

RAPID RETURN ON INVESTMENT

Two purchasing options are offered for youGROW WINE, each representing exceptional value for money.

Option 1 \$2,645 (GST incl.)

- Fully installed on-site
- 8 hours' personal on-site training
- Assistance with your first 2 campaigns

Option 2 \$1,325 (GST incl.)

- Simple self-installation
- 8 hours' interactive on-line training

Whichever option you choose, youGROW WINE is capable of paying for itself through increased sales within just 1 or 2 campaigns.

Given that it can be installed and campaign-ready within 10 minutes – with ALL your customer contact and sales data available and ready for segmentation – full return on investment could realistically be achieved in just a few short weeks.

AWARD WINNING TECHNOLOGY

The youGROW Relationship Marketing Database was recognised nationally at the Secrets of Australian IT Innovation Awards 2005, collecting third prize in the Most Innovative New Software category (Commercial Sector).



LIKE TO KNOW MORE?

For further information on youGROW WINE, or to arrange an obligation-free demonstration, please contact your local Certified Reseller (see details below).

You'll also find a full listing of our Australia-wide and New Zealand Reseller Network in the "Contact Us" section of our website: www.yougrow.com.au

Would you stay loyal to someone who showed no more appreciation for your 100th purchase than they did your first?

Neither would your customers.



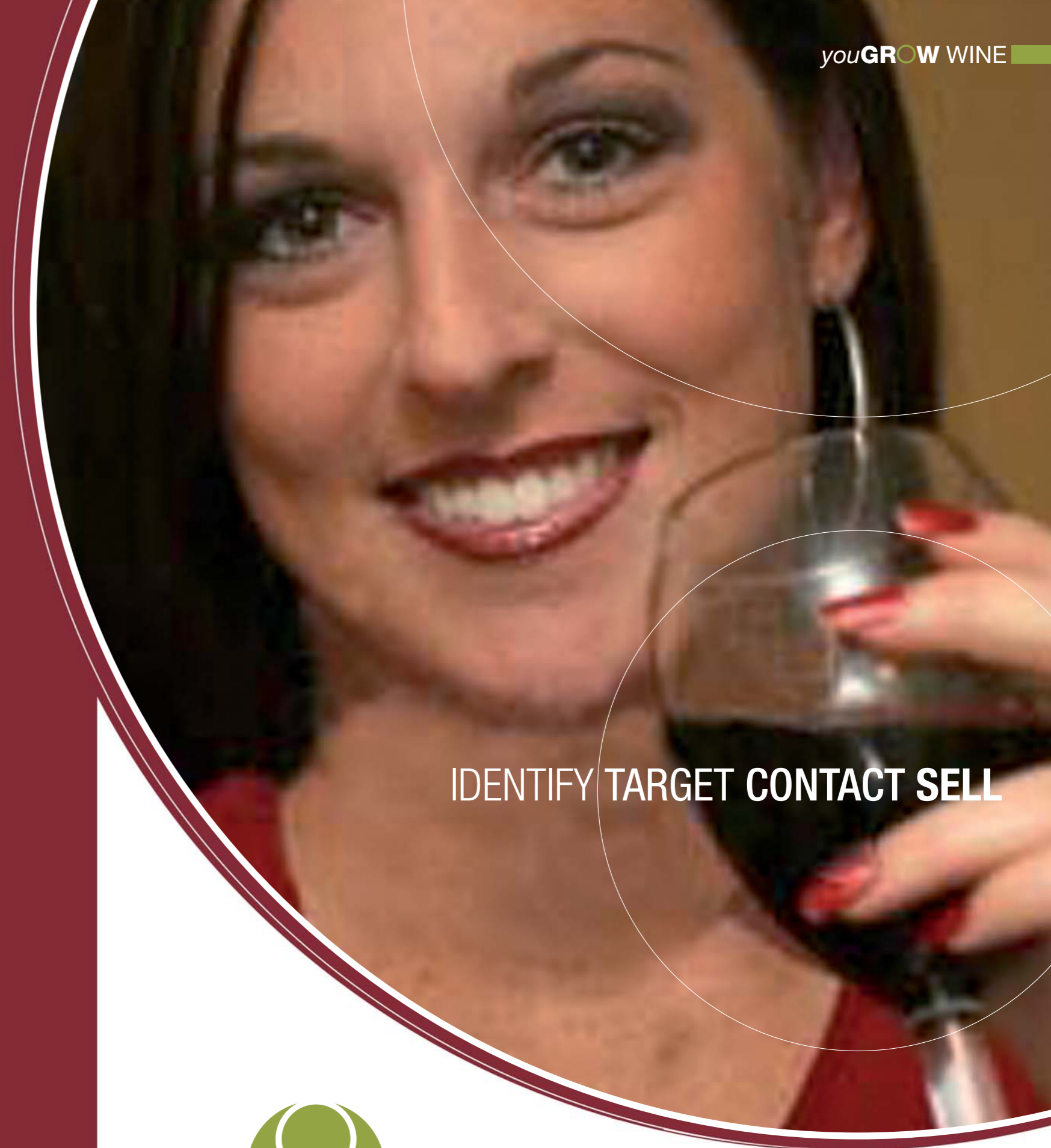
Head Office

9 Draper Mews
Adelaide SA 5000
Australia

P :: +61 8 8231 4990

e :: info@yougrow.com.au

w :: www.yougrow.com.au



IDENTIFY TARGET CONTACT SELL



youGROW
RELATIONSHIP MARKETING DATABASE

**BUILD THE RELATIONSHIPS AND SALES YOU WANT
USING THE CUSTOMER DATA YOU ALREADY HAVE**



GENERATING TARGETED CUSTOMER COMMUNICATIONS HAS NEVER BEEN SO EASY OR COST-EFFECTIVE

Winery owners have long understood the value of friendly, one-to-one communication when it comes to building customer relationships. Cellar Doors thrive on it.

Reproducing this proven approach through mail, e-mail or over the phone, however, has previously been near impossible.

The laborious process of identifying groups of customers with similar tastes, buying habits and demographic characteristics was frustrating enough. But it paled in comparison with the effort required to manually create a specific, useable contact list for them.

Not surprisingly, hit-and-miss blanket mailings to entire customer bases became the norm. Equally predictably, they rarely did well.

But with youGROW WINE, things have changed.

youGROW WINE is the first and only commercially available marketing database that allows you to manipulate your existing customer sales and contact data with ZERO re-keying.

START TARGETING YOUR MOST PROFITABLE CUSTOMERS - THOSE YOU ALREADY HAVE

It's well recognised that it's much easier and around 7 times less costly to generate more business from existing customers than it is to win new ones.

So it clearly makes sound financial sense to focus the bulk of your marketing activities on your existing customer base.

It's also well understood that, in most cases, around 80% of a business's profit is contributed by just 20% of its customers.

So it makes even better financial sense to find out who those 20% are and specifically target them.

youGROW WINE allows you to do exactly that. And, unlike its competitors, it does so without requiring you to re-enter a single piece of data.

ALMOST LIMITLESS DATA SEGMENTATION CAPABILITY

youGROW WINE will allow you to divide, or "segment", your customer base according to a huge range of potential criteria. For example, you could instantly create communication-ready contact lists of all customers who:

- Have spent more than \$1,000 with you, and last bought from you in the past 6 months.
- Have previously purchased Chardonnay, but haven't done so for 12 months or more.
- Live in a particular state.

And you can cross-reference almost limitless combinations of different criteria to refine your lists still further.

TAILOR YOUR OFFERS LIKE NEVER BEFORE

Having the ability to instantly segment your existing customer base in almost any way you wish will allow you to tailor your offers for guaranteed relevance and maximum likelihood of positive response.

Here are just a few simple examples to start you thinking:

- Identify all customers who've bought from a particular vintage and let them know about the release of a new vintage.

- Identify all customers who've bought more than \$1,000 worth of your wine and invite them on a guided tour of your winery to say "Thankyou".

- Identify all previous purchasers of Riesling who haven't made a purchase in over 12 months, then offer them a special pre-launch price on your upcoming Vintage to lure them back.

- Identify all previous Shiraz buyers and send them a copy of a recent great review, and include a special case offer.

NO NEW OPERATING ENVIRONMENT TO LEARN - WORKS WITHIN MICROSOFT OUTLOOK

One of the most convenient features of youGROW WINE is that it will look and feel entirely familiar to you.

Unlike stand-alone marketing database solutions, youGROW WINE operates within the common Microsoft Outlook environment. You really will know your way around it in no time.

KEY FEATURES

- Takes the sales and customer data you already collect through MYOB® RetailManager, MYOB® Accounting or EzyWine and orders, or "synchronises", it in custom Microsoft Outlook forms.
- Updates every customer's individual sales history each time you synchronise MYOB® RetailManager, MYOB® Accounting or EzyWine data.
- Instantly identifies groups within your customer base displaying similar buying habits and/or demographic characteristics – you choose the criteria.
- With the click of a mouse, performs a personalised mail-merge to e-mail or letter, or creates an SMS-ready contact list, for any identified customer group.
- Provides a level of functionality previously only found in stand-alone systems costing thousands or hundreds of thousands of dollars.

And all within the user-friendly Microsoft Outlook environment you're already familiar with.

COMPREHENSIVE TRAINING PROVIDED

To help you harness this remarkable marketing solution's powerful functionality as quickly as possible, youGROW WINE comes with comprehensive product training.

Depending on the purchasing option you choose (see overleaf), this training will be provided either one-to-one at your premises, or interactively on-line.

ADDITIONAL ASSISTANCE AVAILABLE FOR YOUR FIRST CAMPAIGN(S)

If after your youGROW WINE product training you feel that you would appreciate some additional assistance to conduct your first targeted marketing campaign(s), just let us know.

youGROW also offers professional data segmentation analysis and expert copywriting services to help you get the right message to the right customers at the right time.

COMPATIBLE WITH AUSTRALIA POST'S ePARCEL SERVICE

An added benefit of youGROW WINE is that it will also help streamline your product distribution. You will be able to export specific customer data direct to Australia Post's eParcel service - again, no more double entry.

"After just two mailing campaigns

we've boosted our turnover by \$50,000.

We've also used youGROW WINE to

send out personalised invitations to a

specific group of business contacts, inviting

them to a special Cellar Door evening.

We achieved a 95% acceptance rate."

Claire Wood
Export Brand Manager
TWO HANDS WINES