

Homepage Personalization Blocks

Use this PDF as a guide for adding content to the C7 admin, then connect with your web designer for easy implementation. Be sure to add discounts in the admin panel if applicable.

Helpful Features

- Dynamic Tags
- Variables to further personalize content
{{customer.firstName}} // {{customer.lastName}}
- Personal Collections

Results

- ✓ Increase in recommended product purchases
- ✓ 4.5 X More Add to Cart Clicks + 4.5 X More Likely to Purchase
- ✓ Differentiating, bespoke customer experience

Sample Content

Target Audience: Anonymous or First Time Buyer

Type: General Content/Product Collection

Conditions in C7:

Applies to: One or more conditions

- Item: Customer
- Condition: Is equal to
- Value: First time customer

Click Add Option and add the secondary condition:

- Item: Customer
- Condition: Is equal to
- Value: Anonymous

Option A: 🍇 Welcome to [Winery Name]! 🍷 We're delighted to have you with us on this wine journey. Explore our selection and discover the rich flavors of our wines.

Option B: Your wine adventure begins here! Dive into the world of [Winery Name] and savor the artistry behind each bottle.

Option C: Cheers to your exploration of [Winery Name]! Get to know us better as we uncork the secrets of our vineyards and the stories within each sip.

Option D: Welcome to the world of wine at [Winery Name]. As you embark on this journey, let us be your guide to exceptional vintages and memorable experiences.

Option E: Discover the essence of [Winery Name]. Explore our website, learn about our winemaking traditions, and find the perfect wine to accompany your moments of celebration and relaxation.

Target Audience: High LTV

Type: General Content

Conditions in C7:

Applies to: One or more conditions

- Item: Last order date
- Condition: Is greater than or equal to
- Value: \$X amount

Option A: We've customized your experience with a special selection of products and services just for you.

Option B: As a high-value customer, enjoy exclusive access to the latest releases, promotions, and more.

Option C: Personalized Help: Our team is here to assist you in finding exactly what you need, hassle-free.

Contact us by SMS/Chat/Email (include links to contact the winery)

Target Audience: Repeat Buyer (Fewer than 4 Orders)

Type: General Content/Product Collection

Conditions in C7:

Applies to: One or more conditions

- Item: LTV
- Condition: Is greater than or equal to
- Value: (Select a tag that contains customers who have less than, or equal to 4 orders).

Note: To create this tag go to Settings > Tags > Add customer tag. Give your tag a title, and select Dynamic from the 'Type' dropdown menu. In the 'Conditions' section, add the following condition: Applies to: One or more conditions > Item: Order Count > Condition: Is less than or equal to > Value: 4.

Option A: We've added new and exciting wines to our collection, each with its own story and character.

Whether you seek a bold red, a crisp white, or something extraordinary in between, we have the perfect bottle waiting for you.

Option B: Our wine experts are eager to assist you in finding wines that align with your tastes and preferences. Whether you're planning a special occasion or simply looking to expand your wine horizons, we're here to provide tailored guidance.

Option C: Explore our immersive wine experiences, from virtual tastings to vineyard tours. These encounters are designed to deepen your appreciation for the art of winemaking and connect you with fellow wine enthusiasts.

Option D: We've made it even easier for you to shop for your favorite wines and explore new ones. Enjoy a seamless and user-friendly browsing and checkout experience on our website.



Target Audience: Repeat Buyer (More than 4 Orders)

Type: General Content

Conditions in C7:

Applies to: One or more conditions

- Item: Tag
- Condition: Is equal to
- Value: (Select a tag that contains customers who have more than, or equal to 5 orders).

Note: To create this tag go to Settings > Tags > Add customer tag. Give your tag a title, and select Dynamic from the 'Type' dropdown menu. In the 'Conditions' section, add the following condition: Applies to: One or more conditions > Item: Order Count > Condition: Is greater than or equal to > Value: 5.

Option A: We think you'd love our wine club. As a club member, you'll receive handpicked wines from our collection, including exclusive releases and limited editions that aren't available to the general public. Each shipment is thoughtfully selected to align with your palate. Sign up here and receive wine club benefits on your next purchase!

Option B: Enjoy members-only benefits, such as preferential pricing, early access to new releases, and special promotions. These privileges are our way of expressing gratitude for your continued support.

Option C: Club members receive VIP access to our immersive wine experiences, from private tastings to exclusive vineyard tours. These encounters are designed to deepen your appreciation for the art of winemaking and connect you with fellow wine enthusiasts.

Option D: We've made it even easier for you to shop for your favorite wines and explore new ones. Enjoy a no-strings attached club experience tailored to your preferences on our website. Customize shipments, and enjoy club pricing applied automatically on purchases outside of your club shipments.

Target Audience: Event/Reservation Promotion

Type: General Content

Conditions in C7:

Tag > Is equal to > (Select a tag that contains customers within your state).

Note: To create this tag go to Settings > Tags > Add customer tag. Give your tag a title, and select Dynamic from the 'Type' dropdown menu. In the 'Conditions' section, add the following condition: Applies to: One or more conditions > Item: State > Condition: Is equal to > Value: Select your winery's state.

Option A: 🎉 Join us in celebrating [Event Name]! Come join us for live music, wine tastings and great company.

Option B: Get ready for [Event Name] with our handpicked selection of products and services designed to enhance your wine knowledge.

Target Audience: Club Member

Type: Club Shipment

Conditions in C7:

Applies to: One or more conditions

- Item: Customer
- Condition: Is equal to
- Value: Club Member

Best Option : Just link the upcoming shipment using the condition above!



Target Audience: Birthday Month

Type: General Content

Conditions in C7:

Applies to: One or more conditions

- Item: Customer Birthday
- Condition: Is equal to
- Value: this month

Option A: 🎉 Birthday Month Bonanza! 🎂 Enjoy a 10% discount on all purchases throughout your birthday month. Treat yourself to something special!

Option B: It's your birthday month, and we're celebrating with savings! Get a free birthday gift with every purchase during your special month at [Your Website Name].

Option C: Happy Birthday Month! As a birthday treat, we're offering you free shipping on all orders placed in your birth month. Shop now and enjoy the convenience of complimentary shipping!

Option D: 🥂 Cheers to Your Birthday Month! 🎁 Receive a \$10 gift card to use on your next purchase when you shop with us during your birthday month. Thank you for celebrating with us!

Target Audience: Hasn't Purchased in Over 1 Yr

Type: General Content/Product Collection

Conditions in C7:

Applies to: One or more conditions

- Item: Last order date
- Condition: Is greater than or equal to
- Value: X specified date

Option A: 🌟 Welcome Back! 🌟 We've missed you! Explore our latest collection and enjoy 10% off your purchase as a thank-you for returning to [Your Website Name].

Option B: It's been too long! We're thrilled to have you back at [Your Website Name]. Discover what's new and find something special just for you.

Option C: Welcome back, valued customer! Take a trip through our updated website and enjoy a seamless shopping experience. We're excited to have you with us again.

Option D: It's a reunion! Your favorite products are waiting for you. Explore our website and find your next must-have item.

Option E: We're delighted to see you again! As a token of our appreciation, enjoy free shipping on your next order. Thank you for choosing [Your Website Name] once more.

Results

Personalization tools are an extremely powerful tool for communicating directly with your customers. We highly recommend implementing personalization blocks to improve your customer experience.



Generic or Custom: What Do Customers Want?

In 2023, customers want access to the information they need, when they need it. Club package details, relevant product recommendations and more. Customer specific, personalized webpages are mandatory to provide a memorable experience on each site visit. Commerce7's personalization tools allow you to create and establish a relationship with your customer through every phase of the buying journey.

How to Implement

Use the above guide to add content to the admin panel (Review our Documentation for more help)

Ask web designer to implement code from Developer > Personalizations for each page you wish to personalize!