BEFORE YOUR CALL WITH LIQUID DEATH

Liquid Death keeps ads running for months, *and is off Google's first page on its biggest category searches*

> Meta's top 20 ads have run 133 days at the median, and the three it shows most are a creator's photo, a comedy video and a sugar chart. On Google, Liquid Death sits outside the top 10 on all 8 of the biggest category searches we checked.

133 days

median run of Meta's top 20 ads, against 61 for the 117 creatives read

5

of the 117 creatives read started in the last 14 days; new work lands in waves

#11

its best place on the 8 biggest searches, on “canned water”, in 1 of 3 captures

33 of 100

its place among the sites ranking across the category's 69 biggest searches

THE ADS META SHOWS MOST

Meta's top three: *a creator's photo*, a comedy video and a sugar chart



Image · listed 179 days · with sergutiov

Out in the mountains

> “@liquiddeath Snoqualmie Mountain”

A creator's photo of a Severed Lime sparkling water can on a ski hill, tagged @liquiddeath. It is Meta's #1 and has run since April.



Video · listed 69 days

Absurd jokes and dark humor

> “AI data centers waste millions of gallons of water.”

A 30-second comedy video: drink the energy drink, then donate your pee to cool AI servers. The joke does the work; it closes on both cans and "Drink Liquid Death Energy and Garage Beer".



Flexible · listed 179 days

A healthier swap for soda

> “LIQUID DEATH vs TOP SODAS*”

The plainest ad in the set: Liquid Death against top sodas on sugar, calories, caffeine and coloring. Meta runs this chart as 6 ads.

Order = Meta's own order in its Ad Library for Liquid Death, shown in the US, 2026-10-26 (Meta does not publish counts). Quote = the first words heard or seen; words printed on a video are marked "On screen".

HOW LONG THE ADS HAVE BEEN LISTED

Liquid Death keeps its winners running: *the top 20 have run 133 days* at the median

New work lands in waves: 19 creatives started on 16 June, 10 on 30 April and 10 on 22 September. Of the 117 creatives we read, only 5 started in the last 14 days, and none of those is in the top 20 yet.

THE 117 CREATIVES WE READ BY HOW LONG THEIR ADS HAVE BEEN LISTED

LISTED FOR	CREATIVES	IN META'S TOP 20
Under a week	0	0
1 to 4 weeks	24	3
1 to 3 months	41	4
3 to 6 months	46	10
6 months or more	6	3

Median days listed, the 117 creatives we read	61
Median days listed, Meta's top 20	133
Listed in the last 14 days	5

THE LONGEST-LISTED OF THE 117 CREATIVES WE READ



“Liquid Death has entered the energy drink game”

#13 · 180 days, since 2026-04-29 · Energy for parents and workouts



“Parenting is an EXTREME SPORT”

#16 · 180 days, since 2026-04-29 · Energy for parents and workouts



“LESS SUGAR.* HUGE FLAVOR.”

#20 · 180 days, since 2026-04-29 · A healthier swap for soda



“THE EASY-DRINKING ENERGY DRINK.”

#41 · 180 days, since 2026-04-29 · An energy drink that goes down easy

Days listed = from the start date Meta shows for the ad listing to 2026-10-26. A film relisted as a new ad gets a new date, so a young listing can hold an older film. What an ad spent or sold is private.

WHERE LIQUID DEATH SHOWS UP

On the biggest category searches, *Liquid Death is off Google's first page*

On the page we checked today for “canned water” its best place was #11 (1/3), just outside the top 10. In DataForSEO's index it holds #1 for “soda flavored sparkling water”, a small search.

GOOGLE TODAY, FOR THE 8 BIGGEST SEARCHES · CHECKED NOVEMBER 2, 2026

SEARCH	A MONTH	LIQUID DEATH	TOPO CHICO	SPINDRIFT	LACROIX	USUALLY FIRST	AI OVERVIEW
canned water	15K	**#11 (1/3)**	–	–	–	drinkopenwater.com	no
flavored sparkling water +5	15K	–	–	–	–	sprecherbrewery.com	in 1/3
canned sparkling water	2.9K	–	–	–	–	thekitchn.com	in 1/3
canned water brands +1	1.6K	–	–	–	–	waterestore.com	yes
aluminum canned water	1K	–	–	–	–	readyrefresh.com	in 2/3
naturally flavored sparkling water	3.6K	–	–	–	–	naturesflavors.com	yes
best flavored sparkling water +2	2.4K	–	–	#5 (1/3)	–	foodfanatic.com	yes
flavored sparkling water brands +4	2.4K	–	–	#1 (1/3)	–	americastestkitchen.com	yes

WHO RANKS ACROSS THE 69 BIGGEST SEARCHES

SITE	SEARCHES (OF 69)	AVG PLACE
amazon.com	30	6.2
reddit.com	40	3.2
drinkopenwater.com	11	4.5
sporked.com	16	5.9
facebook.com	41	12.4
walmart.com	26	9.7
drinkspindrift.com RIVAL	6	2.3
boxedwaterisbetter.com	6	12
liquiddeath.com · 33	**3**	**12.7**

Left: best rank, 3 Google captures of 15–18 unpaid results. (1/3) beside a rank = that rank in 1 of 3 captures. in 1/3, in 2/3 = an AI Overview in 1 or 2 of 3 captures. – = in no capture's unpaid results. +N = other wordings, at the biggest one's volume. Right: DataForSEO's index, ordered by estimated visits; liquiddeath.com sits 33 of 100 sites.

THREE QUESTIONS FOR THE CALL

What to ask, *from what's on these slides*

Each one opens from something the account's own marketer will recognize. None of it is what Liquid Death has told us.

01

What makes you pull an ad?

Their top ads run for months and new work lands in waves. Ask what they watch before an ad comes off, and who makes that call.

Because: the top 20 have run 133 days at the median, and 5 of the 117 creatives read started in the last 14 days (slide 3).

02

Which kind of ad would you make more of?

Meta lists a creator's photo, a comedy video and a plain sugar chart first. Ask which of those they'd fund next, and what told them so.

Because: #1 is the creator's photo and #3 the chart, each running 179 days; #2, the comedy video, 69 days (slide 2).

03

Whose job is the person who doesn't know the name?

People shopping canned water land on other sites. Ask whether winning that search is anyone's job today, or whether ads and stores carry it.

Because: “canned water” gets 15K searches a month and Liquid Death's best place is #11, in 1 of 3 captures (slide 4).

HOW WE MADE THIS

Where this comes from, and what it can't see

The ads. Meta's Ad Library, every ad live for this page on 2026-10-26, shown in the US: the top 200 of 276 in Meta's order, which made 117 creatives. Meta doesn't publish views, so #1 means listed first.

How long ads run. Days from the start date Meta shows. A long run shows how long an ad has been listed, not what it spent or sold.

Google. The 8 biggest category searches, captured 3 times each on November 2, 2026, Google US, in English; each rank is the best of the 3. Who ranks across the 69 biggest searches comes from DataForSEO's index, which updates monthly.

Rivals. Topo Chico, Spindrift and LaCroix, picked by us as the brands people weigh Liquid Death against.

What we can't see. Spend, clicks, sales and audiences are private to the advertiser.

The data. The data files hold every ad read and every search counted, with links.