



PIPPIN HILL FARM
& vineyards

A CASE STUDY

CARATS & CAKE



Photography: Jose Villa, Venue: Pippin Hill Farm & Vineyards

Pippin Hill Farm & Vineyards Increases Revenue by 15%

With the help of Carats & Cake's end-to-end revenue optimization software, Pippin Hill Farm & Vineyards empowers its sales managers with the tools they need to get paid faster while increasing revenue.

VENUE

Pippin Hill Farm & Vineyards

MICROSITE

<https://caratsandcake.com/venue/pippin-hill-farm-and-vineyards>

KEY FIRST YEAR RESULTS

15% increase in event revenue

4.5x ROI



About Pippin Hill

Pippin Hill Farm & Vineyard is Charlottesville's newest and most comprehensive boutique winery & vineyard, created in an authentic environment that is distinguished by a sustainable viticulture program, purpose-designed event venues, and landscaped gardens and courtyards overlooking a pristine valley.

The Challenge

Before working with Carats & Cake, Pippin Hill Farm & Vineyards was a check-reliant business. Securing and paying for an event was a cumbersome and timely process, which meant the team was spending more time invoicing and chasing payments instead of cultivating a relationship and sharing event details that could generate more revenue throughout the planning process.

The Solution

Now, Pippin Hill Farm & Vineyards uses the Carats & Cake end-to-end system to easily create digital invoices and send them to guests in minutes. In turn, guests can lock in their date and pay deposits with just a few clicks. And with Carats & Cake's Pay-in-4 option, guests can pay over time while the property is paid in full upfront. As a result, Pippin Hill Farm & Vineyards increased its upfront deposits and raised overall prices without impacting its conversion drop-off rate.

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First Year Results

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4.5x ROI

77% of Overall Payments
Are Paid in Full

82% Paid via Credit Card

23% of Overall Payments
Are via Pay-in-4

- 36% of customers used Pay-in-4 on the initial deposit
- 17% of customers used Pay-in-4 on the remaining deposits

“Now with Carats & Cake it’s a one-click system, our sales managers send out the invoice, and within days we are paid ahead of time than what we normally would have been paid in our old system. What Carats & Cake has done is completely come in and streamline the process. It simplifies everything, which is something that gives us the time back to take care of our guests and to continue selling.”

ELLEN CHRISTIE

DIRECTOR OF SALES FOR EASTON PORTER PROPERTIES

VIDEO TESTIMONIAL



[Click here to learn more about Carats & Cake operating system for events.](#)

CARATS & CAKE

QUESTIONS? REACH OUT TO
PARTNERS@CARATSANDCAKE.COM