DRINKS x

Winc®

Shopify Plus Migration |
CASE STUDY

"DRINKS has been critical to overhauling our e-commerce frontend experience and backend functionality. Their professional services team helped us successfully migrate to Shopify Plus while enabling us with new best-in-class technologies to improve AOV and conversion rates. Specifically with the DRINKS App, we now have real-time tax and compliance natively integrated into our checkout, making customers' shopping experience smoother and simplifying the lives of our finance, operations, and compliance departments."

Josiah Gordon
Chief Strategy Officer

3 mo
Launch timeframe

$20k
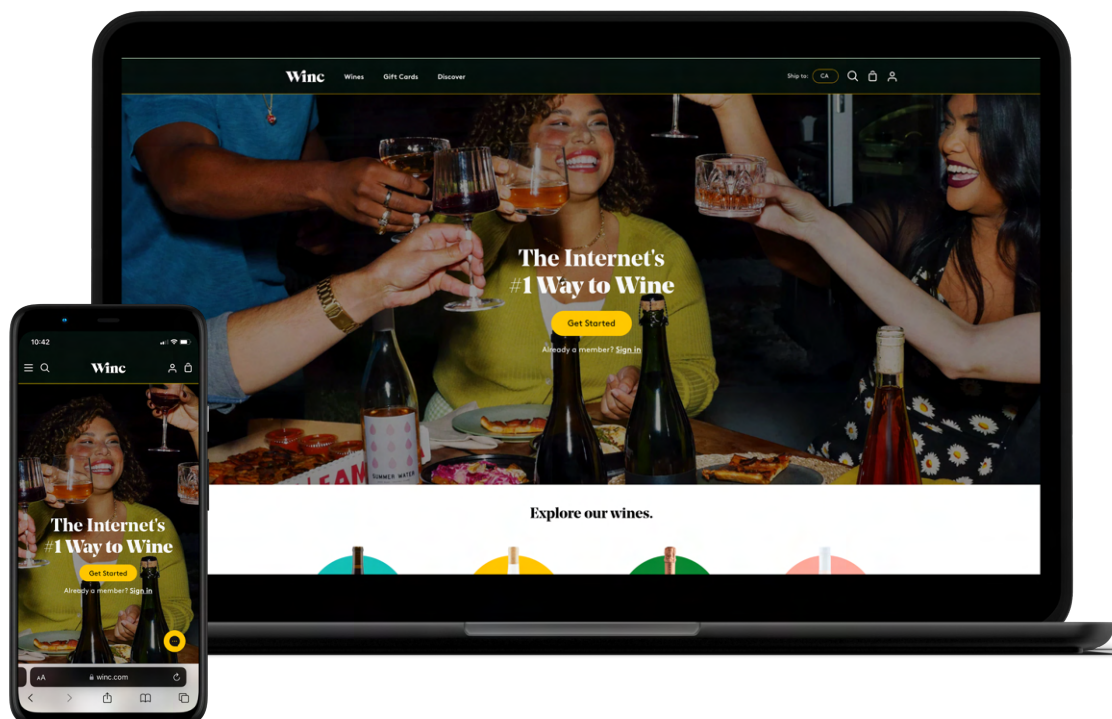in excise taxes saved per month

13%
Increase in AOV

$10k
in alcohol taxes saved per month

46%
Increase in conversion rate

Partner Background

Winc, an e-commerce wine club, wanted a best-in-class customer experience without worrying about tax and compliance headaches.

The #1 modern wine subscription with top-rated wines delivered straight to your doorstep.

Winc wanted to simplify its club and membership program, making it easier for customers to earn and redeem. They knew they needed to transform their disparate legacy tech stack into a best-in-class technology suite.

Services Provided

A complete overhaul from a legacy stack and proprietary commerce platform riddled with tech debt to the world's best e-commerce platform supported by Electriq's professional services and enabled by the DRINKS App's real-time tax and compliance.

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

Professional Services:
Email/SMS Marketing support, subscription and membership build-out, and more.

Shopify Plus Migration: Custom Shopify Web Design & Development with a complete data migration from its legacy system into Shopify.

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

DRINKS