

## WineDirect DTC Plan Billing FAQ

Updated April 2023

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

The % of sales fee will continue to apply to revenue accumulated over the previous 30-day cycle.

### 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).

There are 2 collection methods for the % of sales fee:

- Directly through WineDirect’s billing software
- Through your merchant account with WineDirect Payments

If you are billed this fee directly, the 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

If you are billed via WineDirect Payments, the line item will read “Percent of Revenue - Collected from WD Payments” followed by the specific % fee and a \$0 sales total. To reconcile the amount collected for this fee, consult your monthly merchant statement, and refer to the “Additional Discount Fee.”

Date	Description	Qty	Price	Subtotal
Jan 26 – Feb 26, 2021	DTC Pro	1	\$199.00	\$199.00
Dec 26, 2020 – Jan 26, 2021	Credit Card Updater: \$1.00/Transaction	0	\$1.00	\$0.00
Dec 26, 2020 – Jan 26, 2021	Percent of Revenue - Collected from WD Payments: 1% of \$0.00	1	\$0.00	\$0.00

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

If your fee is collected directly by WineDirect (see above), it will apply to your sales total including shipping and taxes. Refunds are deducted from the total, and 3<sup>rd</sup> party order sources (like reservation systems) are excluded. Orders by cash, check and credit card are all subject to the fee.

If your fee is collected by WineDirect Payments (see above), it will be applied to your gross sales total including shipping, taxes, and tip, and excluding 3<sup>rd</sup> party order sources. The original value of an order that is later refunded will be subject to the fee, but the refund amount will not be. Only credit card transactions processed through WineDirect Payments will be captured.

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

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 (minus the day the invoice was issued).

Set filters to:

- Date Type: Completed Date
- Order Status: Completed
- Payment Status: Paid, Refunded
- Report Columns: Subtotal, Shipping, Tax
- Include Column Totals

Orders By Ship/Pickup Date

The screenshot shows the filter configuration for the 'Orders By Ship/Pickup Date' report. At the top, there is a date range selector set to '08/01/2021 - 08/31/2021', and buttons for 'Manage Filters' and 'Manage Report Columns'. A checkbox for 'Include Column Totals' is checked. Below these are three filter panels:

- Date Type:**
  - ☒ Completed Date
  - ☐ Modified Date
  - ☐ Ship/Pickup Date
  - ☐ Submitted Date
- Order Status:** (1 of 6 selected)
  - ☒ Completed
  - ☐ Hold
  - ☐ Pending
  - ☐ Quarantine
  - ☐ Submitted
- Payment Status:** (2 of 8 selected)
  - ☒ Paid
  - ☐ Pending
  - ☒ Refunded
  - ☐ Submitted
  - ☐ Voided



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NOTE: Voids during the period and orders around midnight may affect 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](#).

### **WHAT IF I PROCESS WHOLESALE ORDERS IN MY ADMIN PANEL?**

Wholesale 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.

Link: <https://documentation.vin65.com/Store/Orders/Order-Types/Wholesale-Orders>