

# GROWEROMS

Powered by Wines Vines Analytics

- Improve marketing effectiveness & efficiency
- Manage customers and sales territories
- Identify and contact new customers



Discover the flexibility and power of the Wines & Vines Grower Online Marketing System (GOMS). Search our industry-leading grower database using multiple selection criteria to get highly targeted results. Your search results easily output into advanced report types, mailing labels and download data exports.

## GROWER ONLINE MARKETING SYSTEM-BASIC \$1,800

### KEY FEATURES:

- Create and save searches
- Update saved searches with new criteria
- Group multiple searches for single output
- Search results output types:
  - Index reports
  - Delimited export
  - Mailing labels
- Management summaries by state
- Grower mailing address correction update

### SEARCH TYPES:

- General Search
- Geographic Search
  - State/Regions
  - Counties
  - Zip Code/Zip Range
- Vineyard Acreage
- Sell Grapes (yes/no)
- Search and Select contacts by Function

### MULTI-LINE INDEX REPORTS INCLUDE:

- Contact Name & Title
- Phone Number, Website & Email
- Function(s)
- Vineyard Location & Mailing Address
- Appellation
- Varietals Grown
- Vineyard Acreage
- Sell Grapes (yes/no)

GOMS-ADVANCED INCLUDES ALL FEATURES ABOVE, PLUS:

## GROWER ONLINE MARKETING SYSTEM-ADVANCED \$750/QTR\*

### Grower Corporate Linkage

- Create and export data based on common corporate ownership
- Determine the best point of entry for your company's sales and marketing strategy

### Continuous Monthly Updates

- See new growers as they are added to database
- Access key personnel changes and new contact information
- Stay updated on vineyard & acreage changes

### Actual Acreage Values

- Search by specific acreage values
- Reports generate exact acreage values

### Expanded Search & Reporting

- Corporate Owner
- Vineyard Appellation
- Sell Grapes (yes/no)
- New Growers to OMS
- Grapes Sold To

#### Pricing:

- GOMS Basic \$1,800
  - \*GOMS Advanced \$1,250 first payment, \$750 quarterly, total first year \$3,500 (One year minimum service after start date)
  - Current GOMS clients can add OMS for \$500/year.
  - Current OMS clients can add GOMS for \$500/year.
- Subject to contract agreement

Yes, sign me up for the Wines & Vines Grower Online Marketing System

Payment (U.S. funds only):  VISA  Mastercard  AMEX  Check enclosed

Credit Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

#### Primary Business:

- Winery & Grower
- Winery
- Grower
- Vyd. Mgmt.
- Distributor
- Supplier (Product or Service)
- PR/Advertising

#### Function:

- Winemaking
- Pres./Owner/GM
- Vyd. Mgmt.
- Cellarmaster/Prod.
- Purch./Fin.
- Tasting Room
- Sales/Mktg.

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