



AMEX 
OFFERS



Advertiser Case Study: Amex Offers x Wine.com

The Challenge

Wine.com is a leading online wine retailer, offering an extensive selection and expert guidance to help customers make informed and confident purchases. The company was **looking for a cost-effective strategy to acquire new loyal, high-spending customers.**

The Solution

Amex Offers provided brand exposure to an audience that aligns with Wine.com's target market, resulting in cost-effective acquisition of new Amex shoppers.

Case studies shown for illustrative purposes only. Individual results will vary.



Amex Offers helped us acquire a younger, affluent and tech-savvy demographic.



The Impact

37:1

Return on investment¹

42%

**of redeemers were
new Amex shoppers²**

\$972K+

Added media value³

¹Return on investment = [(Total Campaign Spend - Offer Funding Cost) / Offer Funding Cost] includes all Amex Offers campaigns run with this merchant in 2023

²New Amex shoppers are defined as Card Members who have not used their Amex Card at the merchant in the 12 months prior to the offer

³Added media value is based on independent, third party valuation by Sonder, an owned media valuation firm; it does not reflect or purport to reflect the views of American Express. For more information visit sondermedia.com