

What's in your



next glass

UNTAPPD

Beeradvocate



oznr

HOP CULTURE



Ollie

WHAT IS DATA AND WHY IS IT IMPORTANT?



Data is:

Facts and statistics collected together for reference or analysis

Data is important because it helps:



Understand
performance



Make better
decisions



Identify
problems



Understand
customers



Why is data privacy so important?

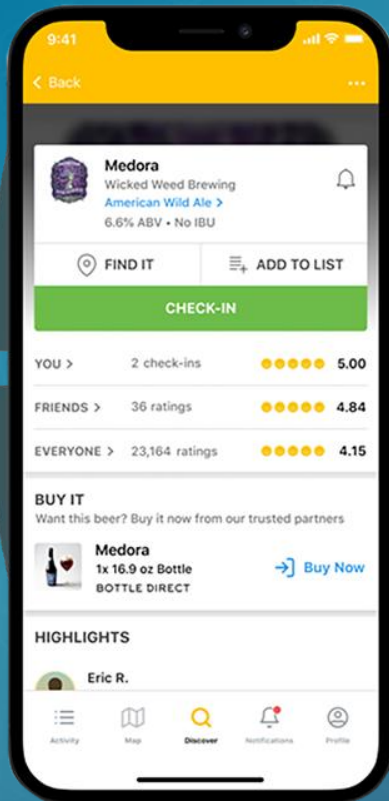
- Privacy = a fundamental human right!
- Consumer identities must stay as safe and protected as possible

How Next Glass stays compliant:

- iOS 14 compliance
- GDPR + CCPA disclaimer
- untappd.com/privacy

Please direct data privacy questions to Privacy@nextglass.co

WHERE DOES OUR DATA COME FROM?

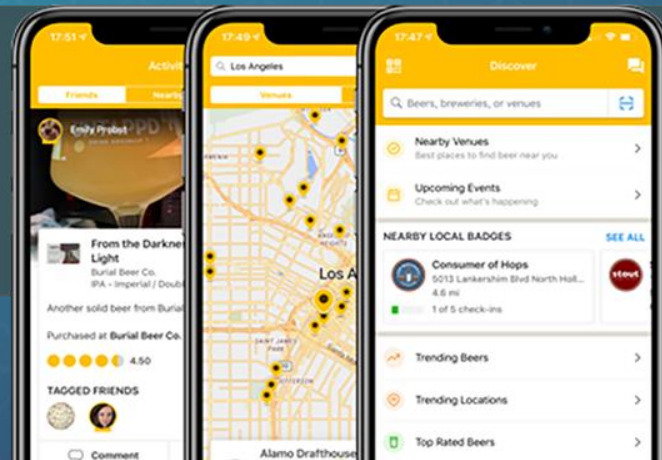


1 BILLION

OVER 1 BILLION ALL-TIME CONSUMPTION MOMENTS

30%

USER GROWTH



TYPES OF DATA COLLECTED



CHECK-IN

- DAY/TIME/WEATHER
- SENTIMENT
- RATING
- FLAVOR TAG
- CONTAINER TYPE
- CITY/STATE



VENUE

- CITY/STATE/COUNTRY
- LATITUDE
- LONGITUDE
- COMMERCIAL TYPE
- VENUE STATUS
- VERIFIED



USER DEMO

- DEVICE
- LANGUAGE
- AGE
- GENDER



BREWERY

- CITY/STATE/COUNTRY
- BREWERY TYPE
- TOTAL CHECK-INS



BEER

- BEER NAME
- BEER STYLE
- BEER SUBSTYLE
- BEER ABV

WHY WORK WITH US



Only Untappd has a complete view of consumer beer consumption data, including for the highly coveted Craft Beer Drinker audience.

UNTAPPD COMPETITIVE ADVANTAGES:

- ✓ Both **ON-PREMISE AND OFF-PREMISE**, including bars, restaurants, events, as well as retail purchases.
- ✓ Not just consumption, but **FAVORABILITY**.
- ✓ **ALL BEERS**, not just those available in a specific retailer's inventory. Includes macro, regional and small batch beers, providing a much more complete view of overall beer-related behaviors.
- ✓ **PERSON-LEVEL DATA**. Not collected at the household level.



2019 UNITED STATES BEER SALES (\$)



The majority of data that exists in this industry is limited to specific retailers and represents off-premise (at home) only.
Further it is limited to the beers those retailers stock.

Capturing on-premise sales is critical for brewers as bars/restaurants re-open, as it represents +40% of beer sales.

Only Untappd has both on-premise and off-premise data for all beer sales

WAYS TO RECEIVE UNTAPPD DATA



Custom
Data Pulls



Data
Dashboards



Canned
Reports



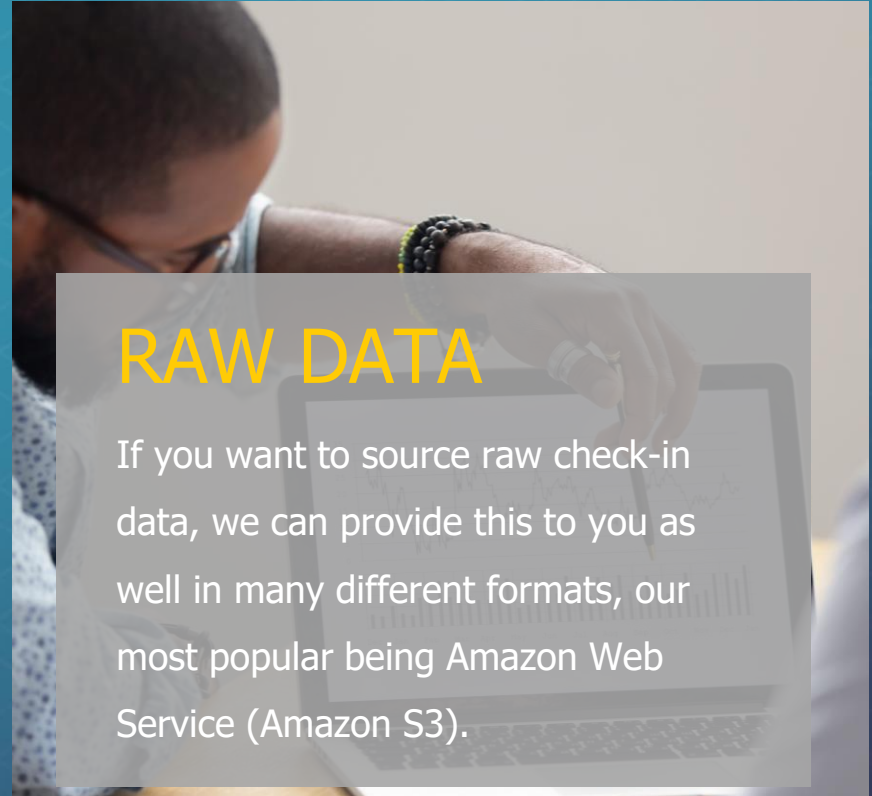
Audiences

CUSTOM DATA PULLS



CUSTOM PULLS

If you have a one-off specific data need, ask us! We are happy to explore different options with you.



RAW DATA

If you want to source raw check-in data, we can provide this to you as well in many different formats, our most popular being Amazon Web Service (Amazon S3).

DATA DASHBOARDS



Our Data Dashboards provide an interactive way for our partners to view detailed information about their beer consumption, their distribution, global style trends, venues that should sell more of their beer, and more!

Use filters to plug and play in the data or download the data to an excel or CSV to slice and dice the data as you please.





Commercial Venues

- Ready to expand to a new market?
- How are styles changing at different types of venues? (Bars, restaurants, retail, etc.)
- Who are my competitors and where are they having success?
- What products should I introduce in a new venue?

Style Trends

- What are the top styles in any given market?
- What styles are gaining/losing traction? (Trends)
- When should I scale production of a particular style? Or cut back?
- What are the style trends in other markets so that I can help decided where to expand my distribution?

Distribution

- Where are my beers being purchased geographically?
- What venues are my beers being purchased at?
- How are my beers being perceived at a specific venue?
- Where can I upsell?
- Where could I potentially sell on my own without the use of a distributor?

Brewery Market Overview

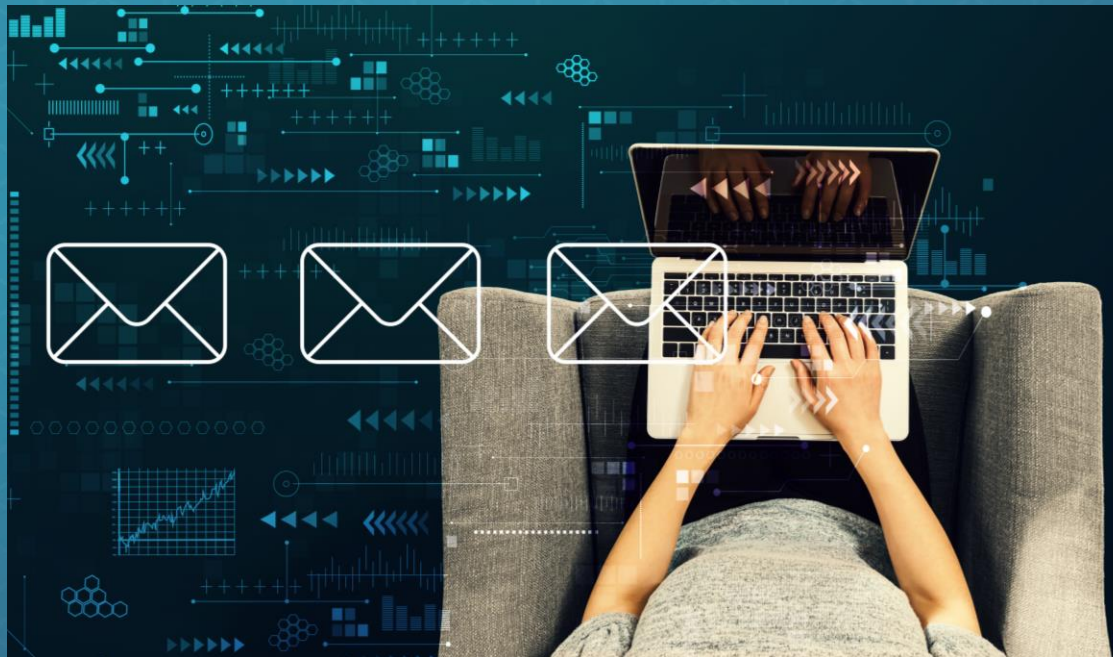
- What are my top check-in beers and what should I brew more of?
- What consumer demographics are tied to my brands? Who should I target and when?
- Where are my brands mostly distributed. Where can I upsell/focus my time?
- How are people consuming my beer? What package types sell best?

CANNED REPORTS

****Coming Soon****



- Do you want to know what's happening in your desired market?
- Do you want a snapshot of your Untappd activity in a specific time frame that you cannot see through your brewery page analytics?
- Canned Reports is a product we are working on coming out with that sends reports to our partners on whatever cadence they need!
- Do you have an idea for a Canned Report? Reach out to alex@untappd.com!



AUDIENCES



Do you want to choose where people see your messaging?



Do you want to target based on specific traits, not just "Interested in craft beer on Facebook?"



Do you want to market more efficiently and make sure the right people see your message?



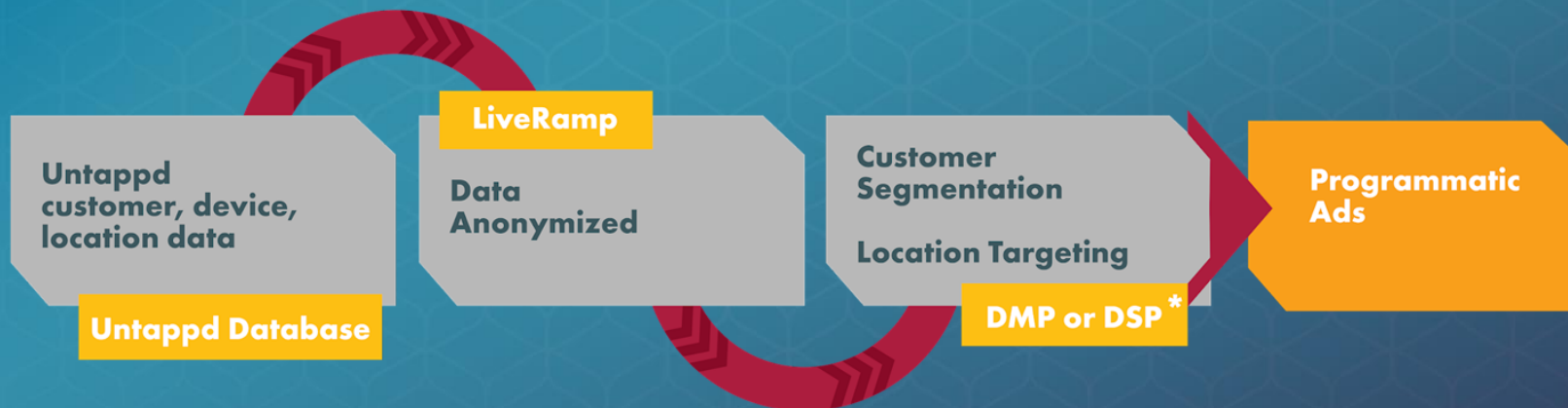
In a world where data rules, utilize our insights from over 1 billion transactions across multiple platforms to reach your target audience and increase conversions!

Go beyond typical demographics and utilize syndicated segments through LiveRamp or work directly with us to build custom segments to serve your specific goals.



PEOPLE MARKETING

Access deeper data down to the individual level while maintaining compliance with data privacy laws by accessing our data through LiveRamp. Datasets provide access to the unique individual user, device and other demographic data that can be used alone or in combination with other datasets to segment and target across platforms outside of the Next Glass brands.



* DMP: Data Management Platform
DSP: Demand Side Platform



EXAMPLE SYNDICATED SEGMENTS

Drink Preferences	"Hop Lover"	"Hard Seltzer"	"Corona Buyer"	"Goose IPA"
Lifestyle	"Craft Beer Connoisseur"	"Gluten Free"	"Low Calorie Beers"	
Behaviors	"Often Buys Beer In Restaurants"		"Frequently Goes to Breweries"	

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CUSTOM CAPABILITIES

Venue Types

Beer Rating (0-5)

Brand-Specific

MARKETING CAMPAIGN EXAMPLES



GOAL:

TACTIC / SEGMENTATION:

NATIONAL BREWER

Drive brand awareness as an up-and-coming brand

Target users on the Untappd app between the ages of 25 – 34 that frequently buy primary competitor's beer (i.e. Guinness)

REGIONAL BREWER

Drive product awareness of new pale ale launching on the East Coast

Target users that frequently buy pale ale and can be classified as "Early Adopter" located on the East Coast

MICROBREWERY

Drive awareness of new location opening up

Target users who frequently check-in from breweries in the area, are brand promiscuous, and/or are social influencers

CHRIS JONES

BRAND DIRECTOR,
CANarchy

"Next Glass represents one of the largest consolidations of craft beer consumer interests on the internet and the ability to target those audiences outside of Untappd has been integral for us to connect with the right audience at the right time."

GET IN
TOUCH!



THANK YOU !

HELP US CREATE ANSWERS TO
YOUR DATA QUESTIONS.
CONTACT ALEX@UNTAPPD.COM