



## RedChirp Announces Powerful Email Platform Partnerships

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RedChirp continues to expand its proprietary business texting platform, bringing the power of email and SMS marketing together, with new Commerce7, Mailchimp, and Klaviyo email platform integrations.

“In just over one year, RedChirp has gone from serving one to more than 100 wineries because we’ve been relentlessly listening to their specific challenges and rapidly developing solutions,” says Jennie Gilbert, Co-Founder of RedChirp. “Almost every DTC team reports the same frustrations; it’s getting harder to cut through the noise with email alone.”

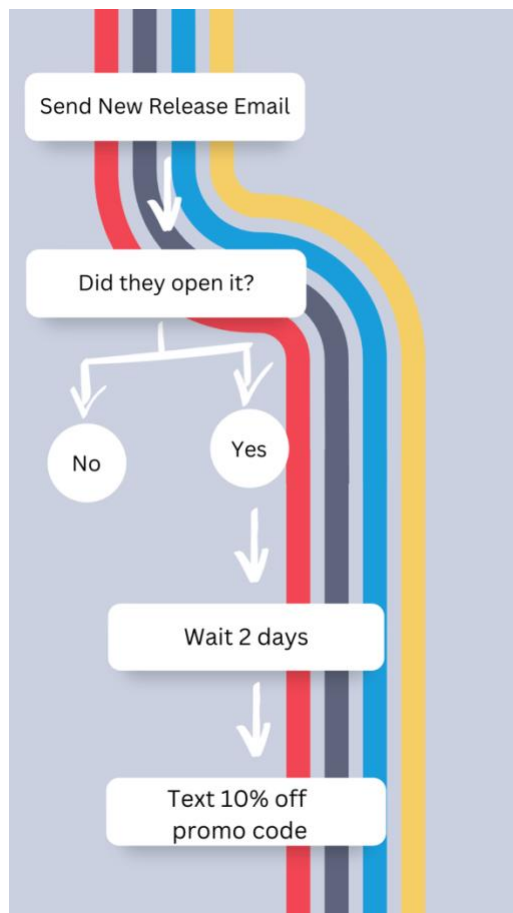
To break through and get noticed, marketers need **multi-channel delivery**. Email *and* texting are more powerful together. To get customers to act, your communications need **segmentation and personalization**. Sending everyone the same thing at the same time won’t cut it. And to get all this done so you can realize the benefits, DTC teams need **automation**. It’s just too hard to do it all by hand.

RedChirp can meet all these needs and automates **cross integration** between these email platforms, wine industry’s POS systems, and RedChirp so you don’t have to keep perfect data in any one of them; RedChirp can connect all the dots for you. For example, RedChirp will recognize the email address in Mailchimp, then cross-reference that email address against the POS you’ve integrated with RedChirp to identify all the phone numbers for that customer. Then RedChirp runs those phone numbers through our carrier integrations for validation, so you can automatically text the correct in-service mobile numbers and ignore landlines. RedChirp integrates with Commerce7, eCELLAR, vinSUITE, and WineDirect.

Mailchimp Event (Type) (Required)

<input type="checkbox"/>	First sent
<input checked="" type="checkbox"/>	First open
<input type="checkbox"/>	Subsequent open
<input type="checkbox"/>	First click
<input type="checkbox"/>	Subsequent click
<input type="checkbox"/>	Bounce

Aligning your email and SMS strategies can dramatically increase the effectiveness of transactional and promotional communications. RedChirp's new integrations can power any combination of experiences, including examples like:



- Confirming purchases, and then shipments, by text to provide immediate peace of mind, increase purchase satisfaction, and reduce failed delivery attempts.
- Following allocation and club customization emails with last-chance-to-customize text messages to reach stragglers, avoid returns, and maximize add-ons.
- Texting extra incentives to the customers most engaged with your promotional emails to stay top of mind and increase conversion.
- Automatically texting the customers you can't reach otherwise when your emails bounce to reconnect with and maximize return from more of your hard-won marketing list.

Marketing automation is notorious for sounding great in theory but being difficult to enact in practice. But RedChirp is different. Users can add any combination of ready-to-go automated messages with just a few clicks and start sending immediately, as well as create totally customized flows if, and when, you need them.

"We were spinning our wheels trying to get email and SMS automated flows going with Klaviyo alone when the RedChirp team offered to help," says Laura van der Kamp, Digital Marketing Manager at Round Pond Estate. "In just a few days, they built exactly what we needed to integrate the two and automate texts from RedChirp based on our emails and webhooks in Klaviyo. Amazing!"

"We heard RedChirp was thinking of adding a Mailchimp integration at their Users Meeting and were so excited," says Libby Cunningham, Wine Club Manager at Bricoleur Vineyards. "Now it's here already! Just when we think RedChirp can't get any better, they add even more amazing features."

"We moved over to RedChirp when they acquired Vimbibe," says Matthew Shore, owner of Just The Topsy. "They had many automations you could tie to Commerce7 emails already, but we were missing one that would really help our communication flow. They were so receptive to our idea and made it happen right away."

### About RedChirp

RedChirp specializes in helping highly regulated businesses realize the power of text messaging. RedChirp's webchat feature lets customers initiate inbound text conversations, and routes them to the right team members without anyone having to actively monitor it. As it becomes more challenging to get emails opened and phone calls answered, RedChirp cuts through the noise with one-on-one conversations, bulk informational

and marketing texts, and completely automated text confirmations, reminders, and notifications. RedChirp's many industry-specific integrations eliminate silos and make automations more powerful. And while other generic business texting platforms prohibit and restrict highly regulated content, RedChirp embraces and automates industry-specific compliance needs. Learn more at <https://redchirp.com/>.