

WINE INDUSTRY

Financial SYMPOSIUM

November 16 & 17, 2022

CIA @ Copia, Napa

WHO AM I?



Michelle Kaufmann

Vice President of Communications
Stoller Wine Group

- A powerhouse voice and crusader for the Oregon wine industry.
- Oversee all media relations, government relations, community relations, and communications efforts for the Stoller Wine Group.
- Previously led communications for the Oregon Wine Board.
- Currently serves on the Board of Directors for:
 - International Pinot Noir Celebration;
 - Willamette Valley Wineries Association;
 - Chehalem Mountains Winegrowers.
- I love exploring the culinary bounty of the Pacific Northwest or devouring the latest indie flick with a glass of wine in hand.

WINE HAS FINALLY ENTERED THE 21ST CENTURY...



- The pandemic-related restrictions and closures forced business to think differently.
- Those with a strong e-commerce foundation were able to quickly pivot and thrive.
- The digital playing field now starts and ends with your website.

BUILDING A DIGITAL ECOSYSTEM



WEBSITE = HEART OF YOUR DIGITAL ECOSYSTEM



IT'S ALL ABOUT TO CHANGE



- Consumer are concerned about how their data is collected and used.
- Ever-changing updates to compliance with legislation like General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) policies are forcing tech companies like Google to make changes.
- On July 1, 2023, Google Analytics will switch to GA4, and measuring data as you know it will change forever.

GROWTH IS NATURAL, CHANGE IS UNCOMFORTABLE



Changes coming with GA4:

- Collects both website and app data to better understand the customer journey
- Uses event-based data instead of session-based
- Includes privacy controls such as cookieless measurement, and behavioral and conversion modeling
- Predictive capabilities to offer guidance without complex models
- Direct integrations to media platforms help drive actions on your website or app

IN A WORLD WITH NO COOKIES...



WHO YOU GONNA CALL?



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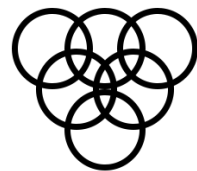
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 **VINBOUND MARKETING**

The logo for Vinbound Marketing features a stylized wine bottle icon to the left of the text "VINBOUND MARKETING". The bottle is black with a white label area.

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