

## CASE STUDY

# CANNABIS LIFESTYLE

## West Coast brand targets key audience

### CHALLENGE

One of the largest producers in Washington was looking to amplify its footprint with dispensaries in the state and additionally looking to engage with cannabis shoppers to introduce them to the brand and create demand gen opportunities at dispensaries. They recognized they needed to market to the audience of real people visiting dispensaries across the state of Washington to convert from click to brick requesting their product at dispensaries while also building in-roads for their sales team to put their products on the shelves. The priority was to run the digital campaign on premium run-of-site digital media platforms.

### REFINITION SOLUTION

Refinition provided professional consulting services with a digital assessment of the site in addition to working in lock-step with the brand to define messaging, curate the audience and manage the campaign from curation through execution.

### CAMPAIGN STRATEGY

Custom creative provided for campaign.

### THE RESULTS

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



Lifetime campaign average CTR = 0.84%



Unique deviceID audience CTR = 8.39%



Drive 56% of new site visitors



Drove \$400,000 in retail sales



CPA = \$5.00

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