We Know Alc-Bev!

SOLUTIONS

National & Regional

New Product Launches

Traditional & New Retail Channels

Tentpole Support

Unique Targeting - Pantry Load, Mixology

PERFORMANCE

$4.09 avg campaign iROAS

93.3% Alcohol Client Retention

+260% 2-year AlcBev Ad Revenue Growth

COMPLIANCE

Comscore LDA Compliance

DISCUS Compliant

Tied House Laws

TRUSTED PARTNERS

DIAGEO

Jägermeister

CINCORO

WENTE VINEYARDS

Corona. Extra

MoëtHennessy

MOLSON COORS beverage company

CAMPARI GROUP

LVMH MOËT HENNESSY · LOUIS VUITTON

Heineken

TRULY Hard Seltzer

Short's BREWING COMPANY

BROWN-FORMAN

1

On-Demand Alcohol Delivery Continues to Grow

On-demand alcohol deliveries are projected to continue growing through 2025. Addressing on-demand consumers when and how they make impulse purchase decisions offers unique opportunities to target and drive sales.
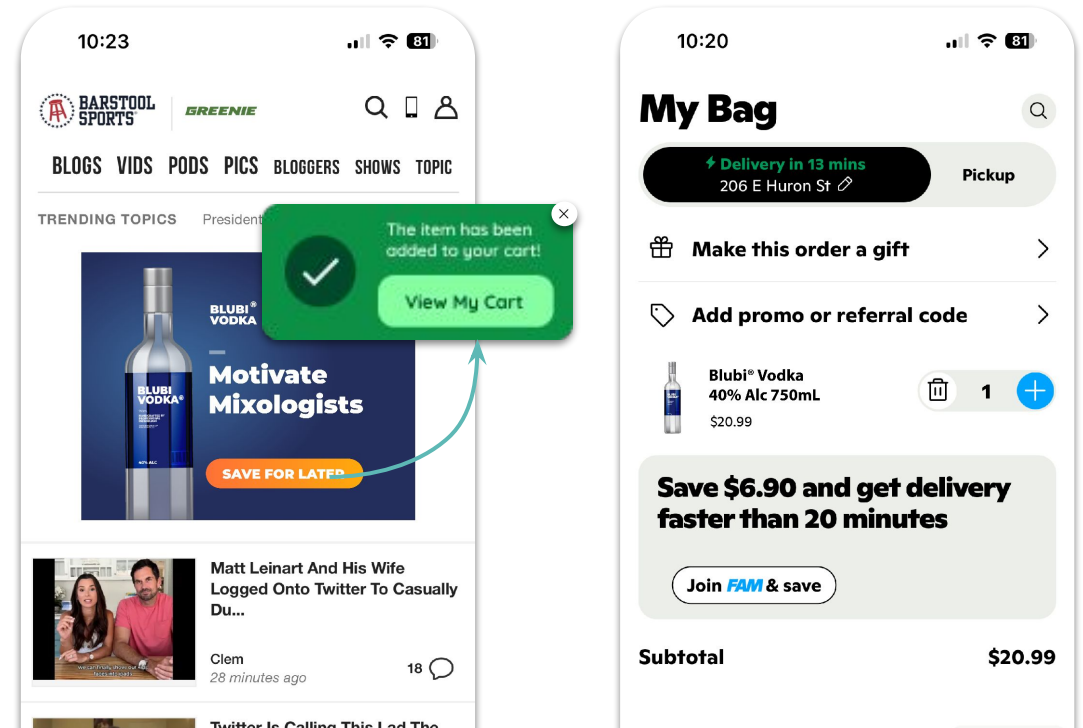
Consumers & Industry Report Continued Growth

60%

Of Consumers who have ordered alcohol online report using on-demand alcohol delivery more than the previous year.

get.doordash.com

Last minute and impulse purchases are incremental sales opportunities for brands but are challenging to influence. With Gopuff, purchase decisions can be made quickly, but there's limited ad inventory to intercept and influence behavior. Gopuff integrated AdAdapted's patented Add-It™ technology to create a single-click "Save Now, Buy Later" off-property media solution so advertisers can convert consumers before their impulse shopping happens. With one click, Gopuff customers can seamlessly add an item to their bag for future purchase, without logging in or leaving their current offsite experience.

RTD Cocktails Stealing Share From Mixology

RTD cocktails are growing at an astonishing rate while most other AlcBev segments are down*. But consumers are still interested in domestic mixology. To compete against RTD, spirit brands should provide consumers with a turnkey solution to make domestic mixology as easy as RTD.
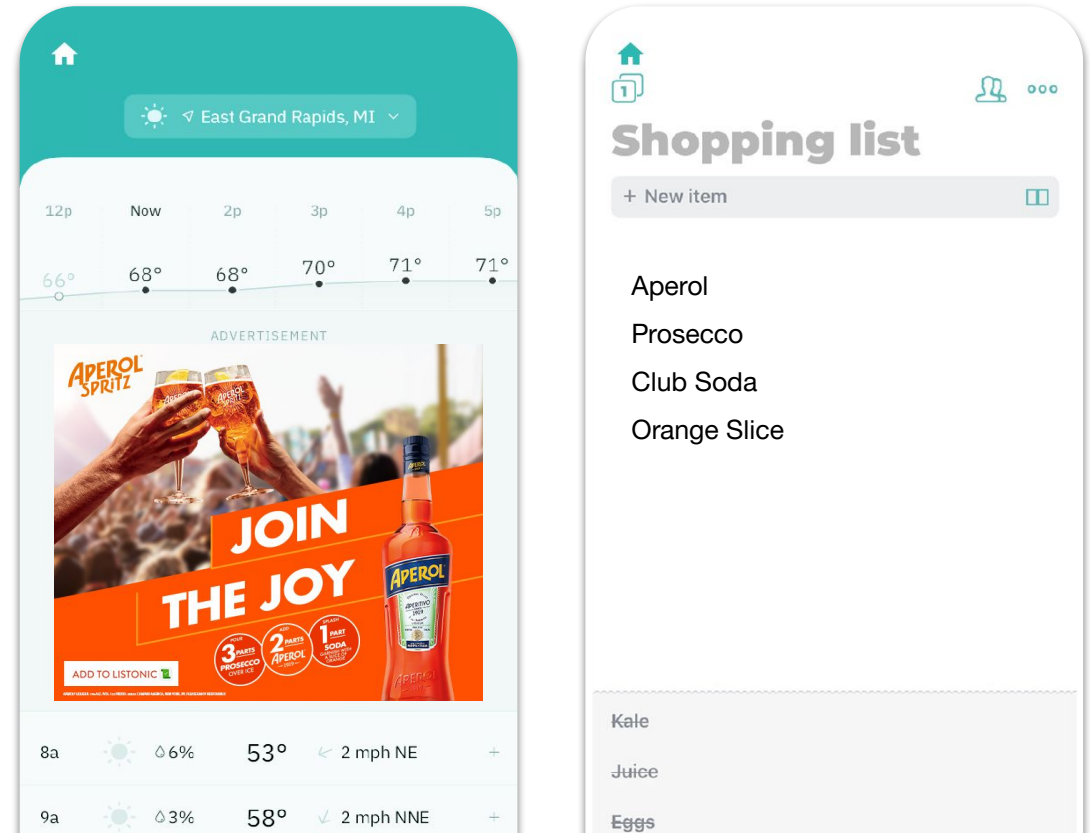
+104%

U.S. RTD Cocktail consumption growth 2-years ending YE 2022

*Nielsen IQ

CAMPARI / APEROL | 1-click Shoppable Cocktail Recipe

Campari wanted to connect with at-home mixologists to promote its Aperol Spritz cocktail to boost sales during the holiday season. Working with AdAdapted, Aperol served AdAdapted's patented 1-click, Add-to-Cart recipe ads, allowing consumers to add all the recipe ingredients to their shopping list with one click, streamlining the process to purchase ingredients and make the cocktail.

3

## Alcohol Purchase Planning Timing Varies by Holiday

Holidays drive unique grocery shopping behaviors. Some holidays are planned far in advance and others are closer in. Understanding when consumers plan for these events allows marketers to reach them at the optimal time to influence their decisions and maximize sales.

When Planning Begins Based On Holiday
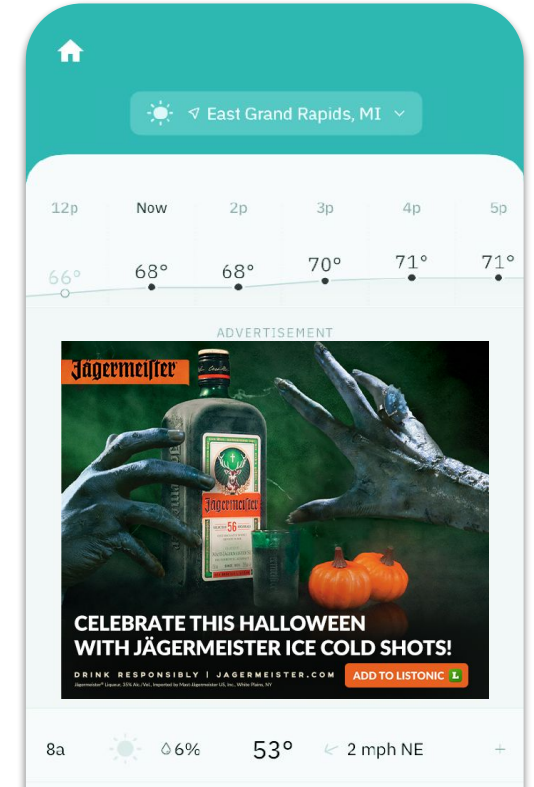*Listed in order of most planned ahead holiday*

Holiday	Days Prior to Holiday
Christmas	11
Fourth of July	11
St. Patrick's Day	9
Halloween	6
Father's Day	4
Super Bowl	3

JÄGERMEISTER | Planning For Consumer Behavior

Super Bowl
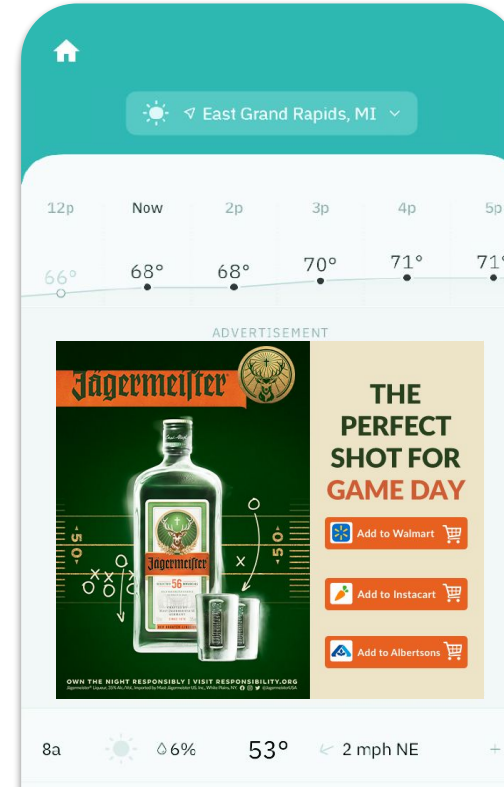
Halloween

Looking to leverage its celebratory equity, Jagermeister partnered with AdAdapted, to engage consumers with high conversion Add-to-Cart & Add-to-List shoppable media during the unique heavy up planning periods for each holiday. By targeting pre-shop intent, Jagermeister grew in-store and online sales by engaging consumers when they were actively planning their holiday food and drinks.

4

Non-Alcoholic Beer is Surging

Non-alcoholic beer is the third fastest growth segment in the beverage category, a trend that is expected to continue. Because most of these consumers have not purchased the segment before, brands cannot target them using prior shopping behavior. This is an opportunity for specialized targeting using real-time pre-shop intent data.

48%

Consumers who added NA Beer to their shopping list did so for the first time
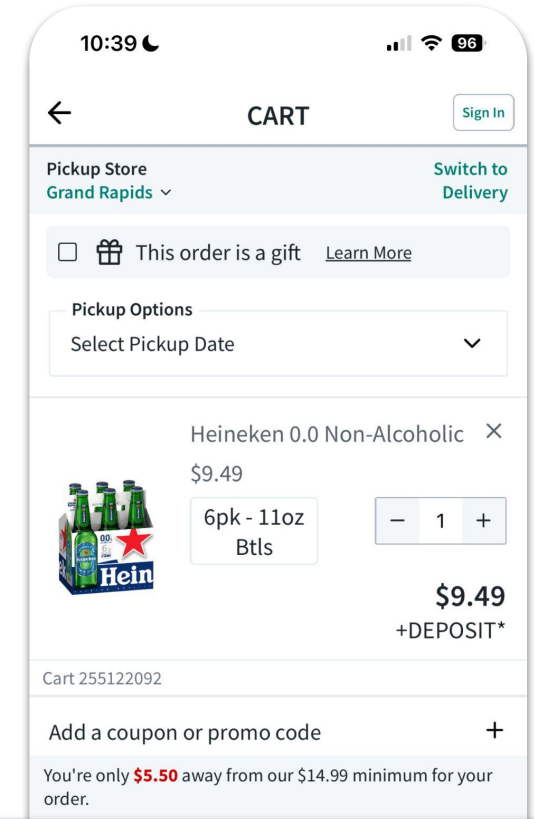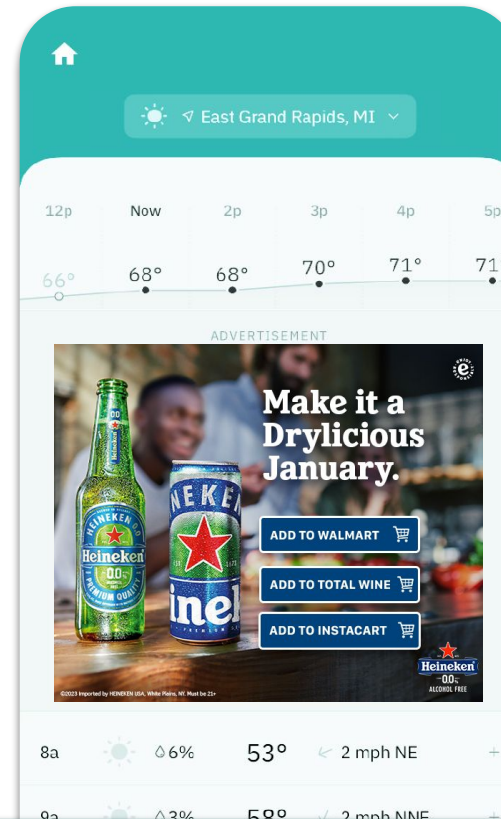
AdAdapted Proprietary Data

$500MM

Expected non-alcoholic drink category growth in 2024

Numerator

Looking to reach new buyers for Dry January, Heineken needed to reach consumers who were planning to purchase non-alcoholic beer. Leveraging AdAdapted's unique capability to target category shoppers using relevant keywords, Heineken was able to serve Add-to-List & Add-to-Cart conversion ads to consumers with intent to purchase non-alcoholic beer in the near future, delivering timely messaging & driving sales.

5

Flavor Proliferation

In 2016, Hard Seltzers hit the mainstream, opening the door for new flavors, ready-to-drink cocktails, and premium products. Since then, the category has seen a proliferation of varieties complicating the online buying process by adding clicks to select the consumer's desired flavor. Knowing this, marketers can use flavor selection ads to streamline the selection process.

24.3%
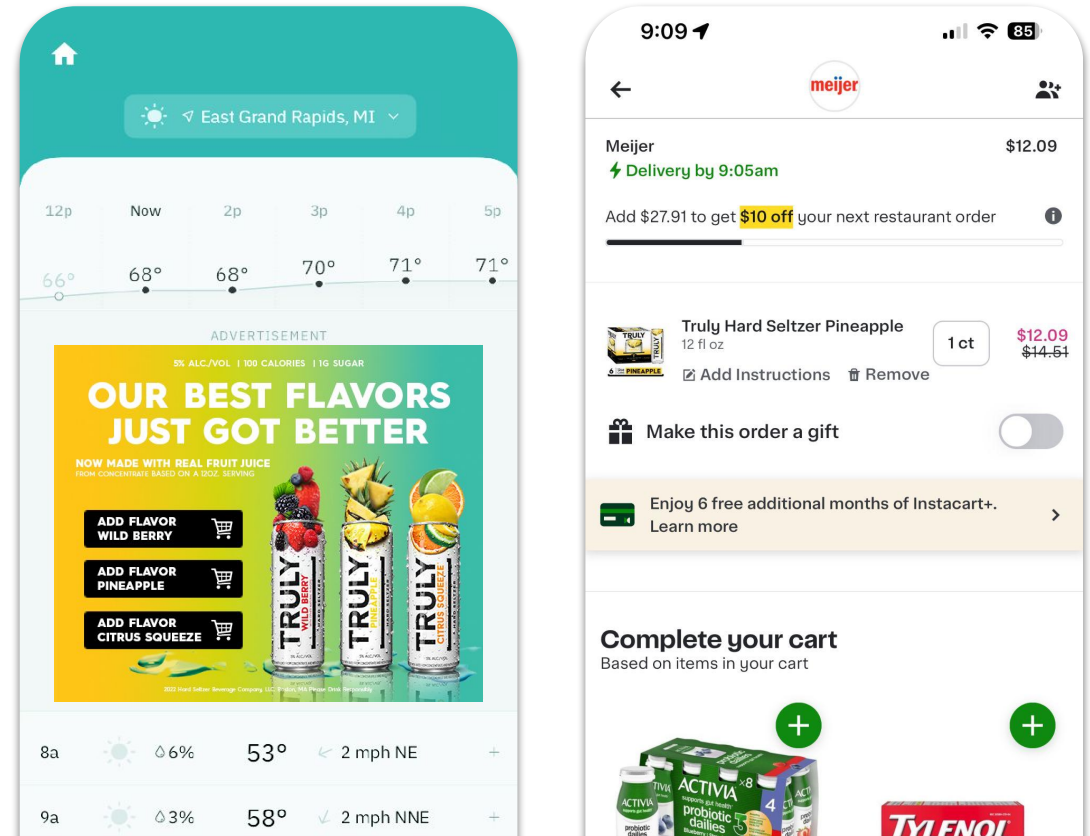Volume Growth in U.S. Market Over Last 3 Years

Future Market Insights

>1,000
Ready-to-Drink Products Launched in 1H 2023**

IWSR

TRULY | Converting With Flavor Selection

Looking to drive trial for its flavor varieties, Truly Hard Seltzer partnered with AdAdapted to drive cart conversions. Using AdAdapted's patented flavor selector technology, Truly gave consumers a choice of three flavors, allowing them to select their preferred option with one-click, reducing friction, increasing conversion rates, and driving trial of new flavor varieties.

Key Takeaways

1 Convenience Converts Shoppers

Reducing friction for shoppers improves ad effectiveness. Whether you are influencing impulse purchases or providing a cocktail recipe, Reaching consumers when and where they are thinking about shopping is crucial.

2 Increase Conversion with Reduced Clicks

Reducing clicks is crucial to drive improved consumer experience and performance. Whether it is for 1-click recipes, flavor selection, or save-now-buy-later cart building, making it easy for the consumer will drive results.

3 Targeting Based On Intent

Using real-time consumer intent targeting is incredibly valuable especially for new product introductions, seasonal offerings, and competitive conquesting. Rather than broad demographic targeting, message consumers when they are actively planning.

4 New Approach to Win New Category & Product Buyers

For new product launches, targeting based on historical shopping behavior doesn't work in all situations. To overcome this, combine real-time list-building data, specialized targeting of shoppers in planning mode, & high conversion AdTech for relevant, timely, and impactful messaging.

Interested in learning more?

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