

Alcoholic Beverage Audiences

Target US consumers based on their choice of alcoholic brand

Although alcohol delivery is still not available in every state, it is still considered one of the biggest opportunities for the sector. Partly driven by the Covid 19 pandemic, the alcohol eCommerce market is predicted to increase by 42% this year to reach \$24 billion*.

Media Source Solutions can help you take advantage of the latest alcohol delivery trends via our Alcoholic Beverage Segments, enabling you to target consumers based on their preference for certain spirit and beer brands. Our Alcoholic Beverage Segments are made up of linked MAIDs/HEMs - on average, we see a 1 to 5 device match rate - and are ideal for multichannel campaigns.

*The International Wine & Spirits Record



Example Audiences



Consumers who drink Grey Goose

Reach: 3.1MM



Consumers who drink Tanqueray

Reach: 10.4MM



Consumers who drink Jim Beam

Reach: 4.3MM



Consumers who drinks Coors

Reach: 11MM

Layer On Demographic Data

We can also drill down to your ideal audience using our demographic data. Use filters such as age, gender, location and income to create a custom audience.

Get started with our Alcoholic Beverage Audiences

Our data is ideal for mobile, social, CTV and other digital campaigns and can be delivered to your favorite digital platform! Talk to us today about your data needs.