

CASE STUDY: CANNABIS & CBD

CBD company promoted special offer online and in-store over the holidays.

Included multiple display ad sizes.

CBD Company ran a DMA targeted campaign from Black Friday through Christmas with a special offer.

Targeting tactics included audience targeting to THC/CBD buyers and vape purchasers, contextual targeting towards people consuming content about pain relief, anxiety, sleep and relaxation, retargeting and geo-fencing competitor locations. Campaign had strong promotional messaging to compel action. Tags were placed to track online revenue and in-store footfall during the campaign.

Budget: \$7,000

Contracted Impressions: 777,777

Impressions Delivered: 824,241

Creatives: Multiple display ad sizes.

176

In store visits

0.32%

CTR

\$13K+

Online revenue generated