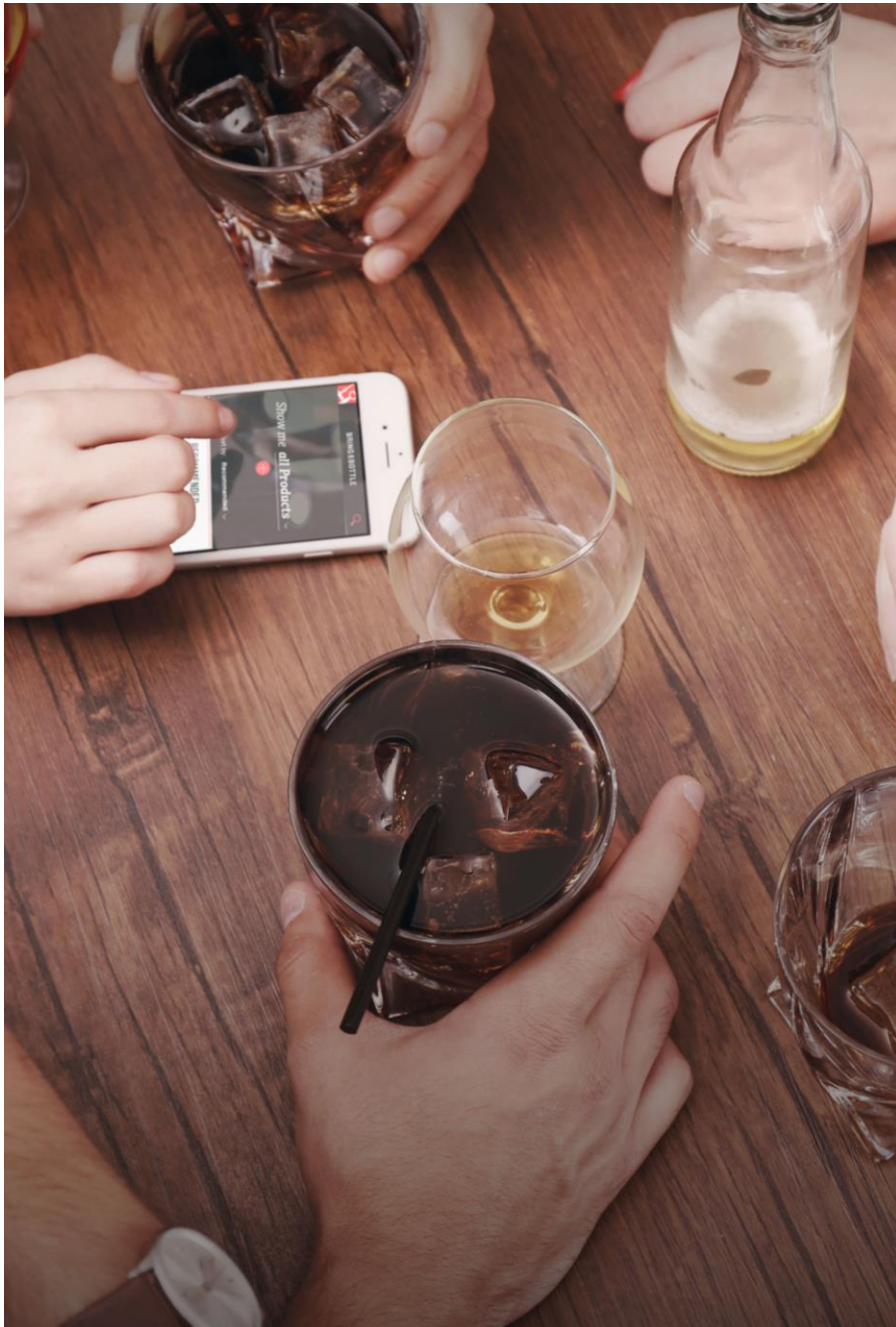




BRING_a_BOTTLE

GUIDE

2016



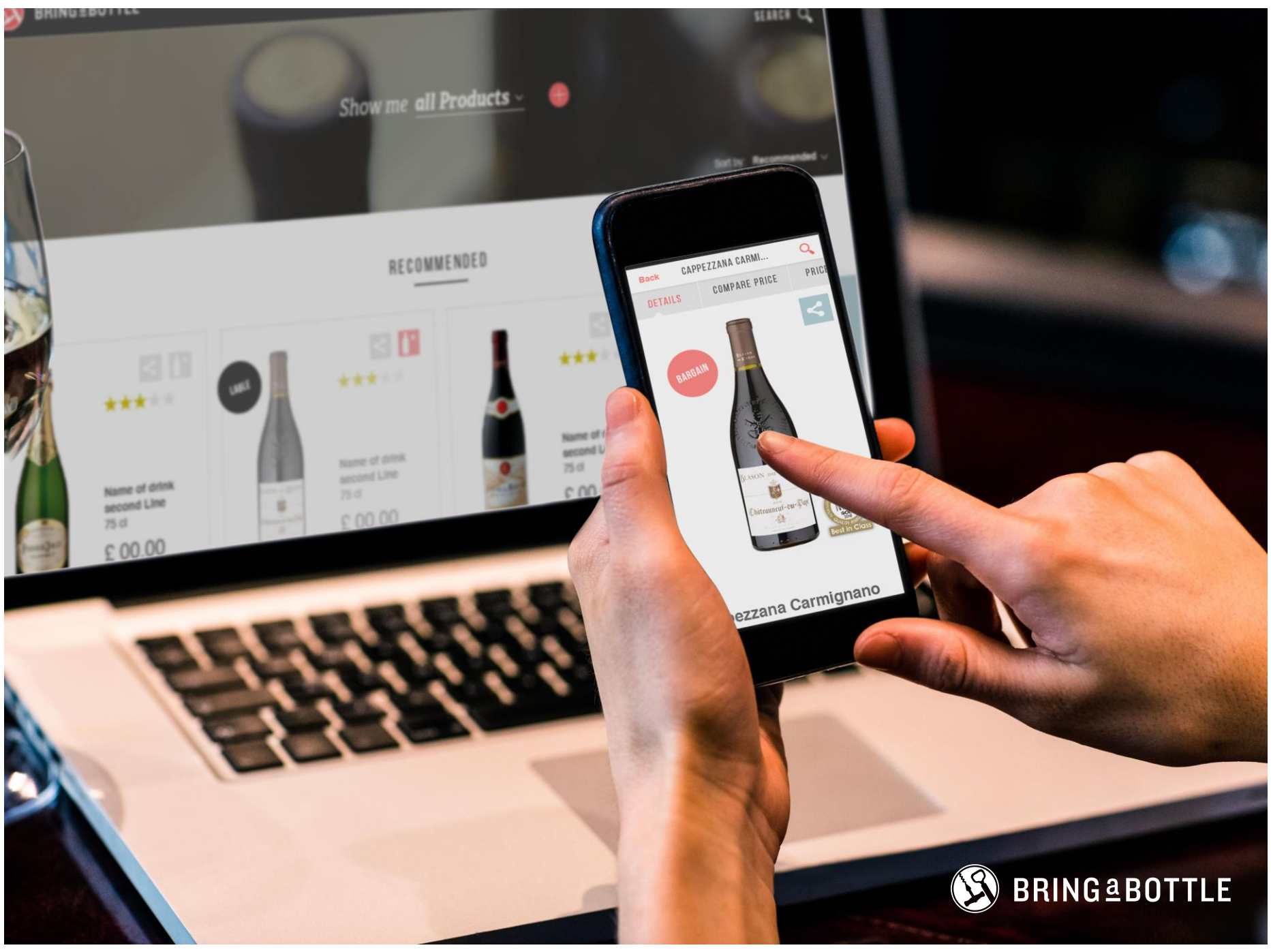
ABOUT

Bring a Bottle is a price comparison website for Wines, Beers and Spirits targeting a United Kingdom audience. The Website compares prices between all major retailers and presents unbiased pricing and information.

The site enables its users to discover the best value retailers in the market for their chosen products and categories and its users can compare prices on around 4,000 wines, beers and spirits from over 10 mainstream retailers. Bring a Bottle users save an average of 22% on U.K.'s top 25 bestselling drinks and get discounts of up to 50% on some products.

Users can also keep track of their drinks choices through the 'My Favourites' page which highlights deals and bargains on their chosen products. Notifications can also be set to alert users of price movements.

Since its launch in 2014 the website user base has more than doubled year on year.



BRINGaBOTTLE

CUSTOMER ENGAGEMENT

Using browsing habits the website offers customers an extremely dynamic experience. Likes and Favourites are used to populate the website showing users the information that they value the most encouraging longer engagement and an increased conversion.

By having a symbiotic relationship with visitors throughout the user flow (search,view,sale) Bring a Bottle gives brands the platform to engage with consumers up until the point of purchase. This can be achieved on a disruptive basis (for example competitors pages) or more simplified awareness in categories.

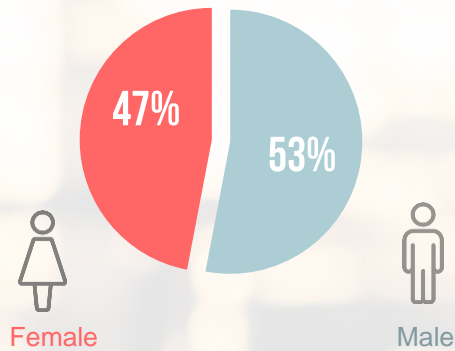
Users can be segmented by location, category, price, demographic and product giving brand owners an extremely flexible and targeted approach to customer awareness and acquisition, whether targeting users on the website or via other methods such as Newsletters and Competitions.



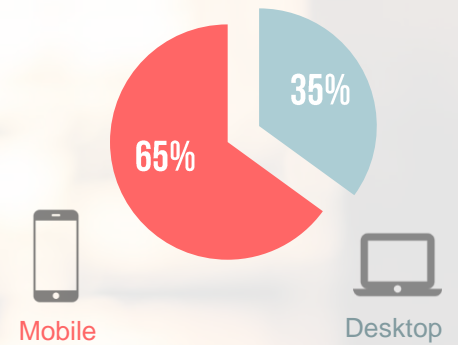
USER DATA

Jul - Sep 2016

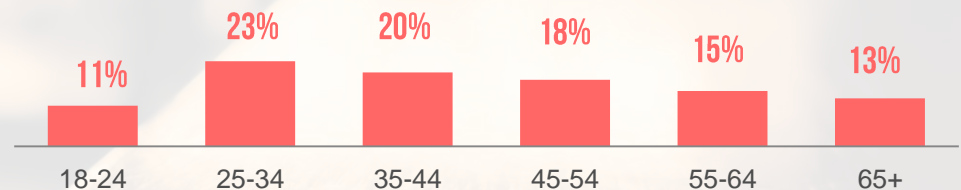
Gender split



Devices



Age



85%

UK based



BRING a BOTTLE

*"Hallelujah! Bring a Bottle has arrived
and it's the answer to your prayers ..."*

IN THE PRESS

THE SUNDAY TIMES
magazine

The INDEPENDENT

BRITISH
GQ
CONTAMINATED WHISKY

The Telegraph

theguardian

HOUSE
& GARDEN

Daily  Mail

NME



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