

SUCCESS STORY / DIGITAL MARKETING

Cannabis + Natural Wellness Company

Campaign Highlights:

DURATION: 1 Year

MARKET: Twin Cities

OBJECTIVE: Increase brand awareness

TACTICS USED: Alt network display, device ID, email, SEO, streaming TV

Strategy & Solutions:

- We recommended utilizing Device ID in order to measure foot traffic attribution.
 - This allowed us to track an average of 100 individuals per month who saw the advertisers' ad, then walked in to one of their locations.
- Leveraging our custom-designed brand-safe Streaming TV product on the Alt Network, we strategically placed cannabis advertisements in non-traditional locations, setting our clients apart from their competitors without compromising premium network standards.
- Email was chosen to reach customers in a customer-friendly way, making it possible for them to forward it to a friend, or save it until they're ready to act.



Results:

1.9MM
Impressions

980
Website
Conversions

1.2K
Visits Captured
via Foot Traffic
Attribution