

CASE STUDY: CANNABIS & CBD

Cannabis Dispensary conquered devices seen at competitor locations.

Included multiple display ad sizes.

Cannabis Company ran a DMA targeted campaign over two months targeting devices seen at competitors.

Targeting tactics focused on sending awareness messages to devices seen at competitor locations, audience targeting to known cannabis consumers and retargeting. Tags were placed to track in-store footfall during the campaign. Ad messaging focused on promoting in-store foot traffic.

Budget: \$15,000

Contracted Impressions: 1,318,116

Impressions Delivered: 1,524,271

Creatives: Multiple display ad sizes.

1,677

Clicks to website

2,270

In store visits

25+

Competitor locations targeted