

Challenger Vodka Brand Boosts Distribution

Small-batch Texas distillery builds brand awareness with biddable search

A challenger in the vodka space aimed to generate awareness and expand distribution of their unique, two grain mash vodka in three core markets: Colorado, Georgia, and Texas.

Using biddable search on Provi's B2B marketplace, this brand was able to target trade buyers searching for and purchasing vodka and significantly increase their key metrics in just one month's time.

18

New Points of Distribution on Provi

+243%

Return on Ad Spend

+10%

Increased Sales on Provi MoM

