

Offset Commerce Quick Guide: Introductory Offers

Intro Offers are a powerful, yet simple supplement to an allocation-based model to drive year-round sales and accelerate customer conversion.

3 Steps to set up a basic Intro Offer

- Create a new allocation group (Groups > New Group)
 - Call it anything you like!
 - Add your desired products to the allocation & craft appropriate group messaging.
- Adjust Default Customer Group so that new sign ups get added to the new group (Settings > Customers)
- Revise your Welcome page message to introduce new sign ups into the Intro Offer (Settings > Content)

Need more help?

- Visit the [Intro Offers Help Article](#)
- Reach out to our team for questions: support@offsetpartner.com

Tips & Best Practices

- Curate your Intro Offer to guide future purchasing: flagship wines and intro packs are often the best way to steer a new member's wine journey.
- Follow up with potential customers who don't immediately convert: personalized emails, SMS messages, and good old fashioned phone calls strengthen engagement and retention from the start.
- Integrate the Intro Offer into your overall marketing and communications strategy.
- Temporarily deactivate your welcome offer if a standard allocation is nearing.