

UNTAPPD™  
MARKETING

# How to Navigate the Challenges of Hemp Beverage Marketing

UNTAPPD MARKETING : CASE STUDY



***Marketing hemp-derived beverages on social media platforms can be frustrating.***

Marketers must keep up with the constantly updating buzzwords that can get their submissions flagged as inappropriate. The Solution? Untappd Marketing.

Untappd is the world's largest beverage app, with over 2 million monthly active users. Our users are adventurous seekers of interesting beverages, and because we're a private platform, we don't have the same restrictions on ads as advertisers like Meta or Google. No more need to allude to a "magical elixir" or "sparkling tonic"; on Untappd, you can be as explicit as you want. Plus, our platform is age-gated, so everyone who sees your messaging is 21+.

Untappd can geo-target ad units to drive users directly to your purchasing page. Cycling Frog did this perfectly with an offer to Untappd users to receive their first can for free. The user had to pay for shipping and handling, but Cycling Frog got the user to try the product by shipping it directly to their doorstep. With their first Untappd campaign, Cycling Frog...



They were so impressed with the results, they immediately ran another campaign, which received...



Between both campaigns, Cycling Frog received an



**18%**  
CONVERSION RATE

In addition to Cycling Frog, we've worked on successful digital marketing campaigns for Climbing Kites, Elevado, Lupulin, Calexo, Hop the Wave, Flyers Cocktail Co, Crooked Beverage Co, and more.



## SPACE LIMITED

At present, we're limiting the number of D9 and THC partners we work with each month to help prevent audience fatigue and make sure we drive success for each partner.

*Interested in reserving a place on the calendar with us for 2025?  
Let's talk about details, timelines, and next steps!*



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