

GETTING STARTED

Getting Started with Press

Welcome to Press, your marketing co-pilot from Wine Hound. This guide walks you through setting up your account and running your first campaign. You do not need to be technical to follow it.

What Press does

Press helps you turn your Commerce7 data into timely, on-brand email campaigns, without letting anything go out that you have not personally approved. Here is the whole loop:

1. **Press reads your Commerce7 data.** It pulls in your contacts, orders, and club memberships (read-only, it never changes anything in Commerce7).
2. **It detects revenue opportunities using clear rules.** Press looks for meaningful patterns, like a club member going quiet. These are found by fixed, transparent rules. No AI decides who gets contacted.
3. **It drafts a campaign in your brand voice.** Once you choose to act, Press uses AI to write the copy in the tone you set. The AI only writes words. It never chooses your audience.
4. **You review, edit, and approve.** Nothing moves forward without you.
5. **It stages a draft in Klaviyo.** When you approve, Press places the campaign into your Klaviyo account as a draft. You review it in Klaviyo and send it yourself.

The “Press never sends” guarantee

Press cannot send email. Ever. When you approve a campaign, Press places it in your Klaviyo account as a draft. It does not schedule it and it does not send it. You open Klaviyo, give the draft a final look, and send it there when you are ready. This keeps you fully in control of what reaches your customers.

Step 1: Accept your invite and set up your account

You will receive an email from Wine Hound with a link to set up your account.

1. Open the email and click the setup link. The link is unique to you and expires after 14 days, so set up your account soon. If it expires, just ask us for a fresh one.
2. On the setup page your email is already filled in. Enter your name and create a password (at least 8 characters).
3. Check the box to accept the Terms and Privacy Policy.
4. Click Create account. You will be signed in automatically and taken to the billing page.

Step 2: Activate your subscription

Press is an annual subscription with a one-time setup fee, priced for your winery. There is no monthly plan and no self-serve pricing page. Your plan is arranged directly with Wine Hound.

1. On the Billing page, click Activate Press.
2. You will be taken to Stripe, our payment processor, to enter your card. Your card details go straight to Stripe. They never touch Press.
3. Your setup fee and your first year are charged together as a single payment, and your card is kept on file for renewal.
4. When you come back, you will see “You’re all set” and your plan will show as active.

To update your card, view invoices, or manage your subscription, use the same Billing page, which opens Stripe’s secure customer portal.

Step 3: Connect Commerce7 and Klaviyo

This is where you connect Press to your own accounts. You do this yourself, inside Press, on the Settings > Connections screen.

You enter your own keys, securely. Your Commerce7 and Klaviyo API keys are typed in by you, here in Press. The moment you save them, they are encrypted and never shown on screen again. Please do not email your keys, put them in a shared document, or send them over chat. Nobody at Wine Hound needs to see them.

You will see two cards. Both start in Fixture mode, which means Press runs on realistic demo data until your real credentials are in, so you can explore the whole product safely first.

Commerce7

- **App ID**
- **App secret key** (stays hidden after you save it)
- **C7 tenant** (your Commerce7 account name, for example your-winery)

Your App ID and secret key come from the developer or app area of your Commerce7 admin. If you are not sure where to look, ask us and we will point you to the right place.

Klaviyo

- **Private API key** (stays hidden after you save it)
- **Default audience list** (a dropdown of your Klaviyo lists, so you pick the one your campaigns should target)

Your private API key comes from the API keys area of your Klaviyo account settings. If you are unsure, just ask.

Testing and going live

1. Enter your details and click Test connection. Press saves your entries, securely stores the keys, and runs a quick read-only check.
2. Click Switch to live when you are ready to use your real data.
3. On the Commerce7 card, click Sync now to pull in your data.

Step 4: Set your brand voice

On Settings > Brand voice, tell Press how you like to sound. You start with a warm, friendly default, and you can shape it:

- **Tone** words that describe your style.
- **Do say** and **Never say** lists (phrases you love, or words you never use).
- **Sample copy**: paste two or three real emails you are proud of. This is the most powerful input, because Press learns your actual register.

There is a Preview voice button so you can hear a sample first. Changes apply to future drafts only. You also set Guardrails here, such as whether discounts are allowed.

Step 5: Run your first sync and see your first signals

1. On Settings > Connections, click Sync now on the Commerce7 card. Press reports how many contacts, orders, and club memberships it pulled in.
2. Go to your Dashboard and click Run scan now. Press checks your data against its rules and surfaces the opportunities it finds. This normally runs overnight; running it by hand shows results right away.

Your dashboard now shows a ranked list of opportunities, highest-value first. Press ships with twelve detectors, grouped by the moment they catch. A few:

- **Lapsing club members**: an active member who has gone quiet. Often the most valuable to catch.
- **Declined club cards**: a member whose card was declined, caught before the membership lapses.
- **Visitors who never bought**: tasting-room guests who left without a purchase.
- **Slow-moving releases**: a wine that has sat a while, nudged to the buyers most likely to want it.
- **New release match**: a new wine matched to past buyers of a prior vintage.

Ten are on by default; birthdays and tasting-room visitors switch on once you have the data behind them. Every detector is a plain rule, and you can see exactly why each opportunity fired.

The daily loop

1. **Review your signals.** Each opportunity comes with receipts: who it matched, why it fired, and an estimate of the value at stake.
2. **Draft a campaign.** Press writes the copy in your brand voice.
3. **Review and edit the draft.** Adjust the subject, regenerate with a nudge (Warmer, Shorter, More direct, Less salesy), or reject it with a note.
4. **Approve it.** Pick your Klaviyo audience list and approve.
5. **Press stages a draft in Klaviyo.** You will see a confirmation that it was staged and that nothing has been sent.

6. **You send from Klaviyo**, when you are ready.

What stays in your control

- **You** enter your own credentials, and they are encrypted and never shown again.
- **Rules**, not AI, decide which opportunities to surface.
- **AI** only writes the draft copy, in the voice you set.
- **You** review, edit, and approve every single campaign.
- **Press never sends.** You send from Klaviyo, when you are ready.

Questions at any point? We are here. Welcome aboard.

