

A Fan Favorite Finds New Heights

Acclaimed new bourbon brand finds an eager audience with B2B advertising

Founded in 2015, this Kentucky bourbon brand saw a fast rise in popularity with consumers. Through a combination of fixed display, category, and search placements, this fan favorite successfully increased market share with trade buyers and found new points of distribution on Provi.



+168%

Market Share MoM
in the Bourbon Category on Provi

+210%

Points of
Distribution (PODs)
MoM on Provi

100%

Avg. Conversion
Rate on Biddable
Banner Ads