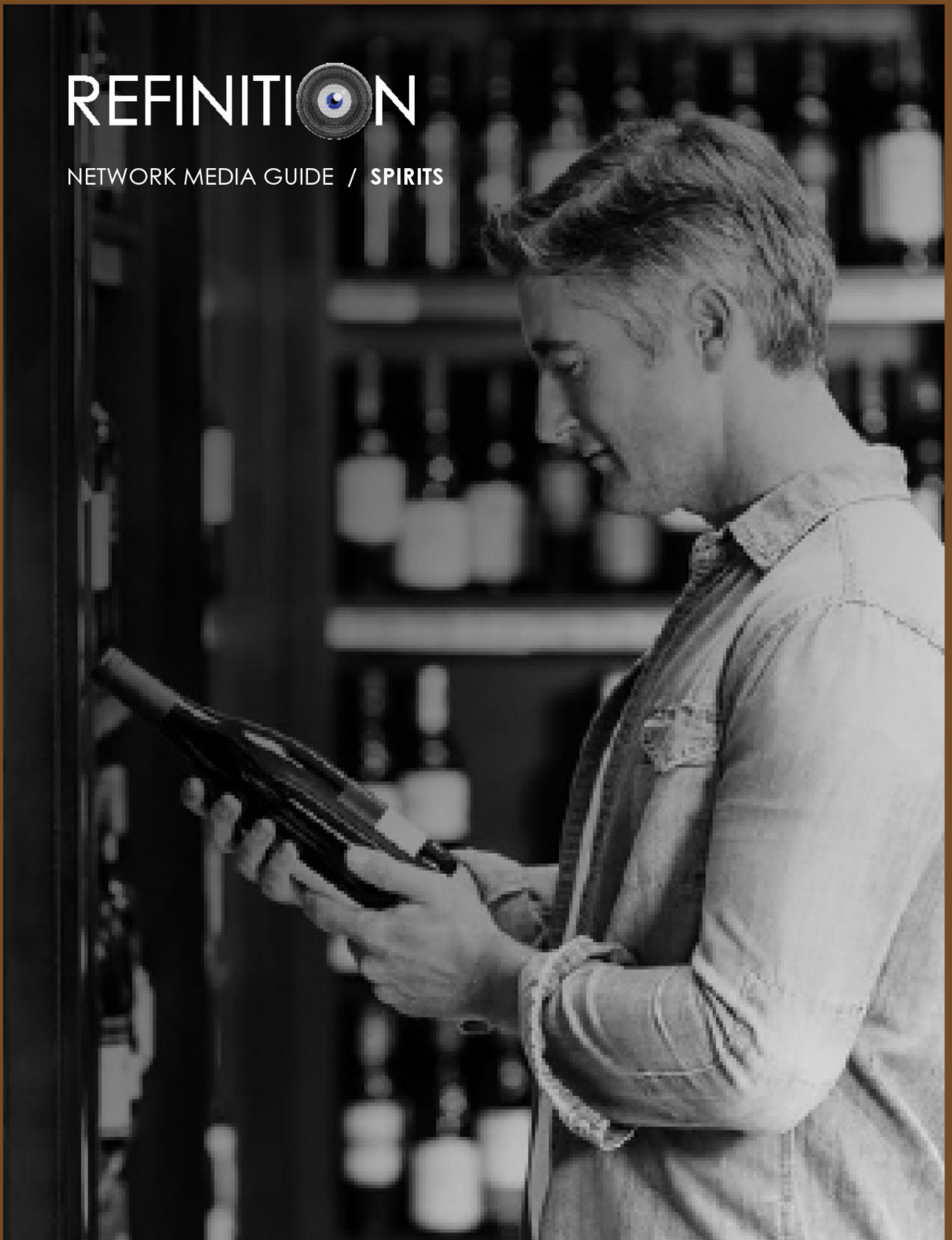


REFINITION

NETWORK MEDIA GUIDE / SPIRITS



REFINITION

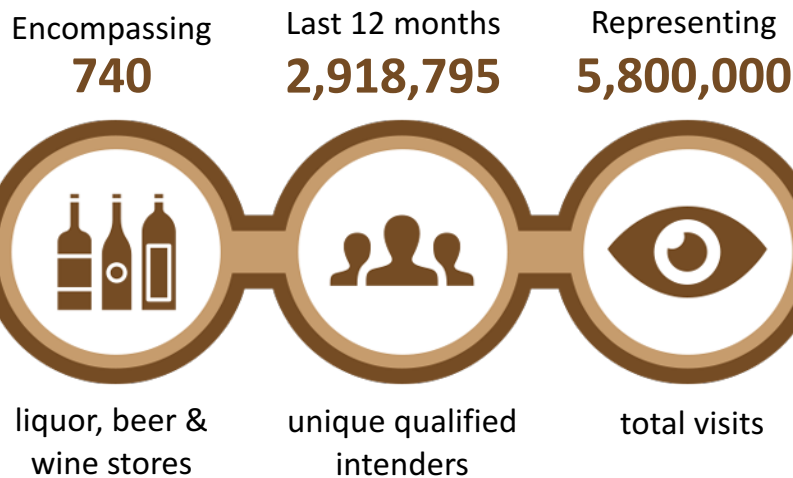
DATA FRESH DAILY/ SPIRITS NETWORK

SPEND LESS – SELL MORE – REPEAT OFTEN

REFINITION- The Spirits Network

Breaking down the barriers to unlock this highly coveted audience of intenders in liquor stores in the US, Refinition captures more real people actively engaged in the purchase of beer, wine and liquor than any company. Looking to introduce a new product, capitalizing on building brand awareness and loyalty or cross-category marketing to this audience, we can deliver them.

ACTIONABLE – In Market Intenders



THE DATA OF INTENT – Showing up Matters

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 300 million reachable consumers for your campaigns.

DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 1.11 meters.

Our spirits network identifies devices of real people at every beer, wine and liquor retailer in the US and can be segmented geographically and demographically for digital or direct mail campaigns to support your brand.

UNDERSTAND MORE & DRIVE CONVERSION – Better Research, Refined Audience, Enhanced Results

ALL IN VS. OPT-IN – Wider Audience, Any Location, Just Real People