



## Speqta expands Vinklubbens capacity

Speqta ("SPEQT") expands Vinklubbens capacity and thus improve segmentation. The first tests of the expanded new segmentation have been very positive and have, among other things, resulted in increased conversion among wine importers.



Last year, Speqta decided to expand Vinklubben's capacity and improve segmentation within the most important distribution channel, e-distributed direct mail. Therefore, during the fourth quarter, extensive marketing activities were carried out, including editorial content, to build a larger and more segmented base of subscribers. At the beginning of the year, the new expanded subscriber base received offers from Vinklubben's customers - the wine importers, with great results and where the conversion of new end customers also increased.

Vinklubben has now, based on the results from the tests, decided to integrate the regular offer to the more segmented base of subscribers. This means that Vinklubben from the second quarter of this year and onwards, will increase its capacity by approximately 20–25 percent compared to previous years.

The increased capacity, with the possibility of higher exposure, has attracted great interest from new and existing customers and the occupancy rate is higher than previous year. The wine club sees that more and more wine distributors today, for example for new launches, choose e-distributed direct mail.

### **Speqta's CEO Fredrik Lindros comments:**

*Vinklubben's improved offering is a clear proof that Speqta is a leading company in performance-based marketing. We have the strongest performance-based service in the market for wine importers, and that also creates very good results. We continue to refine the optimization work, to achieve even higher conversion rates for our customers.*

Vinklubben had, in 2020, its best fourth quarter and full year ever. The record result is partly due to the new social media service Vinklubben SMART, launched during the fourth quarter. It is a unique service, that help wine importers to target the marketing for specific products and which is adjusted in real time. SMART is yet another proof of Speqta's innovative power and ability to think in new ways, even in established segments.

### **Fredrik Lindros continues:**

*We are experiencing a change in buying behavior, with regard to alcohol consumption, as a result of the pandemic and where more people choose to make their purchases through Systembolaget's online store. However, most of the sales still take place in stores, which means that there is great potential for online shopping and the supply range that is available through separate ordering.*

**For more information, please contact:**

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**About Speqta**

Speqtas offers the best performance-based leads generating platforms, using data and AI and shall grow both organically and through acquisitions, in new and existing markets. The company has two business areas, Speqta AdTech and Speqta Content & Comparison. The company is listed on Nasdaq First North Premier Growth Market, in Stockholm under the name "SPEQT". The company's Certified Adviser is Västra Hamnen Corporate Finance AB, telephone number: +46 40 20 02 50 and e-mail: ca@vhcorp.se.

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