Why Vin65?

1. Higher Conversion

We'll help you sell more wine! Vin65 continually tests and refines to ensure higher conversion rates. Our platform includes innovative marketing tools that drive sales and build lasting relationships with customers.

2. Greater Customer Insight

Vin65's CRM tools give you an unprecedented view of your customers. This includes all transactions, club memberships, notes, emails (opens and clicks), social media interactions, credit cards and shipping addresses.

3. Innovative & Progressive

Vin65 is the most innovative platform in the wine industry. New features are pushed out every week to customers, usually for free. From our constantly upgraded platform, to our POS solution, Vin65 wants you to sell more wine.

4. Easy to Use & Intuitive

Vin65 is extremely user friendly. Updating your website content, running reports and selling wine online is more efficient. Our documentation site contains almost 900 pages of videos and steps to help guide you.

5. One Platform

Our fully integrated solution streamlines all DTC ecommerce operations onto a single platform. One platform stores all customers, orders and product information for a complete 360 degree view of your business.

Powering Over 1200 Wineries

Allan Delmare
Rappahannock Cellars

I've never seen a company in the wine industry who puts so much effort into *actively* developing their product: new features, improvements, and updates are released every week. That's incredible. It keeps me from worrying about what else is out there in the marketplace that I might be missing in my POS and ecommerce solutions... if you're not with Vin65, it's what you're missing out on.

Carol Reber
Duckhorn Wine

We've scoured the wine ecommerce space and Vin65 is the real deal. Their product and their team are both exceptional. From their understanding of the direct to consumer wine business, to their software, to their client communication and drive for continuous improvement, no one else compares!

Contact Us

Request a demo
sales@vin65.com.au

🐦 @vin65team

f facebook.com/Vin65

Sales: 0488 141 030

Fax: +1 604 685 9594

Support available 7 days a week

VIN65

A WineDirect Company

The Sell More Wine Platform
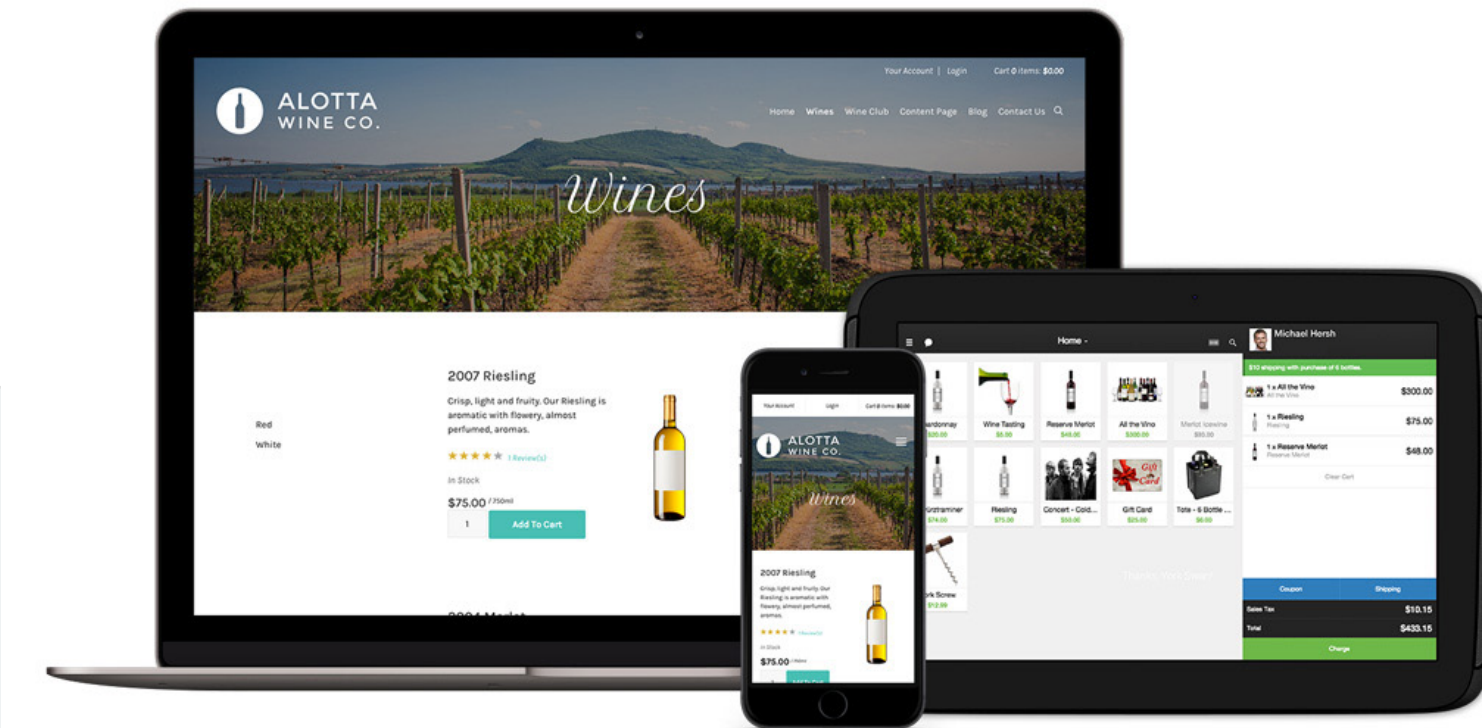
vin65.com.au

Sell More Wine DTC

One customer, one order, one product, one database.

Ecommerce

Vin65 is the industry leader for wine ecommerce with an innovative, all-in-one platform that gives you a complete customer view to help you sell more wine online.

- ✓ Higher Conversion - Use advanced tools to pull customers to your online store
- ✓ Product Management - Add products and manage inventory in the admin panel
- ✓ Custom Clubs - Allow wine club members to customise their wine shipments
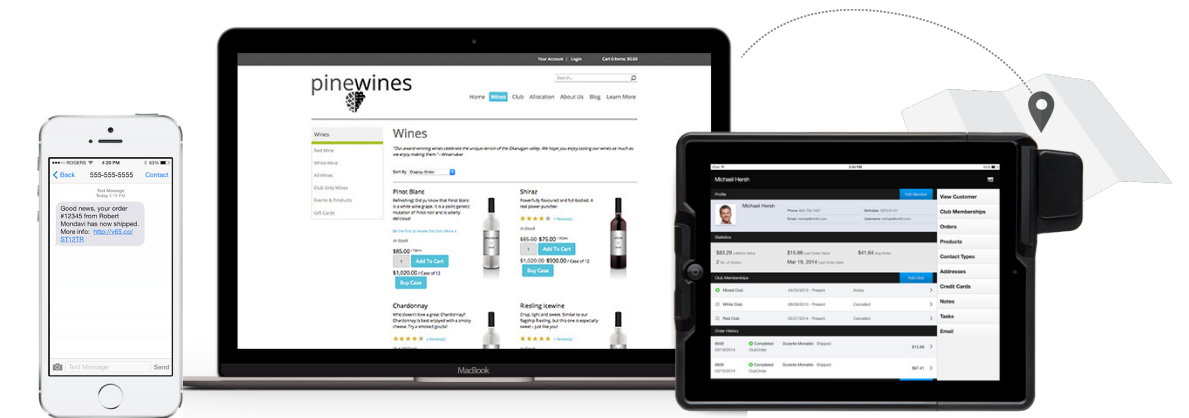
Point of Sale
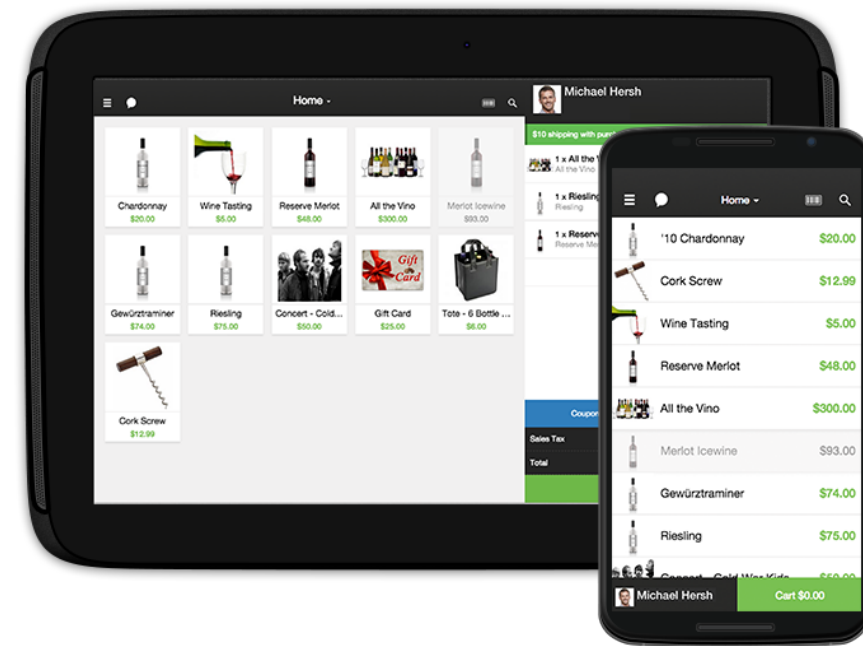
Vin65's cutting edge point of sale system allows you to sell wine anywhere. Break down the barrier of your tasting bar and get out in front of your customer.

- ✓ Customer View – Access notes, clubs and upsell customers from your POS
- ✓ Mobility – Sell wine anywhere - from the cellar door to the vineyard
- ✓ Flexibility – Download the Vin65 app and start selling wine with any device

Vin65 Plus

Whole kit and caboodle. Everything Vin65 in one package.

Start With The Basics

- ✓ Ecommerce
- ✓ Point of Sale
- ✓ Wine Club
- ✓ CRM
- ✓ Order Management
- ✓ Action & Mass Emails
- ✓ Social Media Monitoring
- ✓ Products & Inventory
- ✓ Promotions & Gift Cards
- ✓ Credit Card Processing
- ✓ Reporting
- ✓ Customer Capture

Add Awesome Features

- ✓ SMS/Texting
- ✓ Package Tracking
- ✓ Kiosk
- ✓ 46Brix

Vin65 Plus Features