

# REFINITION

NETWORK MEDIA GUIDE / CANNABIS



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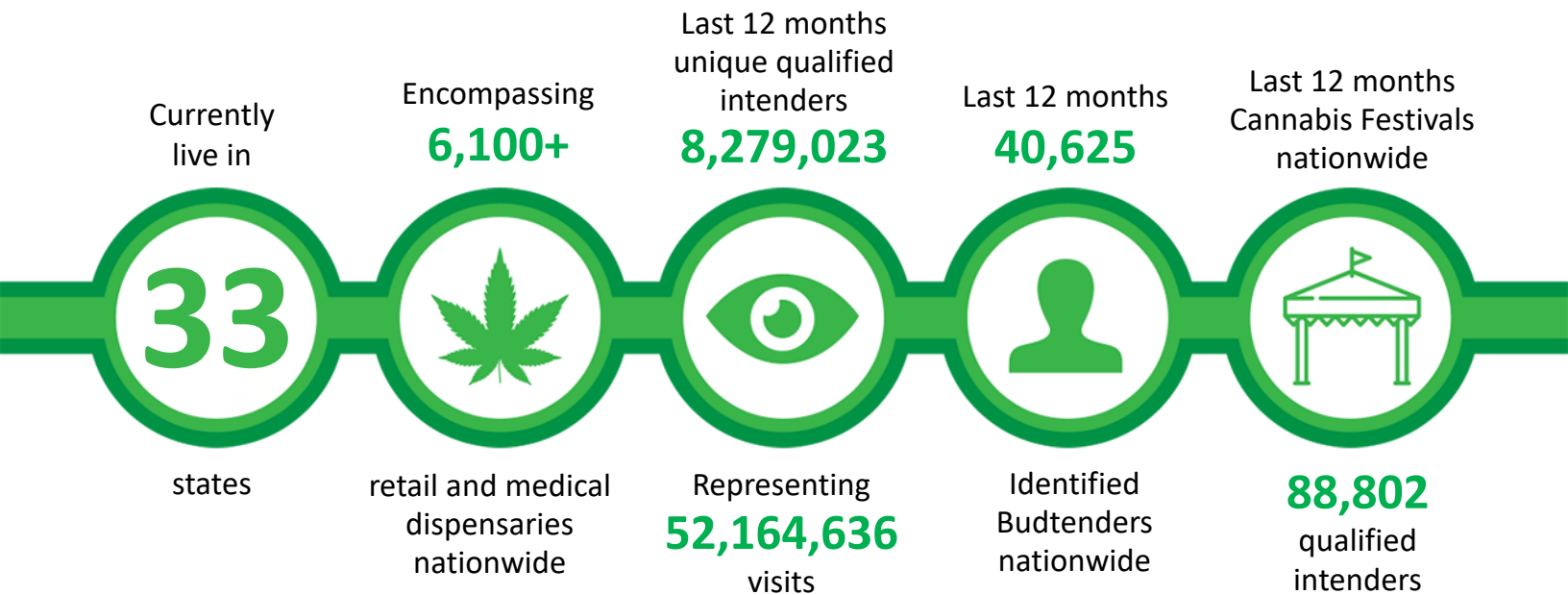
## CANNABIS LIFESTYLE NETWORK

**SPEND LESS – SELL MORE – REPEAT OFTEN**

### REFINITION- The Cannabis Lifestyle Network

Capturing visitors to all of America's recreational and medical dispensaries, festivals and events. The Canna Lifestyle network is a diverse and growing media network of real people, not cookies, segmented by demographic and lifestyle indicators that non-canna marketers desire.

### ACTIONABLE – In Market Intenders



### THE DATA OF INTENT – Showing up Matters

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 300 million reachable consumers for your campaigns.

### DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 1.11 meters.

Our cannabis lifestyle network identifies devices of real people at every dispensary, festival and event in the US and can be segmented geographically and demographically for digital marketing campaigns to support your brand.

### UNDERSTAND MORE & DRIVE CONVERSION – Better Research, Refined Audience, Enhanced Results

### ALL IN VS. OPT-IN – Wider Audience, Any Location, Just Real People