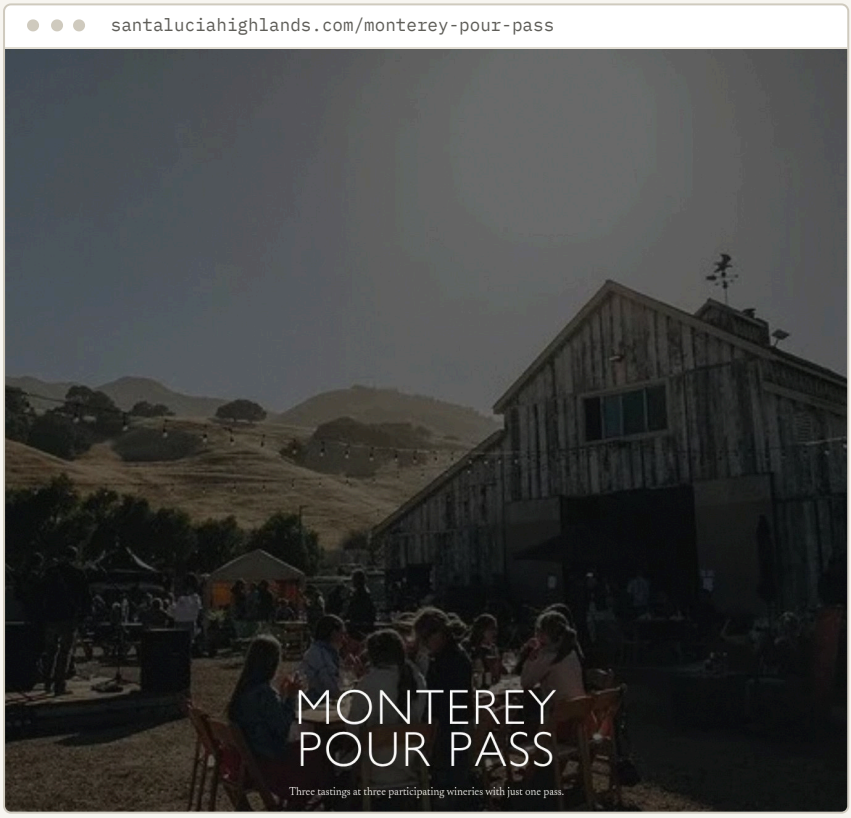
MONTEREY POUR PASS

One tasting pass for 20+ Monterey wineries, sold, scanned and tracked in one system.



166

Passes sold in the first two months, with 135 tastings checked in at 15 wineries.

CLIENT	PRODUCT	THE WORK	LIVE SINCE
Santa Lucia Highlands Wine Artisans	Monterey Pour Pass: $30, three tastings, 60 days	Pass system, winery check-in, admin, conversion tracking	August 2026, at 20+ wineries

Track the visit, not only the sale, and the ads learn what fills tasting rooms.

THE PROBLEM

A wine region wanted one pass that works at 20+ independent tasting rooms, and needed to know which marketing sells passes that get used.

WHAT WE DID

Built the system behind the pass: QR passes by email, a phone scanner for each winery, an admin for the association, and tracking to Meta, GA4 and Google Ads.

WHAT CHANGED

Guests buy once and visit the wineries they choose. Each tasting is checked in by QR, and the ad platforms hear about purchases and first visits.

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Passes sold in the first two months, with 135 tastings checked in at 15 wineries.

From the Pour Pass database, mid-August to October 15, 2026. Test passes excluded.

WHAT THIS MEANS FOR YOU

If what you sell is used in person, like a pass, a ticket or a tasting, the sale is only half the story. Tracking the visit too tells your ads which campaigns bring people through the door.

p. 3 The problem
p. 4 What we did
p. 5 Results
p. 6 Your next step

A regional pass has to be easy to buy and easy for every tasting room to scan.

Twenty-plus independent wineries, each with its own staff, needed one check-in they could all use without training.

The Santa Lucia Highlands Wine Artisans is a group of more than fifty growers and winemakers promoting Monterey's wine country. The Monterey Pour Pass is its invitation to visit: $30 for three tastings at participating wineries, within 60 days.

The pass needed one tasting per winery, three per pass, checked on the spot. The association also needed to see which marketing sells passes, and which passes actually get used.

The split: the pass is sold on santaluciahighlands.com, which the association runs. We built everything after the buy button.

IN PLAIN WORDS

A conversion is an action you count as a win, like a purchase. Here there are two: the pass bought online, and the first tasting poured at a winery.

WHAT USUALLY GOES WRONG WITH MULTI-VENUE PASSES

01

Paper and memory don't scale

Punch cards and guest lists invite double pours and make it hard to see who visited where.

02

Hardware gets in the way

Asking every tasting room to install an app or buy a scanner slows the program down before it starts.

03

The ads only see the sale

If the platforms never hear that a pass was used, they can't tell buyers who visit from buyers who don't.

Pass, scanner and dashboard on one database, tracked from the server.

Built together and live since August 2026.

01 THE PASS

Guests get a QR pass the moment they pay

After Stripe checkout, the guest receives an email with the QR pass and a mobile pass page, in English or Spanish. Refunds in Stripe update the pass automatically.

Why it matters. No app, no account. The pass is on the guest's phone when they arrive.

UNDER THE HOOD
Stripe webhook
QR passes · EN/ES email

02 CHECK-IN

Each winery scans with a phone, and the association runs the rest

Staff open a secure scanner link for their shift and scan in the browser. Each scan is checked on the spot and recorded. The association manages wineries, staff, scanner links and passes in its own dashboard.

Why it matters. Any tasting room can join without new hardware, and one tasting per winery is enforced at the scan.

UNDER THE HOOD
Browser QR scanner
Winery portal · admin

03 TRACKING

Purchases and first visits reach the ad platforms

Each verified purchase goes server-side to Meta's Conversions API, GA4 via server-side Tag Manager, and Google Ads as an offline conversion. The first scan of each pass is sent to Google Ads too. Browser details travel only when cookie consent allows.

Why it matters. The ads can learn which campaigns bring guests who actually show up, not only buyers.

UNDER THE HOOD
Meta CAPI · sGTM · GA4
Google Ads offline conversions

FROM PURCHASE TO POUR

GUEST BUYS
Stripe checkout on the association's site

→

PASS ISSUED
QR by email and mobile page

→

WINERY SCANS
One tasting per winery, checked live

→

ADS INFORMED
Purchase and first visit, from the server

TERMS IN THIS CASE STUDY, IN PLAIN WORDS

QR pass
A code on the guest's phone that the winery scans to check the pass.

Server-side
Sent from the pass system's server, not the guest's browser, so fewer events are lost.

Offline conversion
A result that happens off the website, like a tasting, reported back to Google Ads.

Cookie consent
The guest's choice about tracking. Extra details are sent only when they allow it.

166 passes sold and 135 tastings poured in two months.

166

From mid-August to mid-October 2026, 166 passes sold and 135 tastings were checked in by QR.

From the Pour Pass database, mid-August to October 15, 2026. Test passes excluded.

135

Tastings poured and checked in by QR.

15

Different wineries that have already poured for pass holders.

20+

Participating wineries on the program.

	THE GOAL	THE RESULT
Buying	One pass for many tasting rooms	$30 pass, QR by email, no app or account
Check-in	Any winery, no training or hardware	Phone scanner in the browser, one tasting per winery
Running it	The association manages the program	Its own dashboard for wineries, staff and passes
Marketing	Know which campaigns sell used passes	Purchases and first visits sent to Meta, GA4 and Google Ads

WHAT TO TAKE FROM THIS

Count the visit, not only the sale

For anything redeemed in person, the visit is the conversion that matters most.

Use the phones people have

A browser scanner let 20+ tasting rooms take part without new hardware.

Send results from the server

Server-side tracking keeps more purchases visible to the ad platforms.

In 30 days, see which ads produce customers and what to fix first.

THREE QUESTIONS TO ASK ABOUT YOUR OWN MARKETING

01 Do your ad platforms hear when a customer shows up, or only when they pay?

02 Can you see which campaigns bring buyers who actually redeem?

03 Are your conversions sent from your server, or only from the browser?

If any of these is hard to answer, that's where the 30-Day Measurement Sprint starts.

30-Day Measurement Sprint

$1,250 ONE TIME

An audit of the path from ad to sale, tracking that works, and a baseline report with a 90-day plan. Everything is built in your accounts, and you keep it. Your part is three calls and one person who can approve changes.

WEEK 1 · AUDIT
Kickoff call, then a review of your ads, analytics, forms or checkout and CRM. A "what's broken" list by day 7.

WEEK 2 · FIX
Findings call to agree priorities, then your main conversions tracked correctly and sent back to Google and Meta.

WEEKS 3–4 · REPORT
Two weeks of clean data, then cost per lead and per sale by channel, a wasted-spend list and a 90-day plan.

DAY 30 · WALKTHROUGH
45 minutes on the findings, plus a recorded video you can share with your team.

Applying and the first call are free. The $1,250 covers the 30-day Sprint, if you decide to start. Best for businesses advertising on Google or Meta ($5,000+/mo in ad spend is recommended, not required). Fixed end date, and nothing renews automatically.

$100K+
MONTHLY AD SPEND MANAGED

40+
ANALYTICS IMPLEMENTATIONS

50+
PIXEL & API IMPLEMENTATIONS

"I enthusiastically endorse him, hire him, he'll help you succeed in more ways than you ask for."

Rob Schwenker
Former client of 5 years
LinkedIn recommendation, May 2024

Apply for the Sprint →

luxmarketing.agency/apply
Details:
luxmarketing.agency/sprint



Julio Lopez

Founder & Head of Growth. Reviews every application personally.