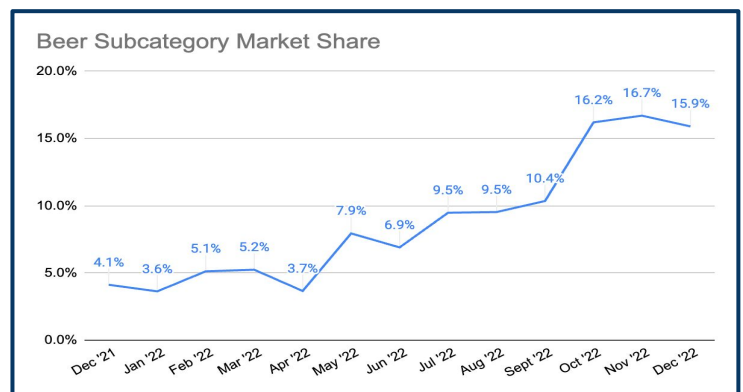
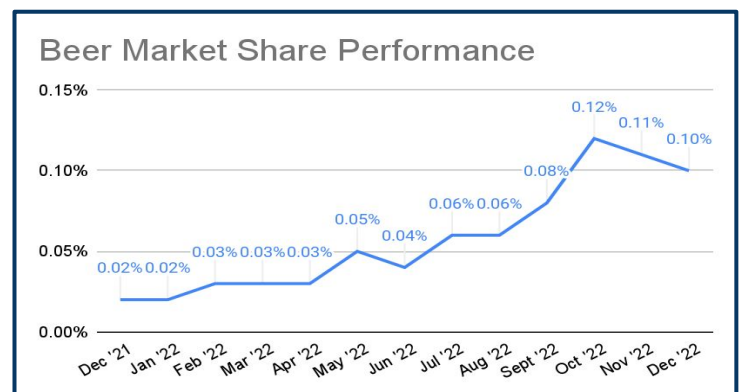


Emerging Brand Taps into New Market Share

Progressive 12-month campaign shows that it pays to hone in on B2B buyers when launching a new brand

To grow awareness of a new brand within the Beer & Hard Seltzer Category, a Beer Supplier launched a 12-month campaign on Provi, targeting trade buyers.

The first six months of the campaign focused on top of funnel display placements. Utilizing this initial campaign data, the Supplier shifted to a sponsored search focus for the following 6-month push. This data-based approach resulted in a significant increase in market share and proved to be an effective way to drive brand awareness and conquest on competitors for an emerging brand.



+430K

Buyer Impressions

+8

Basis Points in the Beer & Hard Seltzer Category