viamedia.ai

WE MAKE ADVERTISING *simple* AND *smart*

Omnichannel Marketing Solutions for Beverage Alcohol

Prepared for

Heaven Hill Brands

Private & Confidential to Viamedia.ai

Who is Viamedia.ai

20+ years of trusted advertising expertise combined with AI-powered digital innovation. One partner to plan, activate and measure audiences across linear TV, streaming and every digital channel.

National
Full nationwide coverage

7,000+
brand partners

95.2%
client retention

7,500+
active digital campaigns

Exclusive data and supply

Proprietary audience and performance data, plus unique linear TV supply through 100+ video service provider partnerships.

Proprietary technology

Geo-Graph, LFID audiences and Attention+ creative versioning, activated DSP-agnostic across every channel.

End-to-end execution

A tenured team runs strategy, trafficking, optimization and reporting as one accountable partner.

We make advertising simple and smart.

PROPRIETARY TECHNOLOGY

The Viamedia performance engine

Data, creative and inventory come together to deliver high-performing campaigns.



GEO-GRAPH™

1

Demographic & household data, behaviors & interests and past performance, mapped to places

LFID AUDIENCE CREATION

2

A custom, cookieless LFID audience built from the highest-indexing localities

CREATIVE & INVENTORY

3

Creative and inventory dynamically selected and served by LFID audience and KPIs

PERFORMANCE & INSIGHTS

4

Campaign KPI-based optimization, with insights fed back by locality

Performance data is fed back into the system to continually optimize localities and improve results

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Food & drink still sell in store, influence is won online



67%
of media consumed is digital

6.9 hrs
daily time consumers spend online

11–25
connected devices per U.S. household

Share of US category sales made online, April 2026. Source: Eightx model estimates on US Census Monthly Retail Trade data (±1–7 pts)

DAILY MOVEMENT

Everyday shopping happens in multiple trips

12.6 mi
average trip length

2.28
average trips per day per person

35%
of trips for shopping & errands

Minutes from home, by purchase

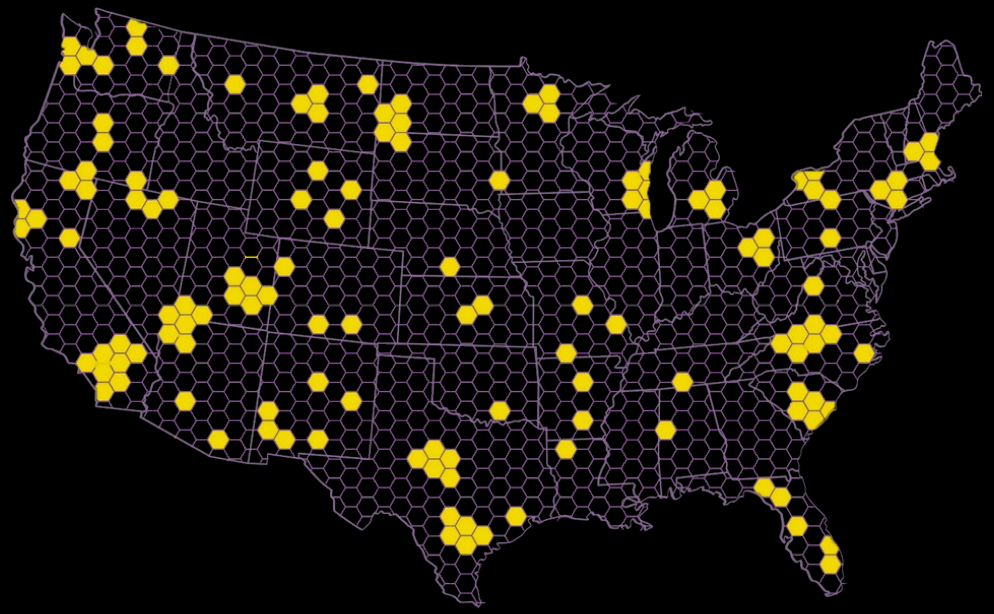


Sources: Access Development national consumer survey (2021, n=2,131); Upside citing USDA ERS (2026)
Source: US DOT, 2022 National Household Travel Survey, Summary of Travel Trends

PROPRIETARY TECHNOLOGY

GeoGraph: target where, not only who

Existing audience data often fails to connect with a large share of real shoppers, leading to waste and missed opportunity.



1

A geographic intelligence layer

Nationwide and 40,000+ ZIP codes, built from anonymized data stitched to places, never to people.

2

Deterministic and fresh

Direct matching of data to geography, no probabilistic guesswork. High-velocity signals refresh every 24 hours.

3

Privacy-safe by design

No personal identifiers required and no PII, ever. Compliance with 18+ state privacy laws is built in.

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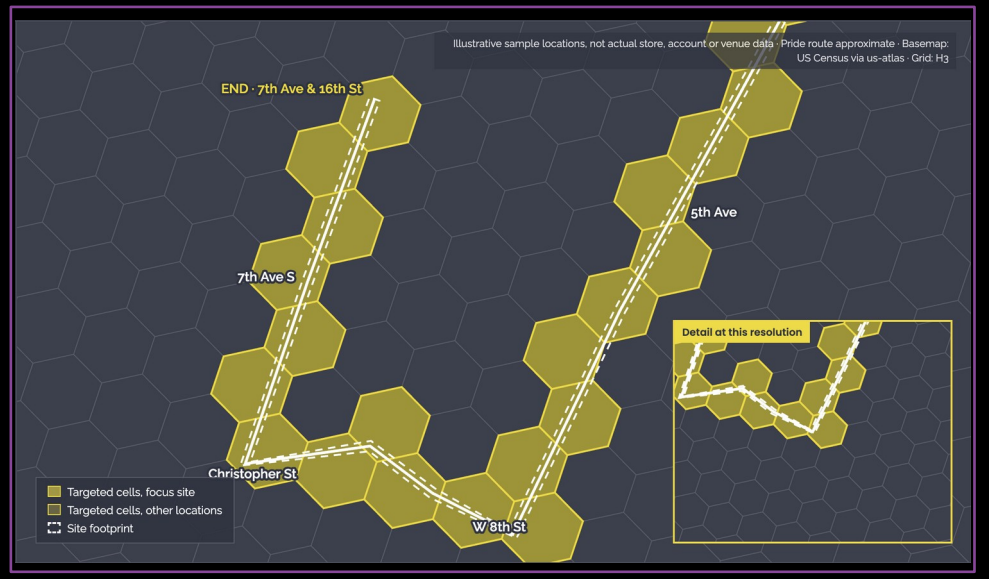
PROPRIETARY TECHNOLOGY

Built on H3: 16 levels of precision

The Geo-Graph indexes every place on Earth into nested hexagons. Each level splits a hex into about seven smaller ones, from half a continent down to a doormat.

Res	Avg hex area	About the size of
0	1,682,420 sq mi	Half the continental US
1	235,441 sq mi	Texas
2	33,514 sq mi	Maine
3	4,785 sq mi	Connecticut
4	684 sq mi	City of Houston
5	98 sq mi	Brooklyn
6	14 sq mi	60% of Manhattan
7	1.99 sq mi	1.5× Central Park

Res	Avg hex area	About the size of
8	0.28 sq mi	A college campus
9	25.9 acres	Big-box store + lot
10	3.7 acres	A city block
11	23,143 sq ft	Liquor store + lot
12	3,305 sq ft	A house
13	473 sq ft	A living room
14	67.5 sq ft	A bar table
15	9.6 sq ft	A doormat



Precise

Target a single storefront or a whole DMA with the same system

Nested

Roll results up or drill down without re-matching data

Durable

Hexes are places, not people: no cookies, no PII

EXAMPLE – Targeting along the route of the NYC Pride March

RESOLUTION

10 Building + parking lot

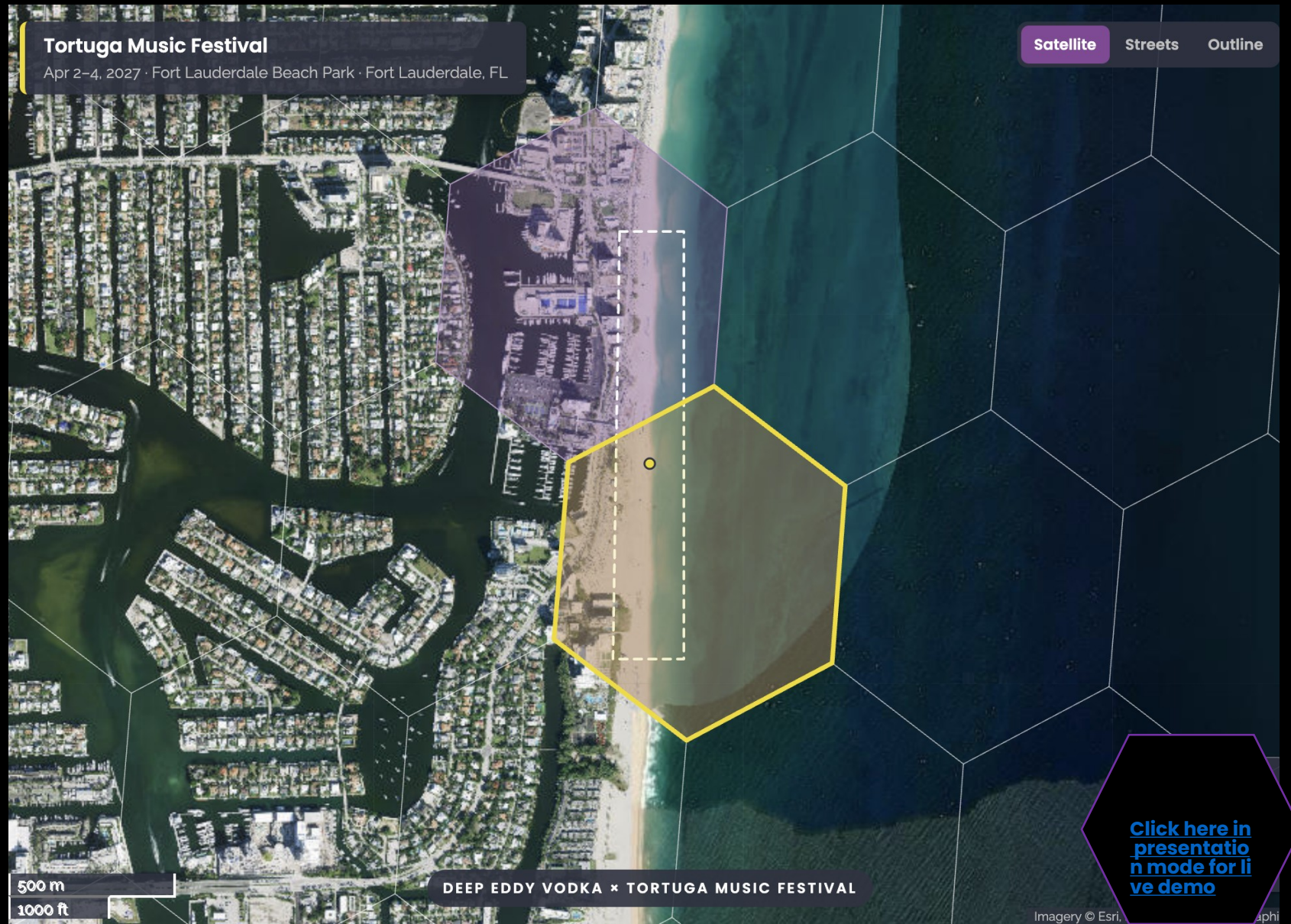
249 ft avg. hexagon edge	**3.7 acres** avg. hexagon area
24 cells targeted in layer	**24** cells on focus site

FOCUS SITE

NYC Pride March route (approximate, recent years) A moving, one-day audience along the parade corridor.

PROPRIETARY TECHNOLOGY

Deep Eddy: Tortuga Music Festival Activation



Click here in presentation mode for live demo

Tortuga Music Festival Details:

- April 1st - Festival Welcome Party @ The Shorely at Marina Village
- April 2nd–4th - Festival Days @ Ft. Lauderdale Beach Park

Deep Eddy Campaign Details

- Flight dates 3/30 – 4/5
- Budget: $15,000
- Impressions based on format:
  - Display 2,727,272
  - Video 800,000
- KPIs:
  - ROAS (based on purchase intent)
  - Engagement/Video completion

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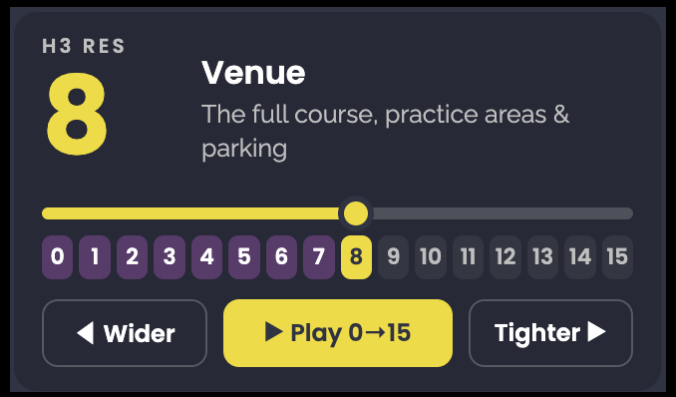
PROPRIETARY TECHNOLOGY

Elijah Craig: Activate the PGA Sponsorship



Hyper-target the entire venue including the full course, practice areas & parking, leverage different creative formats & messaging to increase personalization based on location

[Click here (in presentation mode) for live demo]



PROPRIETARY TECHNOLOGY

Integrating your data into the Geo-Graph™

Data is matched via APIs, direct upload or converted via a geo-stitching process.

Zero-party data

Publicly available data such as census, surveys, behaviors and interests: foundational data sets within the platform.

- Census data
- Online interest & behavior
- CDC
- Voter registration

First-party data

Your data, aggregated at a geographic level and mapped to the Geo-Graph™ to shape audience creation.

- Depletions & sales
- TD Linx account lists
- Retailer & DoorDash store lists
- CRM & loyalty

Third-party data

Full access to the data marketplace, with the ability to leverage any preferred data partner.

Circana. · Epsilon · experian · data axle · LiveRamp · TransUnion · ACXIOM · claritas · mastercard · comscore · FOURSQUARE · dun & bradstreet



Sample inventory & data sources

Premium, brand-safe supply with 21+ audience controls, plus the retail media networks where alcohol is actually bought.

PREMIUM CTV & STREAMING

- Disney+
- HBO Max
- Hulu
- Netflix
- Peacock
- Amazon Prime Video
- YouTube
- Linear TV (100+ VSPs)

LIVE SPORTS

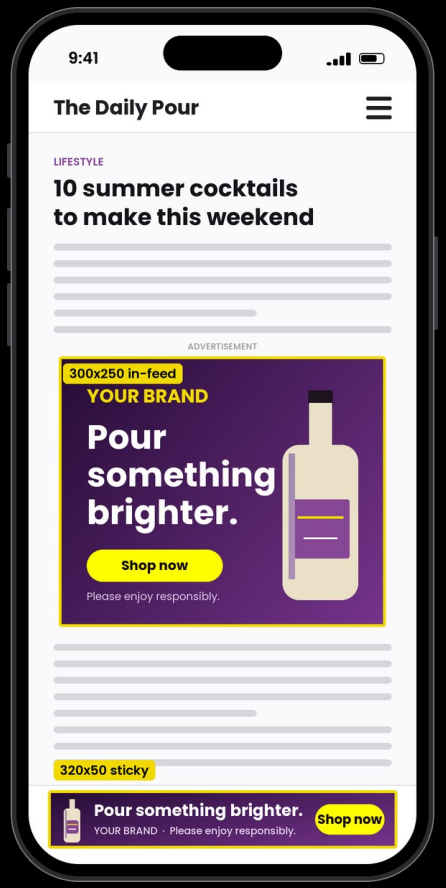
- NFL
- College football
- NBA
- MLB
- NHL
- Soccer

RETAIL MEDIA & COMMERCE

- Walmart Connect
- Kroger Precision Marketing
- Total Wine & More
- Instacart Ads
- DoorDash Ads
- Uber Eats Ads

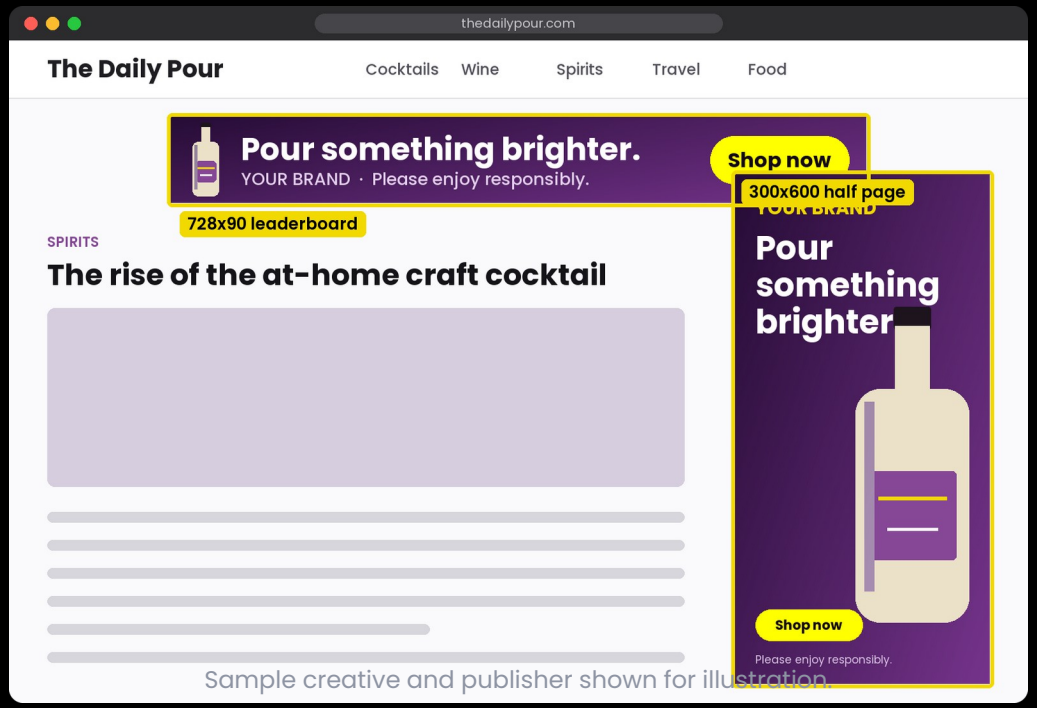
21+ compliance built in: audience-composition checks against the 71.6% legal-drinking-age standard, state-level exclusions, and alcohol eligibility confirmed per publisher.

Top recommended ad units: display



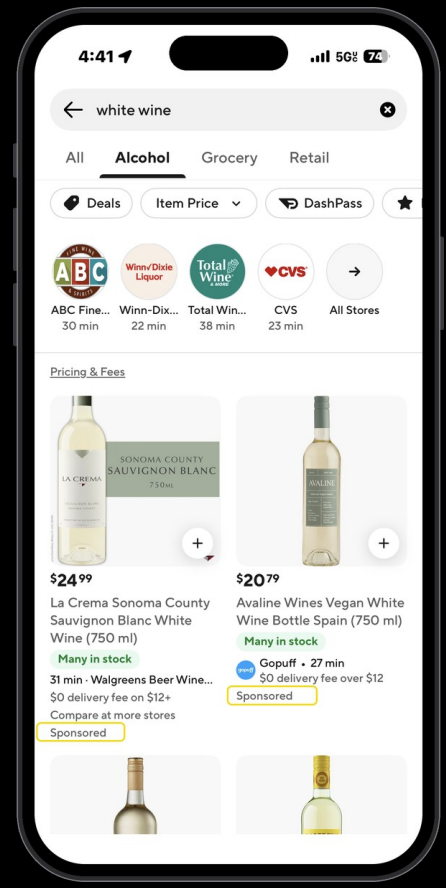
Mobile web

300x250 in-feed + 320x50 sticky: highest-viewability mobile pair



Desktop

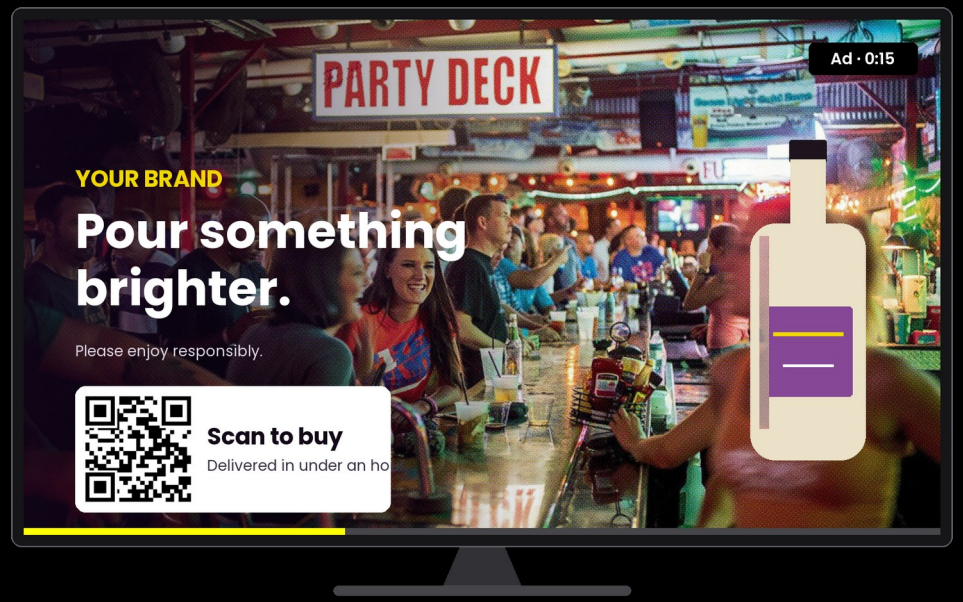
728x90 leaderboard + 300x600 half page: premium above-the-fold



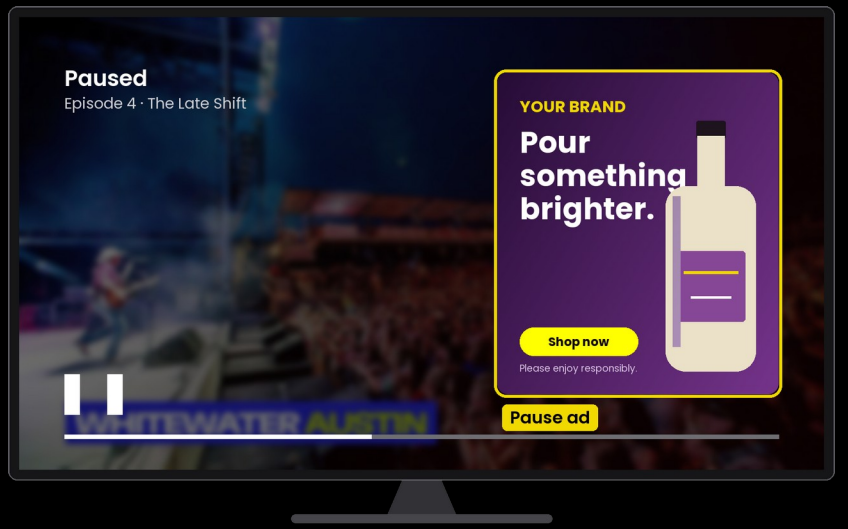
Retail media

Sponsored products in DoorDash, Instacart and Walmart apps, steps from checkout

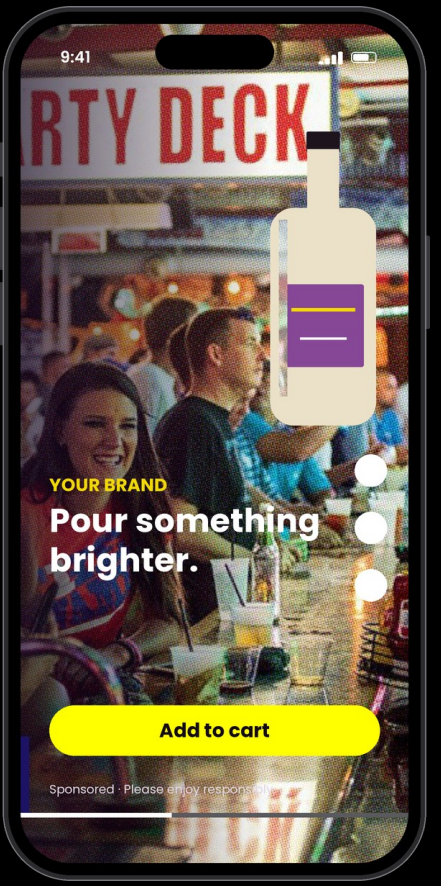
Top recommended ad units: video



CTV pre-roll with QR
:15/:30 non-skippable on premium streaming, with scan-to-buy delivery



CTV pause ad
Shows when a viewer pauses: high attention, no interruption



Shoppable vertical video
Mobile OLV with add-to-cart

Sample creative shown for illustration.

Third-party measurement & data partners

Independent studies prove what the media did, from the store visit to the sale to the brand.

FOOT TRAFFIC

Store-visit lift

Exposed vs. control households, matched to visits at liquor, grocery and big-box stores or venues.

KEY METRICS

- Visit lift %
- Cost per incremental visit
- Visits by store / H3 hex

SAMPLE PARTNERS

Foursquare · Placer.ai · InMarket

SALES LIFT

Incremental sales

Exposed vs. control sales from retailer, loyalty-card and receipt panels, down to the SKU.

KEY METRICS

- Incremental $ & units
- iROAS
- New-to-brand buyers

SAMPLE PARTNERS

Circana · NielsenIQ · Numerator · Retailer closed loop

BRAND AWARENESS

Brand lift

Surveys of exposed vs. control audiences measure movement in the upper funnel.

KEY METRICS

- Awareness & ad recall
- Consideration
- Purchase intent

SAMPLE PARTNERS

Upwave · Kantar · DISQO · Comscore

Partner availability varies by campaign, retailer and minimum spend.



Thank you

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