

## CASE STUDY

# CANNABIS LIFESTYLE

## Producer & retailer stands out from the crowd

### CHALLENGE

A premier cannabis brand in New Mexico in growth mode was on a quest to stand out from the crowd in a county cluttered with dispensaries to tout the opening of their new location and carve out share of market vs the competitors and drive cannabis enthusiasts to their new dispensary. The goal was to be top of mind with these potential consumers in premium run of site media and engage with these people.

### REFINITION SOLUTION

Refinition worked in collaboration with the brand to develop the appropriate audience in the geography coupled with the segmentation based on a host of attributes associated with this audience. Additionally, Refinition was charged with collaborating on creative messaging to ensure that the messaging was pedestrian in nature in order to appear in premium run-of-site inventory across premier destination publisher sites. Refinition ran the campaign through consultative execution and campaign management.

### CAMPAIGN STRATEGY

Custom creative provided for campaign.

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## Sell more, spend less, repeat often

Contact us at [getrefined@refinition.com](mailto:getrefined@refinition.com) to get started today.

Learn more at [refinition.com](http://refinition.com)

### THE RESULTS

After implementing our leads, cannabis brand saw increases across the board



Lifetime campaign average CTR = 1.07%



Unique deviceID audience CTR = 11.55%



Lifetime campaign average re-marketer CTR: 1.58%



Bounce rate remained below 10% for the lifetime of the campaign



Drove \$42,000 in retail sales in first 3 weeks of campaign



CPA was below \$10.00