



# x RevOptimal

## Alcohol Consumption Segments

Tracking the daily alcohol consumption of over 13,000 consumers each month across all categories since 2011, the longest-running drinking behavior survey in North America is now powering the most robust behavioral segments available. Available for immediate activation on dozens of channels.



Deliver your message with the highest quality data, spanning **consumption behavior, drinking habits, and purchase activity**

### 2K+

alcohol brands tracked

### 13K

consumers surveyed monthly

### 270M

US individuals, ready for activation

### 28B

resolved device linkages



### Syndicated and Custom Audiences

From Maker's Mark loyalists to rosé all day enthusiasts, select from 200+ pre-built segments or contact us for 24-hour delivery of custom audiences



### Identity-First, Privacy-Forward

All segments are built from known online and offline identifiers - ensuring maximum reach, while maintaining privacy and never using 3rd-party cookies



### Refreshingly Up to Date

Ditch stale data and maximize your ad spend by leveraging the only digital audiences with monthly brand and product launch updates

Available on dozens of activation channels



Ready for unparalleled scale and accuracy? Let's chat: [audiences@revoptimal.com](mailto:audiences@revoptimal.com)



# Segment List

## Ipsos Alcohol x RevOptimal > Consumed Yesterday > Beer >

- Anchor Steam
- Asahi
- Blue Moon Light
- Blue Moon Light Sky
- Hamm's
- Icehouse
- Keystone Light
- Kirin
- Miller 64
- Miller Extra Light
- Modelo Oro
- Pacifico
- Peroni
- Sapporo
- Sapporo Pure
- Tsingtao
- Blue Moon Non-Alcoholic Belgian White

## Ipsos Alcohol x RevOptimal > Consumed Yesterday > Spirits / Liquor >

- Avion
- Beefeater
- Bombay Sapphire
- Bulleit
- Chivas Regal 12 Year
- Ciroc Vodka
- Courvoisier
- Don Julio Blanco
- Glenlivet 12 Year
- Hendricks
- Jefferson's
- Kahlua Original
- Ketel One Vodka
- Martell
- Mumm Napa
- Remy Martin
- Rum Chata
- Skrewball Peanut Butter Whiskey
- Skyy Vodka
- Stolichnaya
- Woodford Reserve

## Ipsos Alcohol x RevOptimal > Consumed Yesterday > Wine >

- Red Wine > Cabernet Sauvignon
- Red Wine > Merlot
- Red Wine > Pinot Noir
- Red Wine > Zinfandel
- Red Wine > Malbec
- Red Wine > Cabernet Franc
- Red Wine > Shiraz or Syrah
- Red Wine > Chianti
- Red Wine > A Red Blend
- White Wine > Chardonnay
- White Wine > Pinot Grigio or Pinot Gris
- White Wine > Riesling
- White Wine > Sauvignon Blanc or Fume Blanc
- White Wine > White Moscato
- White Wine > A White Blend
- Rose
- Rose > Blush
- Rose > White Merlot
- Rose > White Zinfandel
- Rose > Pink Moscato
- Kim Crawford Illuminate
- Meiomi Bright
- Mionetto
- SALDO
- Simi
- Simi Brightful
- Schrader
- Country of Origin > Argentina
- Country of Origin > Australia
- Country of Origin > Canada
- Country of Origin > Chile
- Country of Origin > France
- Country of Origin > Germany
- Country of Origin > Italy
- Country of Origin > New Zealand
- Country of Origin > South Africa
- Country of Origin > Spain
- Country of Origin > United States
- Country of Origin > Portugal



# Segment List

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## Ipsos Alcohol x RevOptimal > Consumed Yesterday > Other Alcohol Drinks >

- Arnold Palmer Spiked
- Bud Light Seltzer
- Coors Seltzer
- Corona Seltzer
- Cutwater
- Happy Thursday Spiked Refreshers
- High Noon Vodka & Soda
- Kahlua Espresso Martini
- Malibu Cocktail Pina Colada
- Malibu Rum Punch
- Simply Spiked Lemonade
- Topo Chico Hard Seltzer
- Vizzy Hard Seltzer
- Cider

## Ipsos Alcohol x RevOptimal > Consumed Past 7 Days / Past Week > Wine >

- Low Alcohol Wine
- Low Sugar Wine
- Low Calorie Wine
- Red Wine
- White Wine
- Rose or Blush Wine
- Ice Wine
- Dessert Wine
- Fruity or Fruit Flavored Wine
- Sparkling Wine / Champagne / Prosecco / Cava
- Vermouth
- Sherry, Port or Other Fortified Wine
- Sherry
- Port
- Pre-mixed Sangria
- Non-alcoholic Wine

## Ipsos Alcohol x RevOptimal > Consumed Past 7 Days / Past Week > Other Drinks >

- Pre-mixed or Ready-to-drink Cocktails (Alcoholic)
- Pre-mixed or Ready-to-drink Cocktails (Non-Alcoholic)

## Ipsos Alcohol x RevOptimal > Consumed Past 7 Days / Past Week > Beer >

- India Pale Ale (IPA)
- New England / Hazy IPA
- Imperial IPA
- Session IPA
- Pale Ale / Amber Ale
- Wheat Ale
- Belgian Ale
- Pilsner
- Pale Lager
- Amber Lager
- Dark Lager
- Seasonal Beer
- Non-alcoholic Beer
- Gluten free Beer
- Craft Beer
- Low Alcohol Beer
- Low Calorie Beer

## Ipsos Alcohol x RevOptimal > Consumed Past 7 Days / Past Week > Spirits / Liquor >

- Vodka
- Rum
- Gin
- Tequila
- Mezcal
- Liqueur / Cordials
- Brandy
- Cognac
- Bourbon / Tennessee Whiskey / Whisky
- Rye / Canadian Whiskey / Whisky
- Irish Whiskey / Whisky
- Scotch Whiskey / Whisky
- Non-alcoholic Spirits



# Segment List

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## Ipsos Alcohol x RevOptimal > Drinking Habits >

- Frequent Alcohol Drinkers > Beer
- Frequent Alcohol Drinkers > Wine
- Frequent Alcohol Drinkers > Spirits / Liquor (Mixed / Cocktail or Straight)
- Frequent Alcohol Drinkers > Cider
- Frequent Alcohol Drinkers > Coolers
- Frequent Alcohol Drinkers > Pre-Mixed or Ready-to-Drink Cocktails
- Frequent Alcohol Drinkers > Hard Seltzer or Hard Soda
- Frequent Alcohol Drinkers > Non-Alcoholic Beverages
- Occasional Alcohol Drinkers > Beer
- Occasional Alcohol Drinkers > Wine
- Occasional Alcohol Drinkers > Spirits / Liquor (Mixed / Cocktail or Straight)
- Occasional Alcohol Drinkers > Cider
- Occasional Alcohol Drinkers > Coolers
- Occasional Alcohol Drinkers > Pre-Mixed or Ready-to-Drink Cocktails
- Occasional Alcohol Drinkers > Hard Seltzer or Hard Soda
- Occasional Alcohol Drinkers > Non-Alcoholic Beverages
- Drinks Non-Alcoholic Beer
- Drinks Non-Alcoholic Wine
- Drinks Non-Alcoholic Spirits

## Ipsos Alcohol x RevOptimal > Past Purchase > Last Purchased Alcohol At >

- Liquor Store
- Club Store (eg Costco)
- Grocery Store
- Mass Merchandiser (eg Walmart)
- State Owned Liquor Store
- Drug Store / Pharmacy
- Convenience Store or Gas Station
- Dollar Store
- Duty Free
- Online / Mobile App for Pick-up in Store
- Online / Mobile App for Delivery

