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
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.
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

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).
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.
<table>
<thead>
<tr>
<th>Commercial Venues</th>
<th>Style Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Ready to expand to a new market?</td>
<td>● What are the top styles in any given market?</td>
</tr>
<tr>
<td>● How are styles changing at different types of venues? (Bars, restaurants, retail, etc.)</td>
<td>● What styles are gaining/losing traction? (Trends)</td>
</tr>
<tr>
<td>● Who are my competitors and where are they having success?</td>
<td>● When should I scale production of a particular style? Or cut back?</td>
</tr>
<tr>
<td>● What products should I introduce in a new venue?</td>
<td>● What are the style trends in other markets so that I can help decide where to expand my distribution?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Brewery Market Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Where are my beers being purchased geographically?</td>
<td>● What are my top check-in beers and what should I brew more of?</td>
</tr>
<tr>
<td>● What venues are my beers being purchased at?</td>
<td>● What consumer demographics are tied to my brands? Who should I target and when?</td>
</tr>
<tr>
<td>● How are my beers being perceived at a specific venue?</td>
<td>● Where are my brands mostly distributed. Where can I upsell/focus my time?</td>
</tr>
<tr>
<td>● Where can I upsell?</td>
<td>● How are people consuming my beer? What package types sell best?</td>
</tr>
<tr>
<td>● Where could I potentially sell on my own without the use of a distributor?</td>
<td></td>
</tr>
</tbody>
</table>
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!
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.
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.

Untappd customer, device, location data

LiveRamp
Data Anonymized

Customer Segmentation
Location Targeting

Programmatic Ads

Untappd Database

DMP or DSP *

* DMP: Data Management Platform
DSP: Demand Side Platform
### EXAMPLE SYNDICATED SEGMENTS

<table>
<thead>
<tr>
<th>Drink Preferences</th>
<th>“Hop Lover”</th>
<th>“Hard Seltzer”</th>
<th>“Corona Buyer”</th>
<th>“Goose IPA”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifestyle</td>
<td>“Craft Beer Connoisseur”</td>
<td>“Gluten Free”</td>
<td>“Low Calorie Beers”</td>
<td></td>
</tr>
<tr>
<td>Behaviors</td>
<td>“Often Buys Beer In Restaurants”</td>
<td>“Frequently Goes to Breweries”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CUSTOM CAPABILITIES

- Venue Types
- Beer Rating (0-5)
- Brand-Specific
MARKETING CAMPAIGN EXAMPLES

GOAL:

NATIONAL BREWER
Drive brand awareness as an up-and-coming brand

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

MICROBREWER
Drive awareness of new location opening up

TACTIC / SEGMENTATION:

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

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

Target users who frequently check-in from breweries in the area, are brand promiscuous, and/or are social influencers
“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.”
THANK YOU!

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