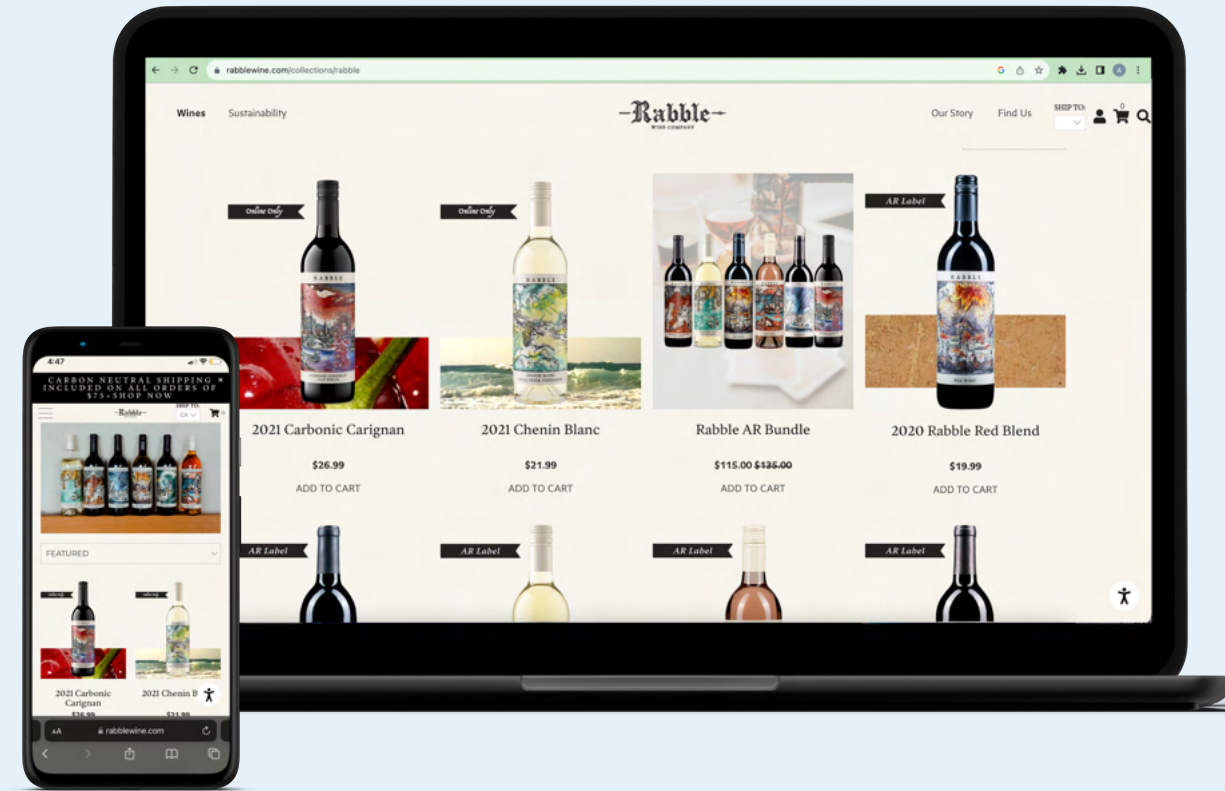# DRINKS x

Rabble
WINE COMPANY

DRINKS App | CASE STUDY

" The DRINKS App helps us better control which products are available by state and presents an excellent opportunity to test which new or limited edition products should be available by focus market or region. The onboarding process was super quick, and the Electriq team was timely and responsive with edits to appearance and copy. "

Josh Smith, Associate Digital Marketing Manager

1 wk
Onboarding

9%
Increase in AOV

62%
Increase in conversion rate

$650+
in special and alcohol taxes saved per month

DRINKS

Partner Background

Rabble Wines, one of O'Neill Wines DTC properties, was already running on Shopify but were forced to employ manual work arounds for tax and compliance before onboarding with the DRINKS App.

Rabble makes delicious wines in collaboration with Mother Nature. Their wines are certified sustainable and crafted in Paso Robles, California.

Rabble wanted to simplify its tax and compliance operations, making it possible to charge all relevant taxes to the customer and make it easier for its team to remit monthly filings to the states.

DRINKS

Services Provided

DRINKS App real-time tax and compliance onboarding and implementation supported by Electriq's professional services team.

DRINKS App:
Our Shopify Plus Certified App for real-time tax and compliance in checkout.

Professional Services:
Configuring and enabling the DRINKS App in line with Rabble's licensing structure.

Shopify 2.0 Update
Electriq upgraded and set up Rabble's new Shopify 2.0 Website storefront.

Strategic Support:
Tech stack consulting and selection, best practices training, regulatory guidance, and more.

DRINKS

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