIONAL EXPANSION

Through their event series *Taste of Legacy*, Legacy Liquor developed an innovative way to separate their retail experience from the traditional liquor store model using modern cocktail classes, tasting events, and classes in professional hospitality. This created new opportunities for the store to increase customer engagement and utilize their loyalty base to maximize promotional reach.

**TASTE OF
LEGACY**







Wine & Spirit Education Trust Courses

WSET at Taste of Legacy

We are very excited about partnering up with Vinology Academy to offer WSET Level 1 & 2 and Spirits Level 1 & 2 classes with instruction taught by North Patterson and Shawana Rucker.

The Courses

<p>Wine Level 1</p>  <p style="font-size: 0.7em;">Registration Deadline: Friday, January 10th, 2025</p>	<p>Spirits Level 1</p>  <p style="font-size: 0.7em;">Registration Deadline: Friday, January 10th, 2025</p>	<p>Wine Level 2</p>  <p style="font-size: 0.7em;">Registration Deadline: Friday, March 6th, 2025</p>	<p>Spirits Level 2</p>  <p style="font-size: 0.7em;">Registration Deadline: Thursday, March 6th, 2025</p>
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THE BOTTLENECK

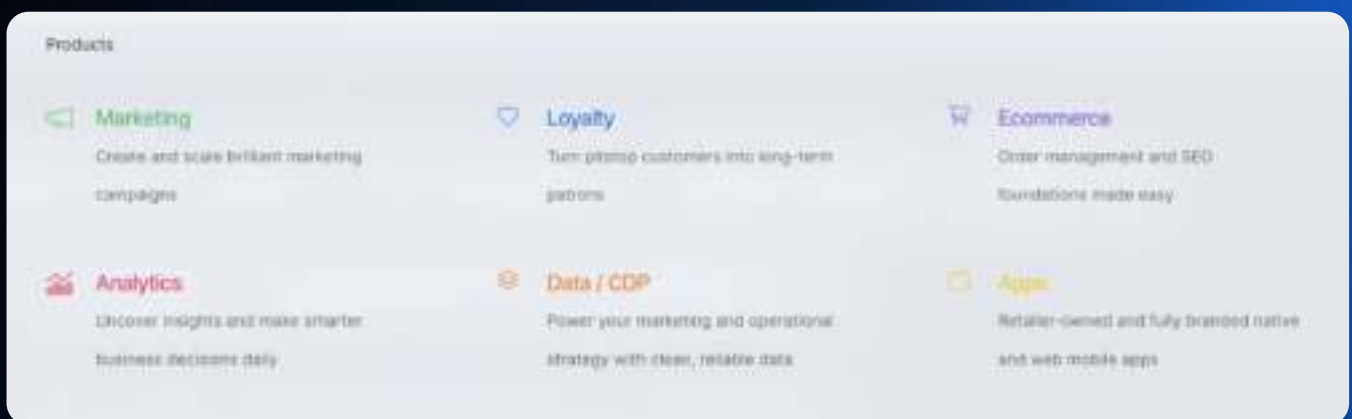
Legacy Liquor found itself unable to execute its marketing strategy due to resource constraints.

SOLUTION

Legacy Liquor made the strategic decision to partner with AIQ, using the platform to leverage and segment customer data to create targeted email campaigns, driving engagement and producing valuable customer insights.

LEGACY LIQUOR MISSION

- ① Create customer segments based on purchase habits to align with featured Taste of Legacy event beverages for the month
- ② Target these customer segments to optimize engagement, maximizing promotional reach through email marketing campaigns
- ③ Capture customers who attended to create segments for retargeting and insightful analytics



AIQ Products used to support execution

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1

AIQ Audiences

PRE-EVENT

Segmented customer audiences based on 'most likely to buy' category logic within the 'active' customer lifecycle

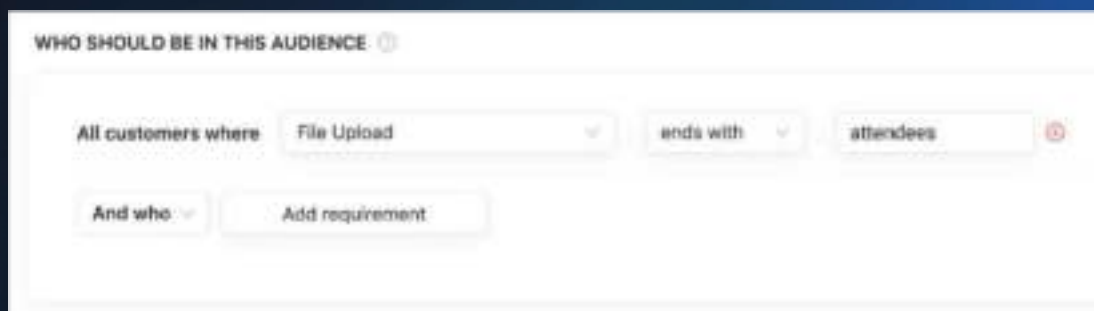


2

AIQ Audiences

POST-EVENT

Segmented customer audiences based on 'most likely to buy' category logic within the 'active' customer lifecycle



3

AIQ Campaigns

PRE-EVENT

Launched a targeted email marketing campaign, utilizing their audience segments to reach customers most likely to have interest in the Taste of Legacy event features



4

AIQ Analytics

POST-EVENT

Analyze retail impact of event attendees by running a report on the segmented audience of event attendees



Promotional Campaign Insights

February 2024 Taste of Legacy Event

EMAIL BLAST

February 1, 2024

Targeting customers likely to buy wine, cognac, and whiskey

OPEN RATE

59%

+22% above industry avg.

DELIVERABILITY

92%

success rate on email sends

TOTAL CAMPAIGN ROI

+231K%

= 2,371x return on investment

Attendee Retail Impact

Feb. 1, 2024 through Mar. 1, 2024

REV. CONTRIBUTION

1.5K+

ORDER TOTAL

95

TOTAL CAMPAIGN ROI

~ \$160

+33% more than overall avg.

PRODUCT CATEGORY

WINE

54%

of all purchases made,
+19% more than overall avg.

IN CONCLUSION

Legacy Liquor's partnership with AIQ enabled them to start harnessing the power of targeted marketing, effectively utilizing their subscriber base to drive customer engagement and produce valuable audience segments.

MOVING FORWARD

Moving forward, this sets the foundation to start personalizing the customer experience across all marketing channels.

①

MARKETING

Drove event engagement with direct email messaging using—



Campaign
Builder



Audiences

②

MARKETING

Segmented attendees post event using—

③

MARKETING

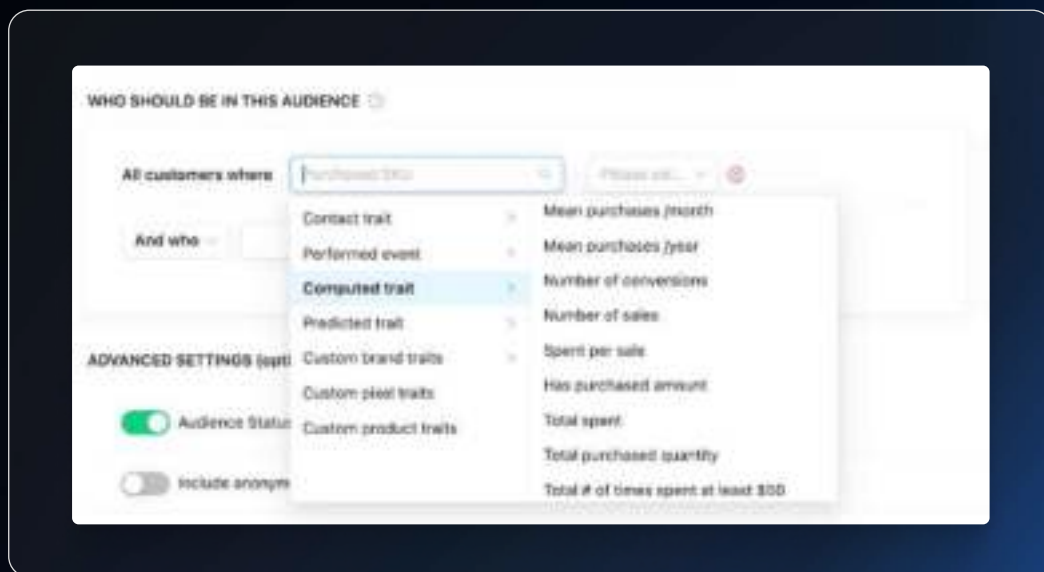
Analyzed attendee retail impact to better inform decision making using—



Analytics

HOW TO START

Use the collected customer data to begin building more specific audience segments that include customer traits execute. Examples such as, spend history, buying habits, purchase averages and loyalty engagement.



Segmentations are categorized by customer traits & activity

* Leverage these specific audience segments to develop personalized marketing strategies and messaging that will resonate with each group

* Launch targeted campaigns based on specific segments to implement personalization capabilities.

For more information on Legacy Liquor, visit their [website](#)

Checkout more details on [Taste of Legacy upcoming events](#)



Get started with AIQ today

Email: support@alpineiq.com

Visit AIQ.com to schedule a demo

SOURCES

¹ About | Legacy liquor. (n.d.). <https://www.legacyliquorstore.com/about?store=LL>

² Elder, D. (2024, February 1). Email Marketing Benchmarks and Stats by Industry for 2024. MailerLite.