

Reversing declining sales for a leading national brewer

INDUSTRY: CPG
Chicago, IL | 9,000+ employees



The Challenge

One of the nation's top three brewers faced increasing competition and declining market share due to the entrance of new craft beer manufacturers. The large brewing company needed a way to help their distributors remain competitive by proving their products drove higher margins and consumption rates to buyers. A complete overhaul of the company's go-to-market approach was initiated, including new tools that would help both its sales teams and distributors sell more effectively. Further complicating this was an unclear device strategy and differing technical abilities.

The Solution

Mediafly built a sophisticated yet user-friendly, device-agnostic sales engagement solution to distribute on-demand, complex, data-rich content in an intuitive format. Sales teams and distributors now had relevant, insightful sales collateral with real-time data feeds and interactive elements, such as ROI calculators. Mediafly's platform elevated the company's sales pitch by increasing customer engagement and making data the foundation of their conversations. Mediafly also deployed a robust reporting system to provide the marketing team with insights into how distributors use content in the field and inform future marketing programs and messaging.

The Result

Mediafly helped the top three brewing company reverse several years of market share declines in their draft beer segment. Mediafly made communicating the economic value of their products to their customers possible and distributors began putting their brands back on tap. Their success in the nation's restaurants and bars sparked interest from their convenience store, liquor store, and grocery channel sales teams. After implementing Mediafly in those channels, the user base has skyrocketed from 250 to over 10,000 sellers and distributors utilizing the Mediafly platform. The parent company is now taking the solution globally, leveraging the experiences of the team here in the U.S. Mediafly is viewed by the brewer's sales leadership as an invaluable sales enablement partner, constantly innovating and growing with their evolving needs.

About Mediafly

Mediafly was founded on the principle that people dislike being sold to because it rarely addresses their needs. By using our technology, the world's top companies are able to shape sales presentations in real time, rather than boring their customers with generic pitch decks built the night before. Sales teams using Mediafly are more effective in each meeting because they engage their customers with insights that are relevant to them. We call this Evolved Selling.

Interested in learning more? Visit us at mediafly.com or call 1.312.281.5175.



MEDIAFLY CLIENTS

