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Commerce7 acquires WinePulse to enhance winery analytics and reporting capabilities

Integration aims to provide wineries with advanced data insights amid evolving consumer trends and increased industry competition

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Commerce7, a technology company that provides direct-to-consumer (DTC) sales platforms for wineries, has announced the acquisition of WinePulse, a leading analytics and reporting solution in the wine industry. The move aims to address a growing demand among wineries for more advanced reporting tools as they face shifting consumer habits, rising costs, and increased competition.

WinePulse was founded in 2019 by Remy Sabiani and has become a trusted analytics provider for over 240 wineries. Its platform offers detailed dashboards and reports that help wineries analyze sales, customer behavior, and business performance. With this acquisition, Commerce7 plans to integrate WinePulse’s capabilities directly into its existing DTC platform, which already supports over 60,000 winery orders daily and processes more than 16 million API calls each day.

Andrew Kamphuis, President of Commerce7, said the acquisition is a response to feedback from wineries seeking better data insights. “Transactional tools alone are no longer enough,” Kamphuis said. “Wineries need intelligence and clear, actionable insights that drive better decisions and stronger customer connections. WinePulse accelerates our ability to deliver on these promises and will help customers of all sizes succeed.”

As part of the deal, Remy Sabiani will join Commerce7 as Head of Insights. He will lead the development of new integrated reporting features and benchmarking tools across the platform. Sabiani said that joining Commerce7 will allow WinePulse to leverage one of the largest connected datasets in the wine industry. “WinePulse has always been about helping wineries unlock the full value of their data—turning vast amounts of information into clear, actionable insights,” he said.

For most Commerce7 customers, the core WinePulse package—which includes 70 reports and 14 dashboards—will be available at no additional cost. Add-on features such as custom reports, multi-site reporting, and direct database access will continue to be offered for an extra fee. Commerce7 stated that it will continue to innovate and focus on providing actionable data and intelligence to its users.

The integration is expected to create a unified system where wineries can manage customer relationships, clubs, subscriptions, ecommerce, point-of-sale transactions, reservations, and now advanced analytics—all within one platform. This approach is designed to help wineries adapt quickly to market changes and improve their customer experience.

Commerce7’s acquisition of WinePulse comes at a time when many wineries are looking for ways to use data more effectively in their operations. By combining modern sales tools with industry-specific analytics, Commerce7 aims to give wineries a competitive edge in a challenging market environment.