Bottlecapps Digital Campaigns

September 2022

Our Team

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BOTTLECAPPS™
LIQUOR STORE SOLUTIONS

Products

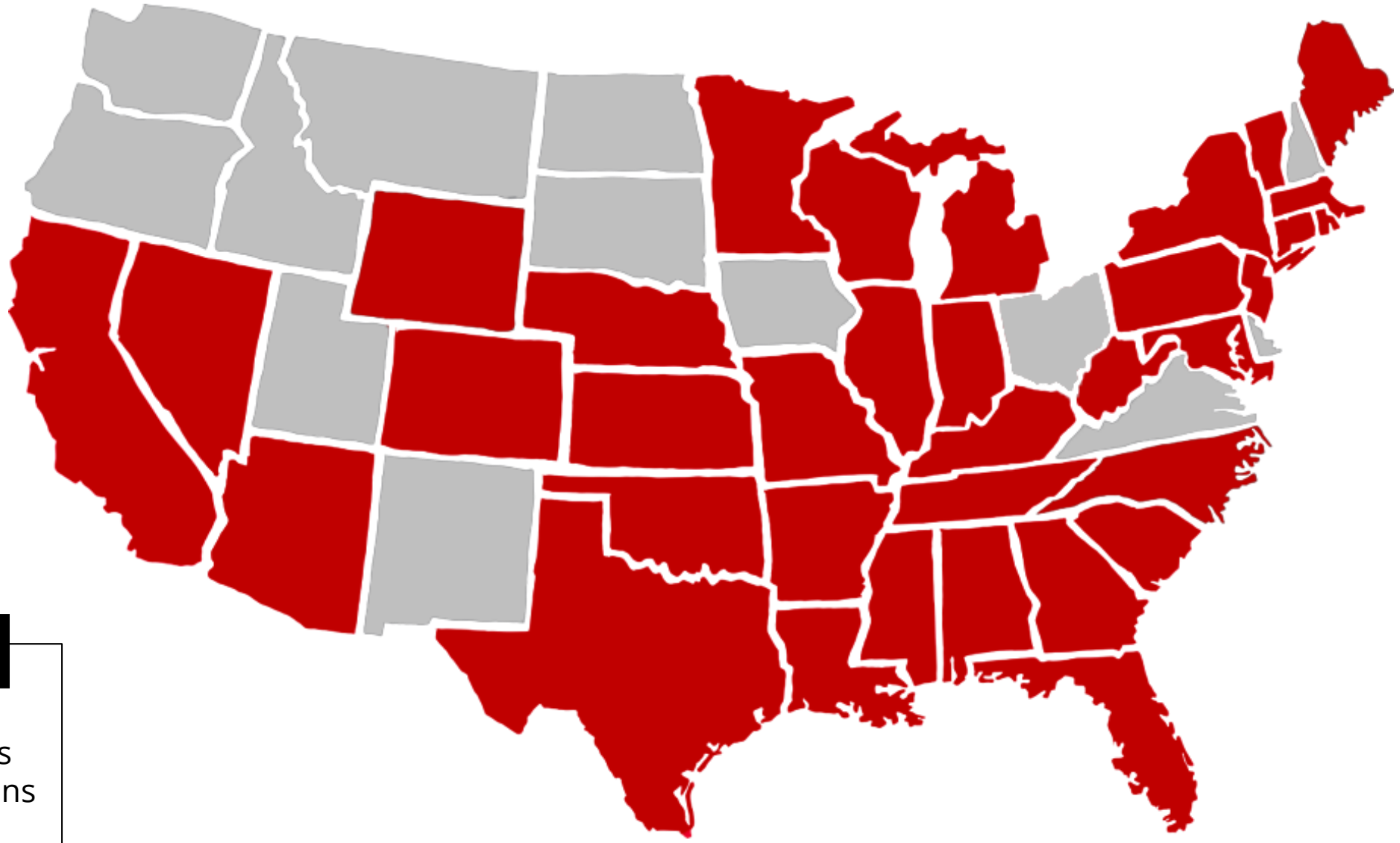
Retail Apps & Websites
Store branded _ eCommerce Capable

Supplier Marketplaces
i.e. Drinkrunner

BottleRover
Store + Product Locator

BottleSense
Near Live Data & Analytics

BC Nation



Footprint

- 35 U.S. States
- 2 CA Provinces
- 1000+ Locations
- 900k+ Users

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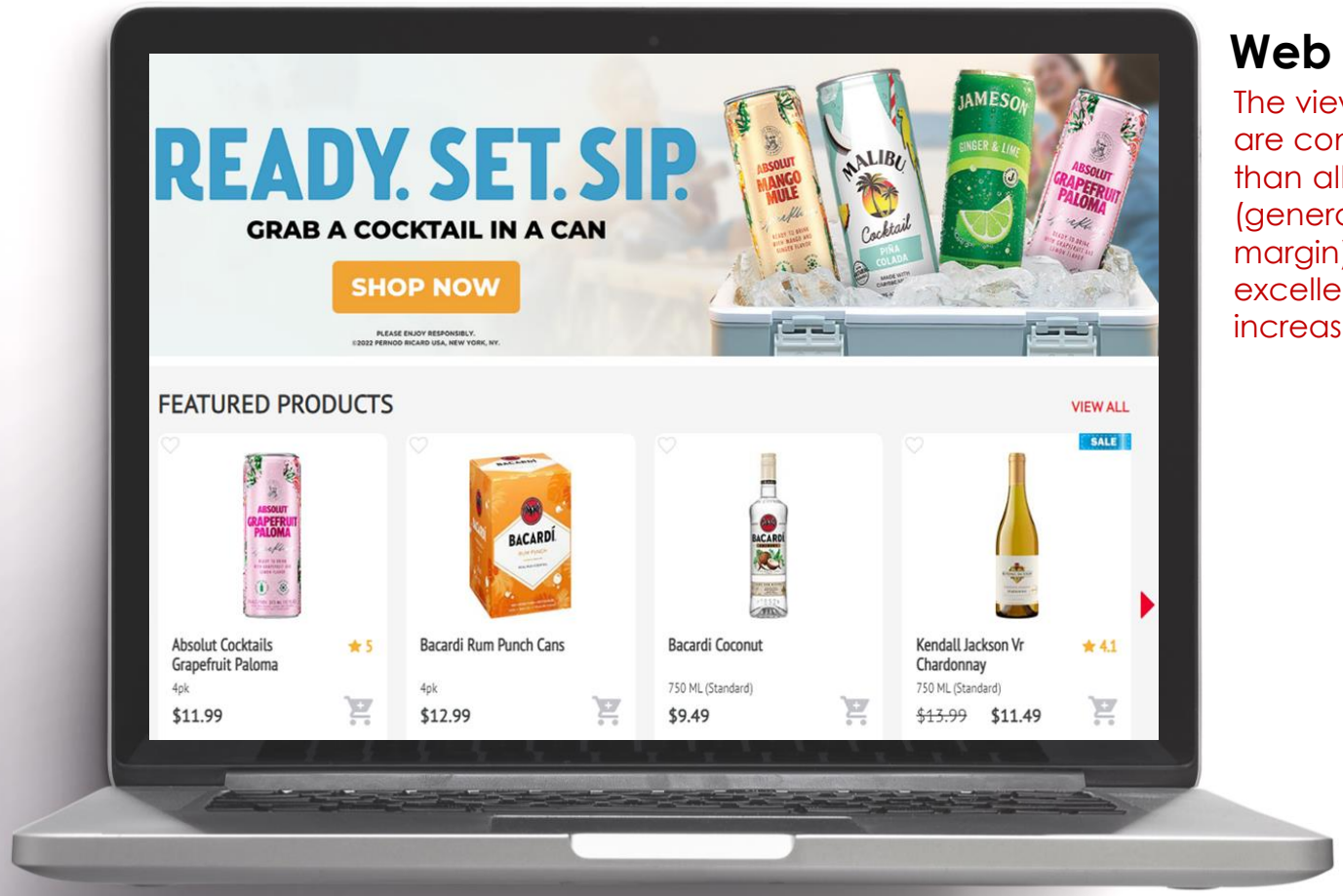
LIQUOR STORE SOLUTIONS

Banner Ads

APP + WEB

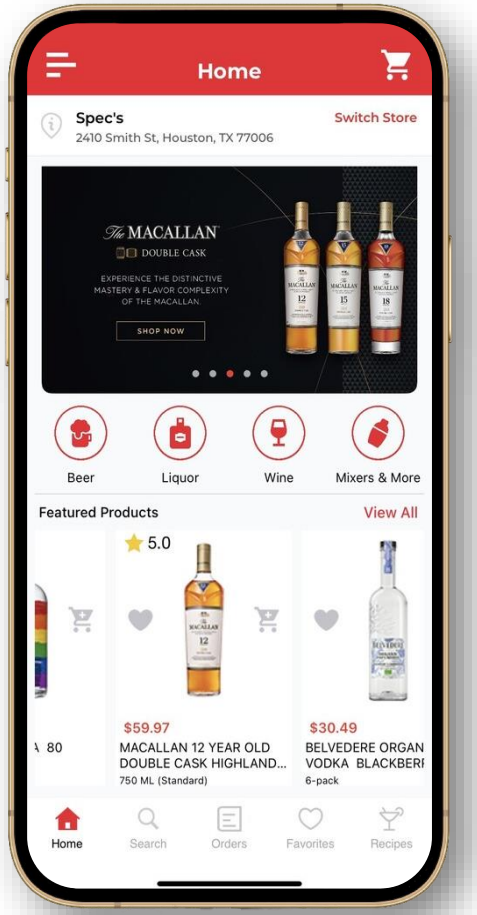


Web Banners

The views for this tactic are consistently higher than all others (generally by a large margin), making it an excellent tool to increase visibility.

App Banners

This tactic consistently captures the most conversions. Though sales are only a small part of the full campaign story, this is the tactic we should utilize for a portfolio styled approach.



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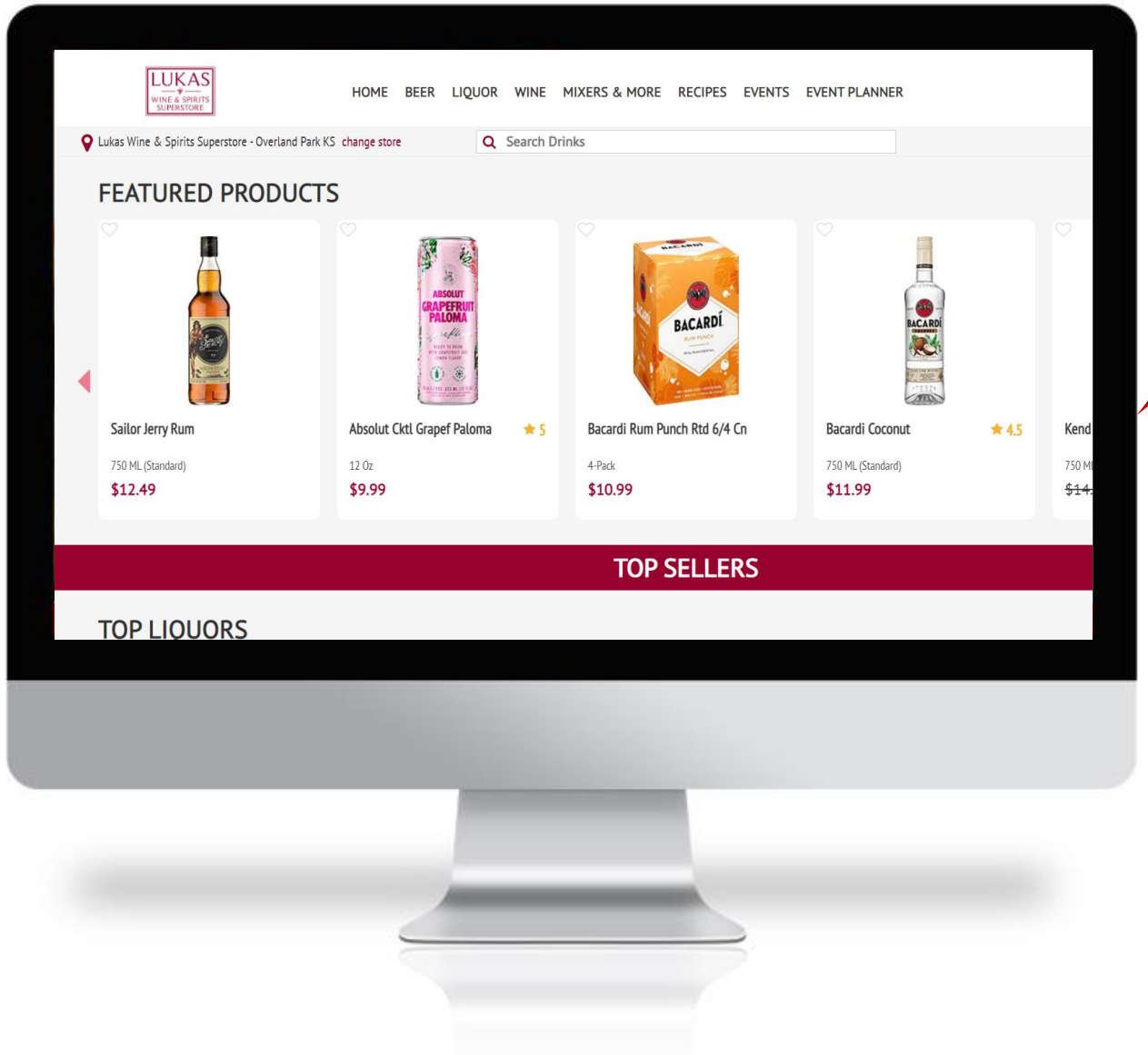
Featured Products

APP + WEB

Featured Products

This section acts like as an end-cap display for the online store. Entice customers to purchase what you want them to buy.



Featured Products are purchased on average

40%

more than items in general search.

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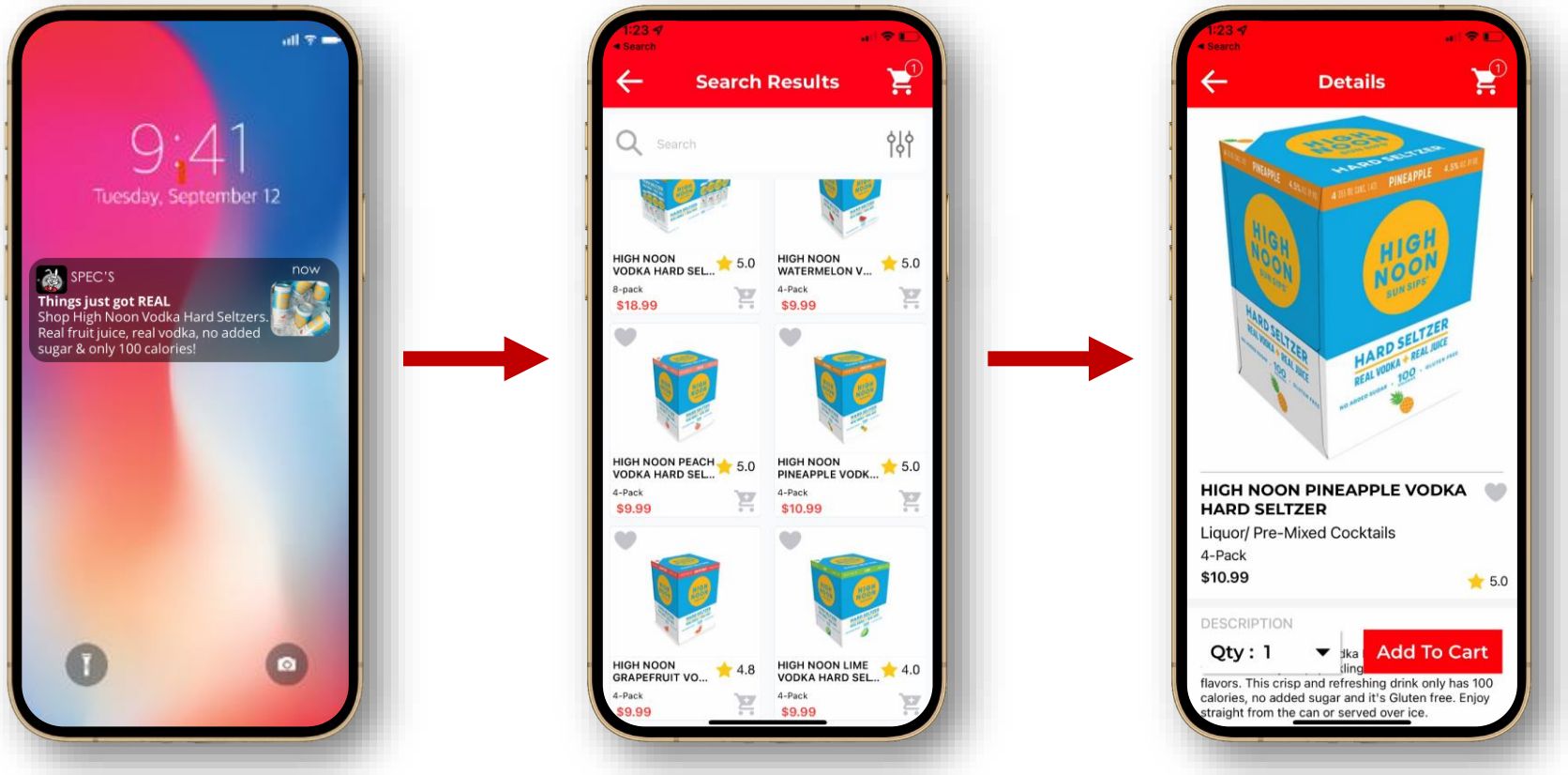
Push Notifications

APP ONLY

Push Notifications

Reach consumers anytime, anywhere with a simple push notification. When clicked, push notifications direct the consumer to a shoppable product page.



Pop-Up Ads

APP ONLY

Average CTR 18%

Home Page

Pop Up Ads will appear the first time a customer enters the app and allow for a one-click-to-purchase consumer journey

Category

For a hyper-targeted approach, Pop Up Ads can be activated at a category or sub-category level.

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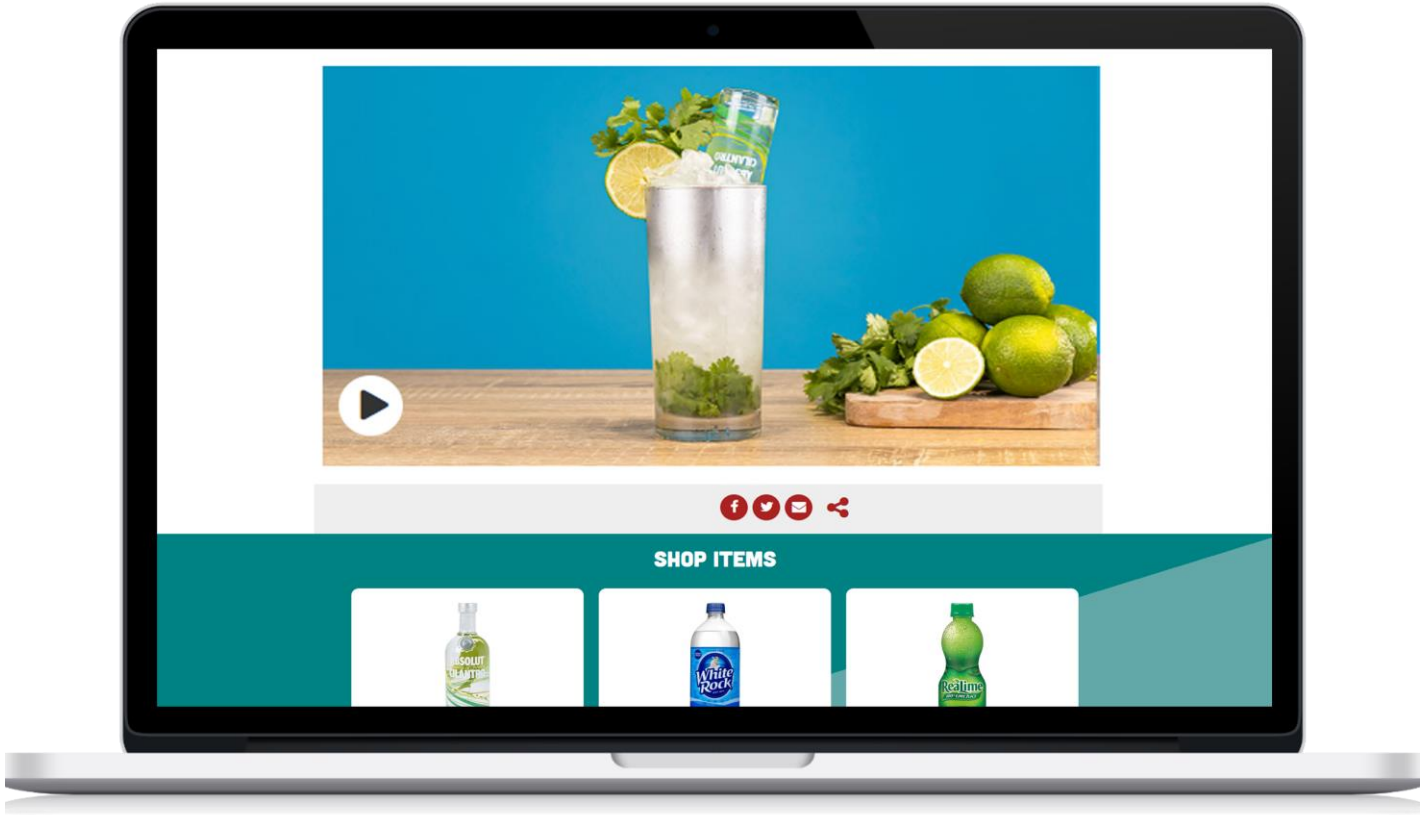
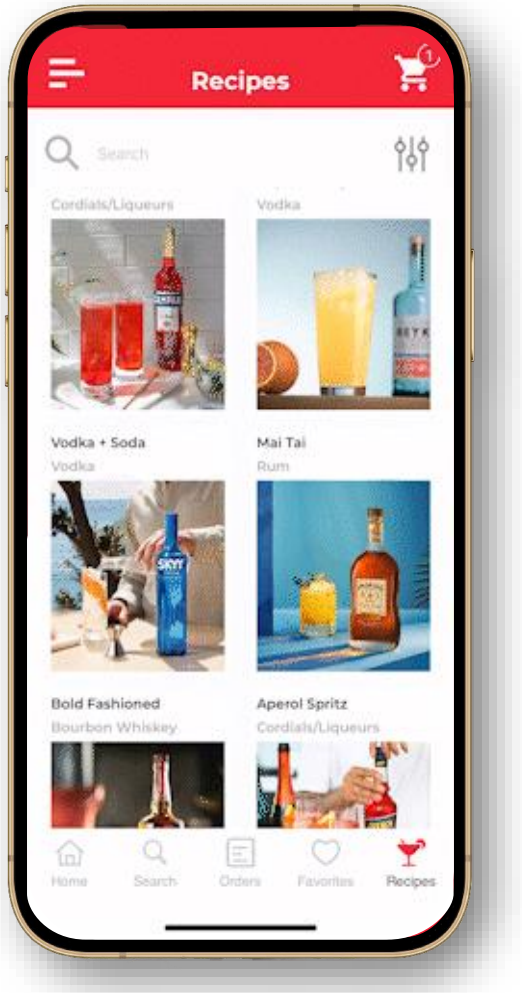
Shoppable Recipes

APP + Website





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BottleSense

ACCESS NEAR-LIVE DATA

Campaign Dashboard:

- Impressions, Views, Clicks by Tactic
- Attributed Sales by Tactic
- AOV, CTR, Conversion Rates, ect..

Supplier Sales Dashboard:

- Sales/Share Trends
- Consumer Insights
- Platform performance
- & more!!!

Data & Visibility Needs

- Set future a meeting to review

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