

## WineDirect DTC Plan Billing FAQ

### **WHEN WILL I GET MY FIRST BILL WITH THE NEW PRICE?**

The month that you are scheduled to upgrade to a DTC plan you will see the new base fee (\$79 or \$199) on your invoice.

If you are currently on a variable price plan (like Plus or POS) you'll also be receiving your final charges for exceeding any sales thresholds during the previous cycle at that time.

(NOTE: For ease of invoice reconciliation, we are updating billing dates to the 1<sup>st</sup> of the month whenever possible. If your bill date is moved to the 1<sup>st</sup> from another date, you will receive a prorated refund on your current plan if applicable).

### **WHEN WILL THE % OF SALES FEE BE BILLED AND FOR WHAT TIME PERIOD DOES IT COVER?**

The % of sales fee will apply to revenue accumulated over the previous cycle. The number of days in the period is as many as are in the month the period started.

If you were on a variable plan like Plus or POS, it would be the same time period those previous sales thresholds applied.

The DTC plan differs in that the % fee is applied to the actual dollar value, while Plus and POS applied a flat fee (e.g. \$200) for exceeding a certain amount of sales (e.g. \$25,000).

### **HOW DOES THE NEW PRICE PLAN LOOK ON MY BILL?**

Your invoice will show a line item for "DTC Starter", "DTC Pro" or "DTC Advanced" with the associated base fee amount (\$79 or \$199).

An additional line item will read "Percent of Revenue (Based on Total Sales)" followed by the specific % fee and the sales total to which it applies.

Date	Description	Qty	Price	Subtotal
Jan 31 – Feb 28, 2021	DTC Advanced	1	\$79.00	\$79.00
Dec 31, 2020 – Jan 31, 2021	Credit Card Updater: \$1.00/credit card update	0	\$1.00	\$0.00
Dec 31, 2020 – Jan 31, 2021	Percent of Revenue (Based on Total Sales): 0.25% of \$315,420.54	1	\$788.55	\$788.55

## WHAT IS INCLUDED IN THE SALES FIGURE THAT THE % FEE APPLIES TO?

The transactional fee will be applied your net sales total, including shipping fees.

Refunds and discounts are deducted from the total, and 3rd party order sources (like reservation systems) are excluded. All payment types are subject to the fee.

**\*\*As of June 9, 2021, the calculation no longer includes taxes and tip.\*\***

## HOW DO I RECONCILE WHAT I SEE IN MY INVOICE WITH WHAT IS IN MY ADMIN PANEL REPORT?

*Updated 9/1/21: To improve accuracy, the following changes were implemented: Date Type changed from Submitted to Completed. Order Status and Payment Status no longer includes Submitted.*

To match the sales total on your invoice with your Admin Panel reports, pull the “Orders by Ship/Pickup Date” report for the period\* reflected on your invoice.

Set filters to:

- Dates: [Start Date of the period] – [Invoice Date minus 1 day]
  - o \*NOTE: Because the calculation updates between 1-2am, the period extends to the invoice date, but doesn't include orders from that day
- Date Type: Completed Date
- Order Status: Completed
- Payment Status: Paid, Refunded
- Report Columns to include: Subtotal, Shipping
- Check box for “Include Column Totals”

## Orders By Ship/Pickup Date

📅 08/01/2021 - 08/31/2021    ✎ Manage Filters    ⚙️ Manage Report Columns     Include Column Totals

**Date Type** ✕

- Completed Date
- Modified Date
- Ship/Pickup Date
- Submitted Date

**Order Status** ✕

[Select All](#) / [Deselect All](#)    1 of 6 selected

- Completed
- Hold
- Pending
- Quarantine
- Submitted

**Payment Status** ✕

[Select All](#) / [Deselect All](#)    2 of 8 selected

- Paid
- Pending
- Refunded
- Submitted
- Voided

 Save As

Then click the “View” button to run your report. Add up the **Subtotal + Shipping** columns to get your total revenue for the period that is subject to the transactional fee.

# WINE DIRECT

THE WINERY'S CHAMPION

WINEDIRECT.COM

**Subtotal**

**Shipping**

\$430.00

\$35.00

\$1,030.00

\$109.00

**\$1,460.00**

**\$144.00**

NOTE: Voids during the period and orders around midnight may impact the accuracy of the total. If the values do not match within \$100 or you have questions about how your bill was calculated, please [contact our Accounting team](#).

## ARE CORPORATE AND WHOLESALE ORDERS INCLUDED IN THE SALES TOTAL?

Corporate orders are included in the sales total. These are considered DTC orders processed through WineDirect and will be captured alongside DTC orders placed through other channels like POS and wine club.

WineDirect does not officially support wholesale functionality. If using our system for wholesale processes, it is in a customized way that we are unable to consistently identify and filter out from DTC activity.

Therefore, at this time these wholesale orders are included in the sales total subject to the transactional fee. There is a manual workaround option to exclude these from the total -- visit our [documentation](#) for details.