



Retention Metrics Every Winery Should Track

Retention is the New Growth Strategy

Keeping members longer is the fastest way to increase winery profitability. Improving retention by just 5% can increase profits by 25–95% (Harvard Business Review).

The 6 Metrics That Matter

Churn Rate

- What it is: % of members who leave during a given period.
- Why it matters: High churn signals gaps in loyalty or experience.

Average Tenure

- What it is: Average length of time members stay in your club.
- Why it matters: Longer tenure = higher lifetime value (LTV).

Customer Lifetime Value (LTV)

- What it is: Total projected revenue from a member over their relationship.
- Why it matters: The single best indicator of long-term growth.

Repeat Purchase Rate

- What it is: Frequency of purchases beyond regular club shipments.
- Why it matters: Shows who's most engaged and buying more.

Referral Rate

- What it is: % of new members referred by existing members.
- Why it matters: A healthy referral rate lowers acquisition costs.

Engagement Metrics

- What it is: Email open rates, event attendance, survey responses.
- Why it matters: Member engagement predicts retention before churn hits.

Proven Impact

- Loyal members spend 67% more than new ones (Bain & Company).
- 73% of customers say experience influences brand loyalty (PwC).
- The best wineries track both revenue metrics and engagement metrics to anticipate churn before it happens.

Best Practice Tips

- ✓ Track churn monthly, not annually
- ✓ Segment by tenure to identify at-risk members early
- ✓ Pair metrics with real-time dashboards for visibility
- ✓ Use referral and repeat purchase rates as “loyalty multipliers”

Boost loyalty. Increase retention. Unlock growth. OrderPort gives wineries the data and tools to measure what matters, and act on it.