

# Tequila brand\* uses shopper choice to drive awareness at retail

## GOAL

Operating in a highly regulated industry, one of Pear's partnered tequila brands wanted to strategically use media to build awareness around where consumers can purchase their products at retail.

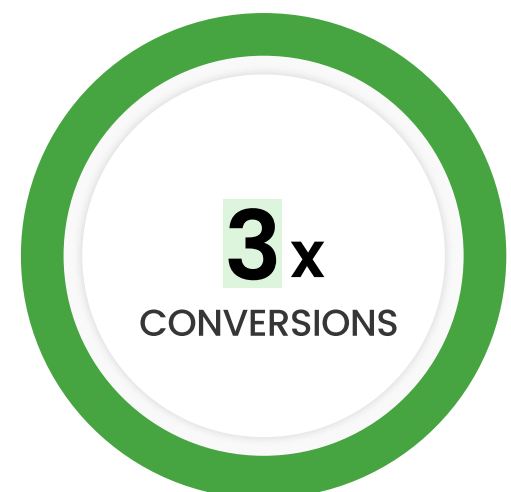
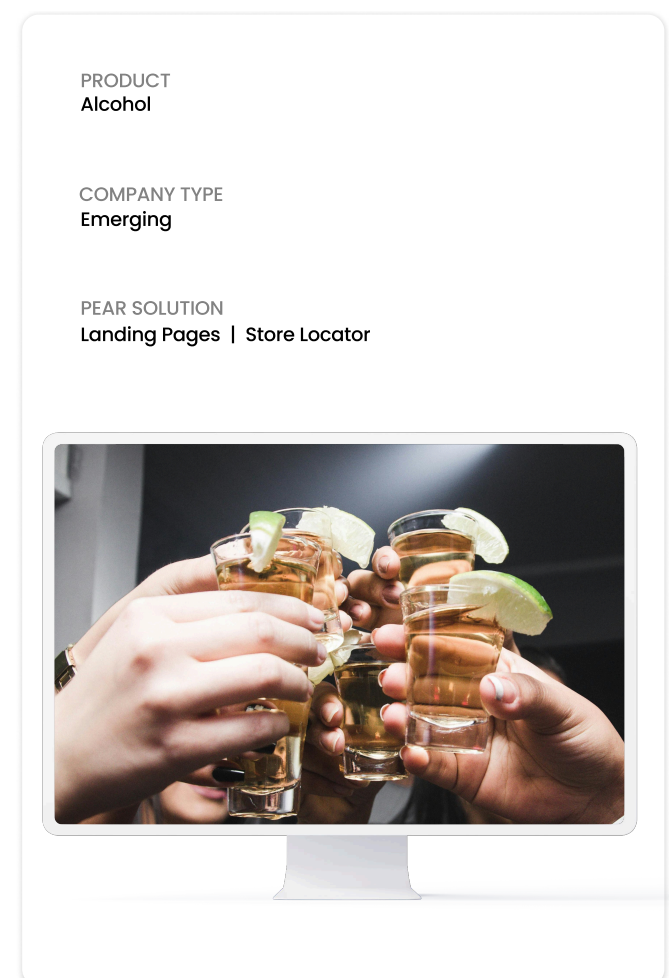
## STRATEGY

The brand leveraged Pear's shoppable Landing Pages as part of a social media campaign on Facebook and Instagram, alongside ad impressions driving to specific retailers' product detail pages.

## RESULTS

Pear created a suite of AlcBev-compliant [Landing Pages](#) leveraging [Pear unTied](#), and the Pear links (with dynamic retail ecommerce) outperformed the retailer-specific links with more than **3x** the conversions.

*\*Brand name redacted for confidentiality*



**3x improvement**  
when targeting custom Pear audience

**Reach more consumers. Grow your brand.**

Curious how Pear can help your brand unlock real results at retail?

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