

The adult beverage industry has changed. One of the least controversial truths in the industry is also one of the most important:

Sampling converts.

“Liquid to lips” still drives growth when:

- The right stores are targeted
- Execution is consistent
- Feedback is captured immediately
- Insights are shared and acted on quickly



Tastings generate activity, but without visibility; photos live in texts or emails, feedback lives in disconnected systems, and insights arrive too late (or not at all) to influence what happens next. **The result is motion without momentum. Effort without learning. Spend without lift.**

That's not a sampling problem. That's an execution and insight problem. And it's exactly where brands, distributors, and agencies have the most opportunity to improve.

If you can't see the full picture,

your brand pays for the whole program but is left with only the execution.

You're missing out on the invaluable insights that yield unmatched ROI.



The Problems

Fragmentation

Fragmented systems create blind spots. Blind spots cost sales.

Inefficiency

Disconnected processes turn simple demos into costly coordination projects.



Lost ROI

If you can't see the problem until it's over, you've already paid for it.

Finally! Your all-in-one  solution has arrived!

The Solution

Palaterra unifies demo data from every agency into one clear platform. Brands can finally see what's working.



Alignment
of Distributor & Retailer

Unification
of Reporting



AI Intelligence
of Consumer Insights

Standardization
of Your Agencies

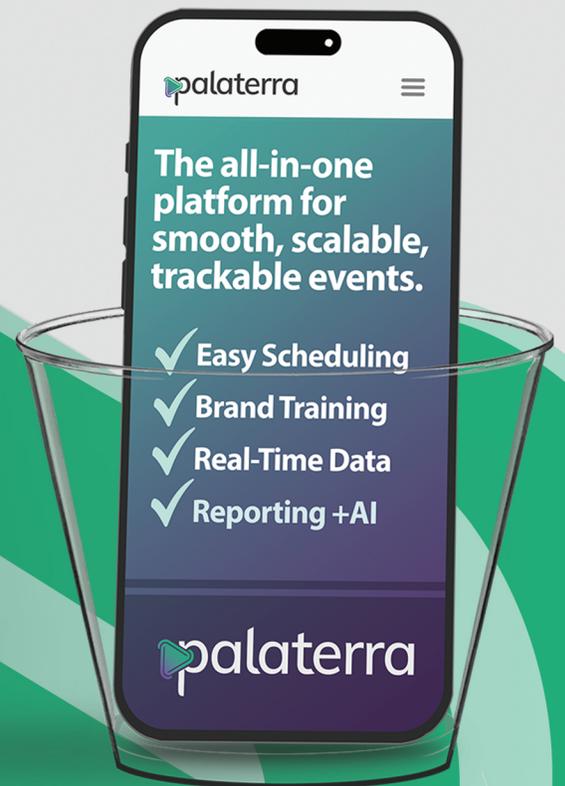


Velocity is the new growth indicator.

Sampling is not a marketing tactic. It's an execution system.

Liquid-to-lips only matters if insight travels faster than the next event. Tastings without feedback loops create noise, not learning.

The value of a tasting isn't the pour — it's what you learn immediately after. The fastest way to earn velocity is to shorten the distance between trial and insight.



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