

The logo consists of the letters 'OTO' in a white, serif font, centered within a blue rounded rectangle. The 'O's are large and the 'T' is smaller and positioned between them.

OTO

**Tactics to Keep CBD Ads
Running on Facebook in the
UK and Germany**
Cannabis



While advertising CBD products on Instagram and Facebook remains constrained, some European brands were able to get their products in front of the social media audience in the UK and Germany.

There were at least 21 CBD product ads targeting consumers in the UK and Germany:

 14 Facebook ads

 7 Instagram ads

that matched the following criteria:

• Search Criteria

Ad Copy Contains:

or



Text on the Ad Image Contains:

Cbd
Cbd oil
Cbdoil
Cbdcapsules
Hemp
"Hemp oil"
Topicals
Sublingual

Cbd
Cbd oil
Cbdoil
Cbdcapsules
Hemp
Hemp oil
Topicals
Sublingual

Target Geography:

Timeline:

 United Kingdom  Germany

Jan 2019-Dec 2020

The UK-based brand [OTO CBD](#) ran a Facebook holiday campaign last December, promoting its cosmetic products.

OTO CBD
11 December 2019

Get a free CBD Skincare gift, featuring our CBD Night Face Mask, CBD Night Face Cream & CBD Night Eye Treatment - worth £40, when you spend £150 at OTO this Christmas!



OTOCBD.COM/SHOP
Free CBD Skincare Gift, worth £40!
Shop OTO's range of premium products including CBD Skincare, CBD ...

Shop Now

8

Days running: 7
[Click to view](#)

OTO CBD
11 December 2019

Get a free CBD Skincare gift, featuring our CBD Night Face Mask, CBD Night Face Cream & CBD Night Eye Treatment - worth £40, when you spend £150 at OTO this Christmas!



GET A FREE CBD SKINCARE GIFT
WORTH £40
WHEN YOU SPEND OVER £150

OTOCBD.COM/SHOP
Free CBD Skincare Gift, worth £40!
Shop OTO's range of premium products including CBD Skincare, CBD ...

Shop Now

9

1 comment

Days running: 8
[Click to view](#)

OTO CBD
11 December 2019

Get a free CBD Skincare gift, featuring our CBD Night Face Mask, CBD Night Face Cream & CBD Night Eye Treatment - worth £40, when you spend £150 at OTO this Christmas!



OTOCBD.COM/SHOP
Free CBD Skincare Gift, worth £40!
Shop OTO's range of premium products including CBD Skincare, CBD ...

Shop Now

6

Days running: 1
[Click to view](#)

With three look-alike visuals and identical copy, two of the OTO CBD ads ran for at least a week and led to the shop page [on the website](#).

December 11

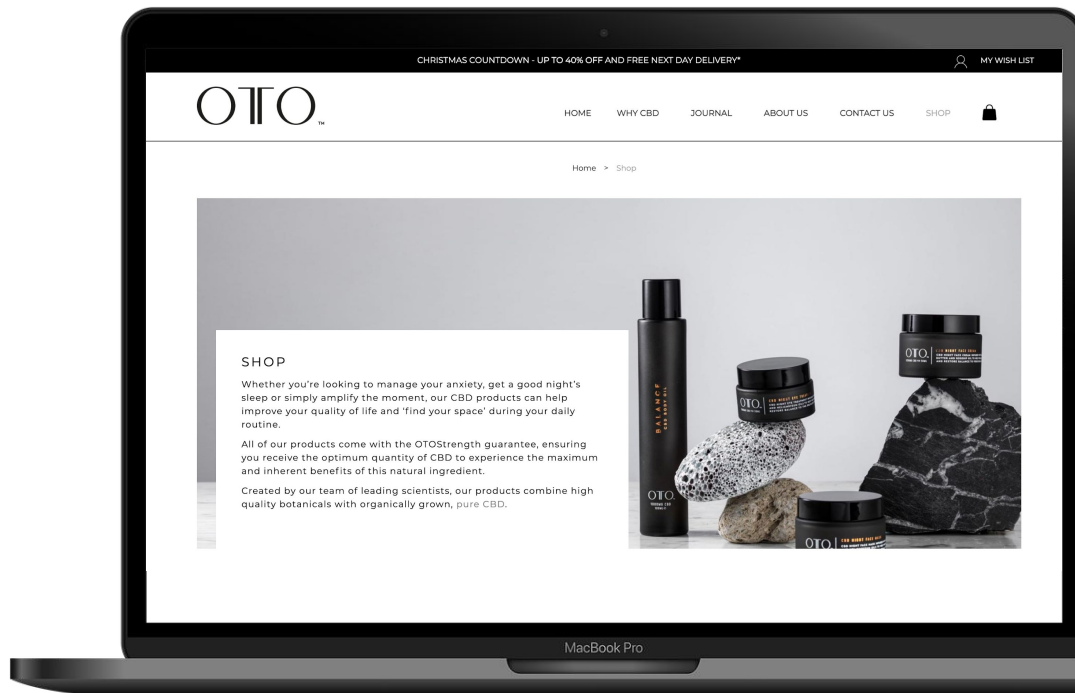
All three ads were launched on December 11 and ran for either eight, seven or one day.

“CBD Skincare”

“CBD Skincare” was included in the advertising copy and visuals.

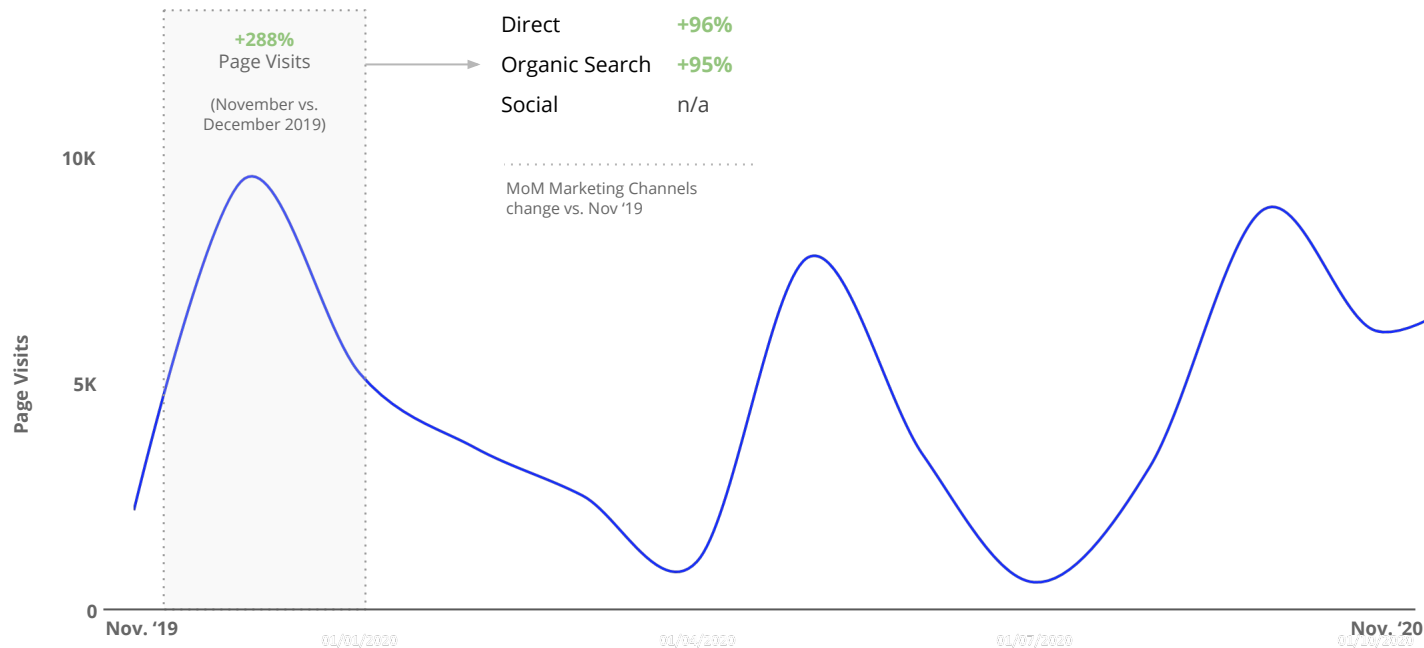
otocbd.com/shop

“Shop Now” CTA led to the [OTB CBD Shop](#) page on the website.

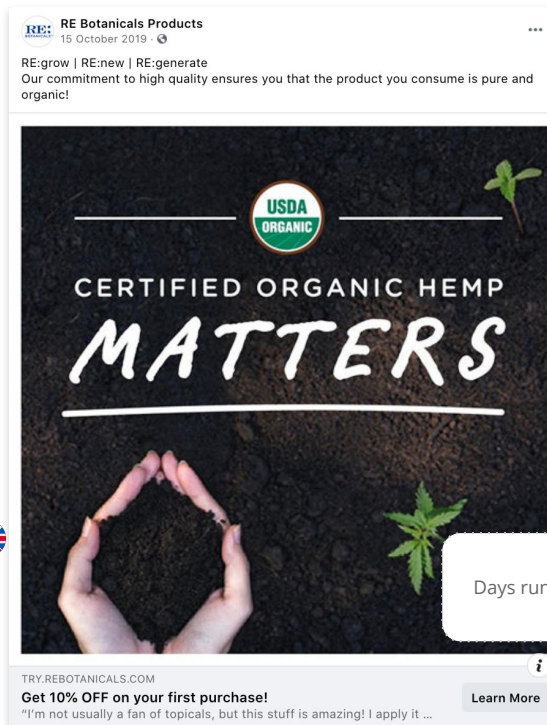
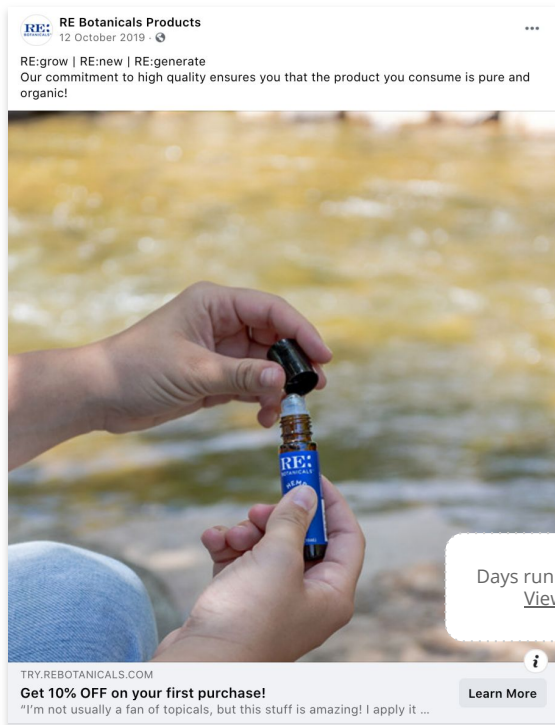




While there was a significant uplift in page visits from Nov '19 to Dec '19 (+288%), it cannot be directly attributed to the social media ads. Yet, they might have indirectly stimulated Organic Search and Direct visits, both of which almost doubled in Dec '19.



Rebotanicals was another company that launched two subsequent ads on Facebook in October 2019. The first one featured CBD body oil and was airing for three days.

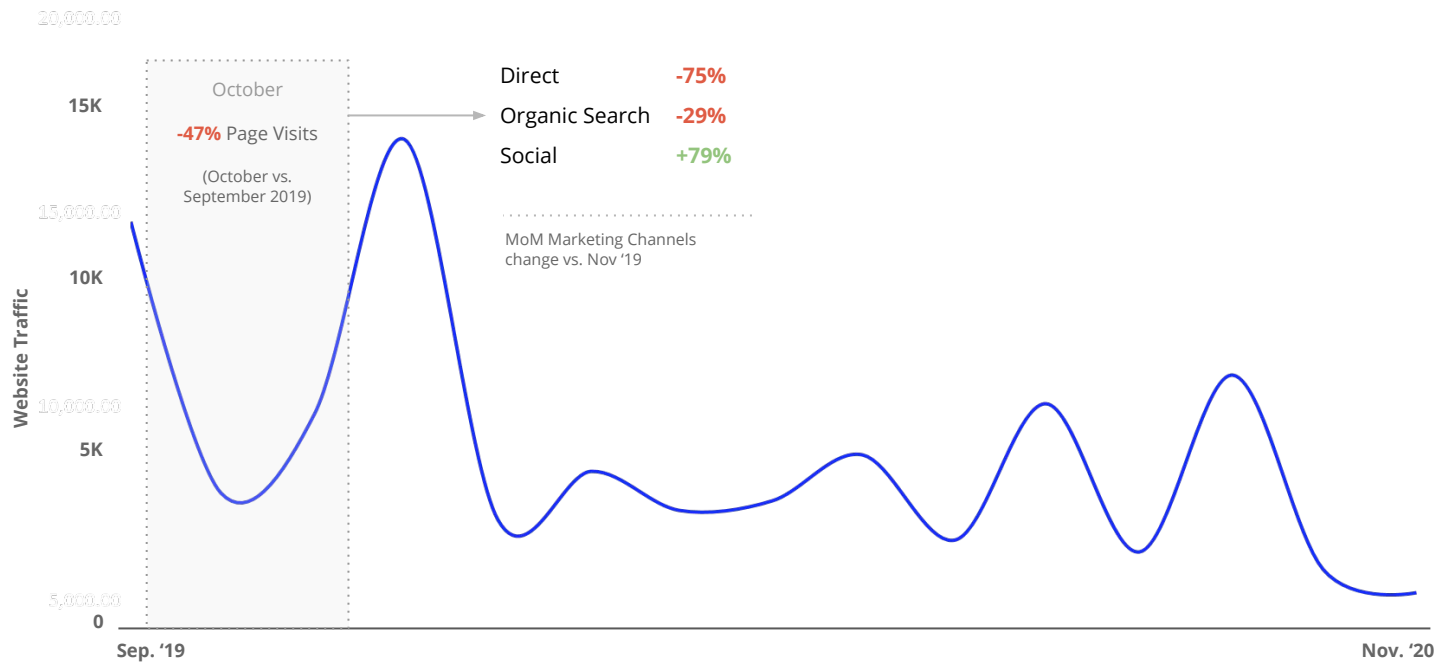


"topicals"

"hemp"

- There was no mention of CBD in either of the ads.
- The testimonial copy used in both creatives mentioned "topicals."
- The second visual contained "hemp" on the image.


Despite the **+79%** increase in social traffic, three days of running the ad did not contribute to the overall website traffic. Website visits to rebotanicals.com have been trending down MoM.



BB Lifestyle, mainly a hemp-infused skincare brand, ran a series of product-focused Facebook ads referencing hemp extract in the ad copy between July and September 2019.

BB Lifestyle
30 July 2019 · 🌐

From everyday essentials to performance protection, enhance your routine with our natural, proprietary HC56Complex and organic, full-spectrum hemp extract no matter where life takes you.



BBLIFESTYLE.COM
Enhance Your Skincare Routine
Natural. Vegan. Cruelty-Free.

Shop Now

Days running: 66
[Click to view](#)

BB Lifestyle
30 July 2019 · 🌐

Put your best skin forward with hemp 🌿
Natural, vegan, gentle - our proprietary formula with HC56Complex is clinically proven to restore your glow and combat damage.



BBLIFESTYLE.COM
Proven Skincare Results Powered By Nature
Natural. Vegan. Cruelty-Free.

Shop Now

Days running: 1
[Click to view](#)

BB Lifestyle
30 July 2019 · 🌐

20 years of innovation, 1 plant, endless benefits for your skin.
BB Lifestyle is once again breaking ground on the next step in all-natural, clean beauty for everyday and performance needs.



BBLIFESTYLE.COM
Proven Skincare Results Powered By Nature
Natural. Vegan. Cruelty-Free.

Shop Now

Days running: 1
[Click to view](#)

Two video-based ads, one featuring the Performance product line targeting sport enthusiasts and the other highlighting hemp oil and carrying a more feminine undertone, had longer air time than the image-based ads.



BB Lifestyle
9 August 2019 · 🌐

It's time you start taking better care of your skin.
All of our products are natural, vegan, and infused with full-spectrum hemp extract. We take your health seriously, and so should you.

BB LIFESTYLE IS NATURAL

BB lifestyle
ORGANIC HEMP OIL
500mg
Performance Drop

BBLIFESTYLE.COM
Skincare with a Purpose
Natural. Vegan. Cruelty-Free.

Shop Now

Days running: 8
[Click to view](#)

BB Lifestyle
13 August 2019 · 🌐

Still on the fence?
Our products are natural, vegan, sustainably-made, and cruelty-free. The only skincare routine you need starts here.

Same video

B2
PERFORMANCE
SUN RECOVERY GEL
SALT SCRUB
HYDRATING SERUM
AFTER SUN SOFT LOTION

BBLIFESTYLE.COM
Skincare infused with hemp extract
Natural. Vegan. Cruelty-Free.

Shop Now

Days running: 33
[Click to view](#)

BB Lifestyle
11 September 2019 · 🌐

It's time you start taking better care of your skin.
All of our products are natural, vegan, and infused with full-spectrum hemp extract. We take your health seriously, and so should you.

DESERVE TO BREATHE

BBLIFESTYLE.COM
Skincare with a Purpose
Natural. Vegan. Cruelty-Free.

Shop Now

Days running: 3
[Click to view](#)

While BB Lifestyle ads targeted the audience in the UK, the “Shop Now” CTA led to the international bblifestyle.com website rather than the UK website (bblifestyleuk.com).

Video

Video ads were on air significantly longer than image ads.

“Hemp extract”

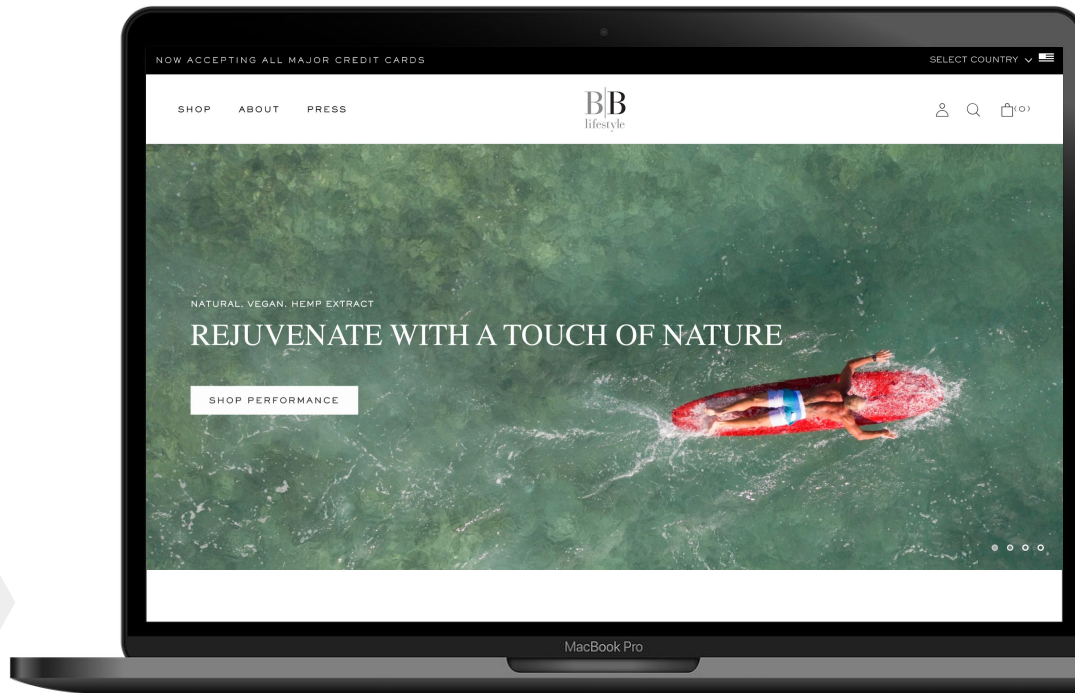
“HC56Complex”

“Hemp extract” was included in advertising copy, visuals and CTA. BB Lifestyle owns the trademark for “HC56Complex”^{*} and actively leverages the trademark name in the ads, rather than mentioning CBD.

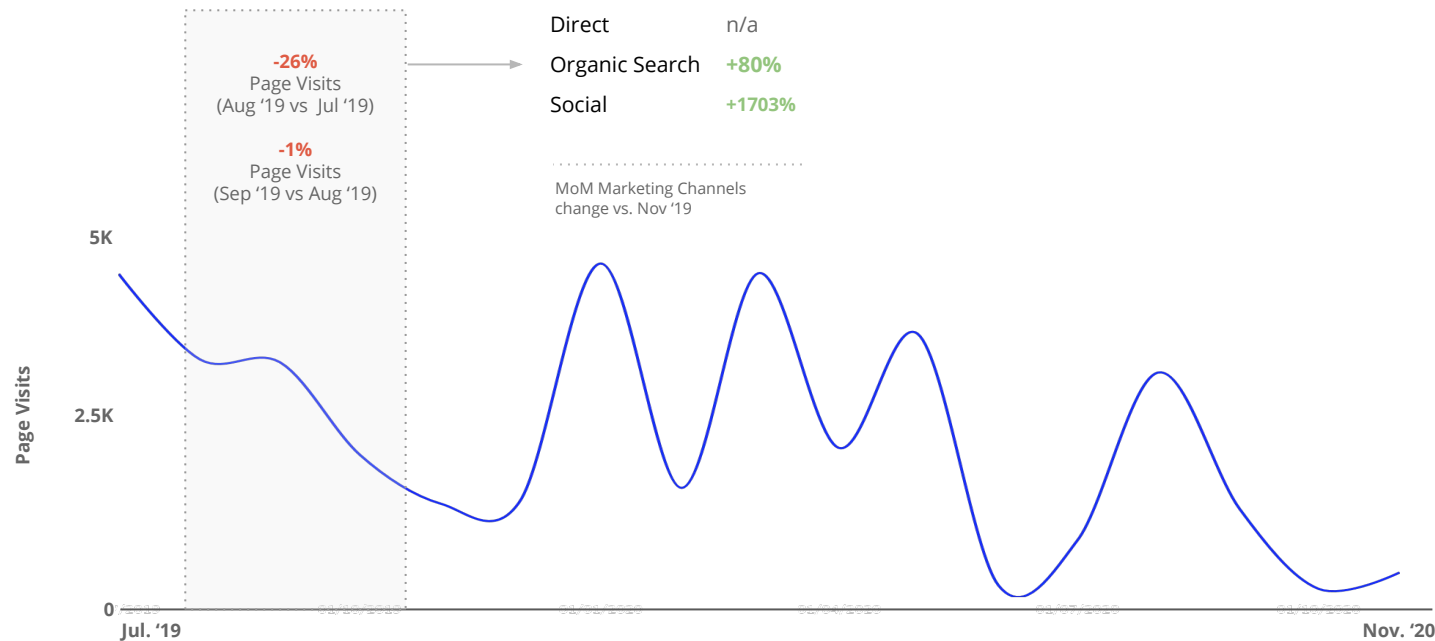
^{*}“HC56Complex”, which is a “hemp-based oils, extracts and derivatives; all ... containing CBD with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis”

bblifestyle.com

Despite targeting the ads for the UK audience, the links used led to the US version (.com) of the website rather than the UK one (bblifestyleuk.com).



Despite the social traffic increase by **+1,703%** and potentially stimulated brand awareness reflected in the higher MoM organic search visits, Facebook ads didn't effectively impact website traffic.



Directional data—desktop only page visits.

At the same time, mobile traffic increased by 3,164% (Jul. '19 to Aug. '19). However, there is no mobile traffic data available for the subsequent months to draw any conclusions from.

German brand Vaay ran a series of ads (four creatives in total) highlighting product benefits “calm down” and “relax” without mentioning neither CBD nor hemp ingredients in the copy. All ads were published from [Feel VAAY](#) Facebook account, which was used only to run the ads.

Feel VAAY
30 April · 🌐

Calm down, better try VAAY. 100% natürliche Inhaltsstoffe, vegan und made in Europe.
See translation

#RELAX

VAAY
RELAXATION SPRAY

Calm Down

VAAY.COM
Jetzt versandkostenfrei bestellen!

Shop Now

Days running: 29
[Click to view](#)

Feel VAAY
5 May · 🌐

Anstrengender Tag? Entspann dich mit den Well-Being Produkten von VAAY. 100% natürliche Inhaltsstoffe. Jetzt versandkostenfrei bestellen!
See translation

#RELAX

VAAY
MUNDSPRAY

Calm Down

VAAY.COM
Calm down - better try VAAY!
Jetzt Well-Being Produkte entdecken.

Shop Now

Days running: 7
[Click to view](#)

Feel VAAY
16 April · 🌐

Komm wieder runter und tu dir etwas Gutes – mit Premium Well-Being Produkten von VAAY. Jetzt versandkostenfrei bestellen!
See translation

VAAY
RELAXATION SPRAY

VAAY
SPRITZGEL

Calm down, better try VAAY.

Finde deine Balance. Shop Now

Well-Being Produkte Shop Now

18

Days running: 1
[Click to view](#)

Feel VAAY
29 July · 🌐

#RELAX - this is the good stuff!
Entspannen und regenerieren kannst du auf unserer Website. Hohe Qualität. Made in Europe. Kostenlose Lieferung.
See translation

VAAY.COM

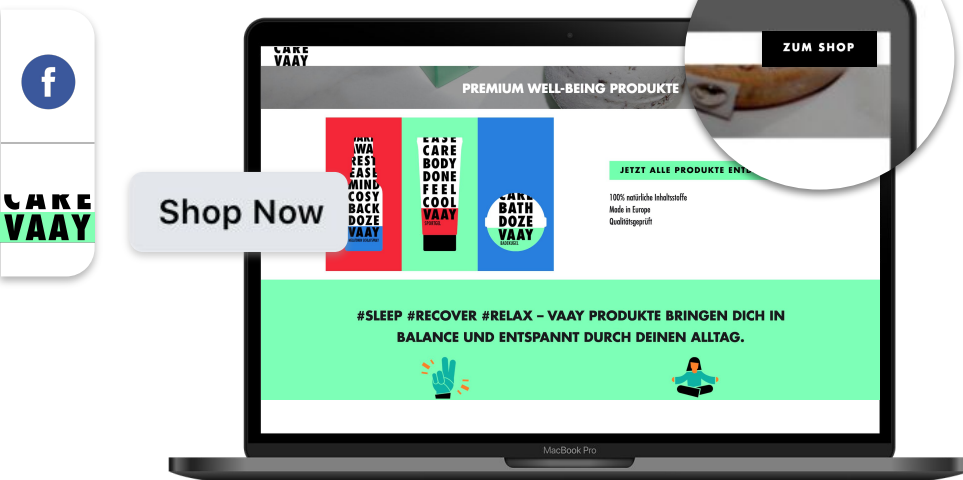
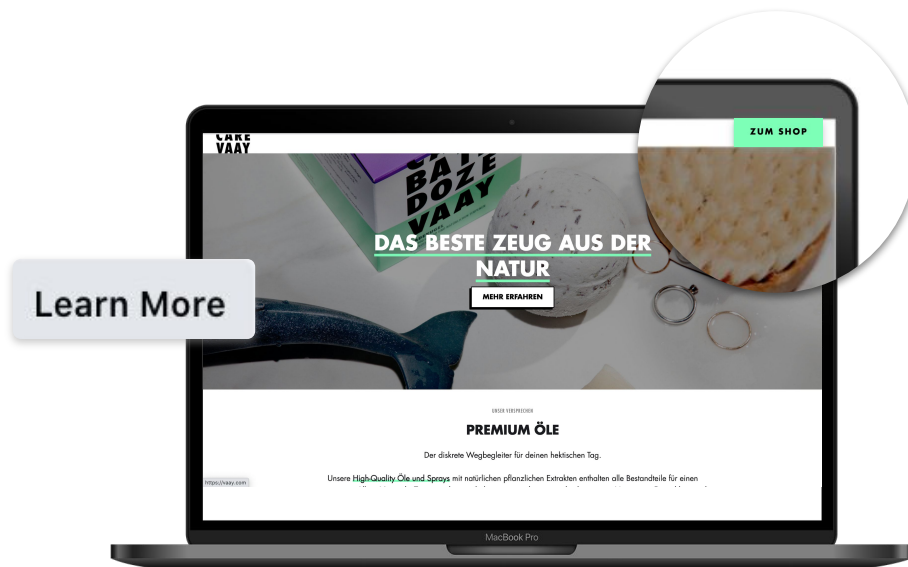
THIS IS THE GOOD STUFF.

LETSVAAY.COM
#RELAX #RECOVER #SLEEP

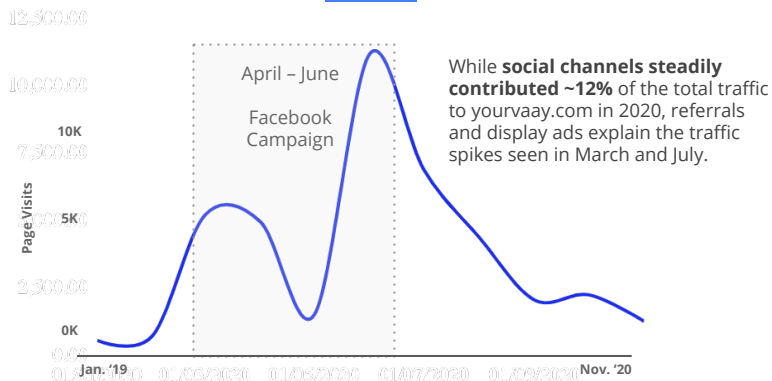
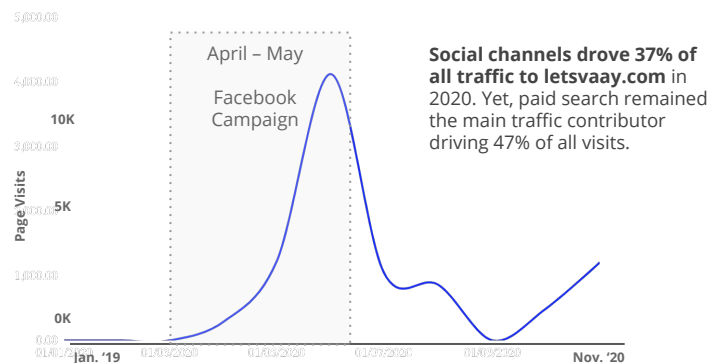
Learn More

Days running: 1
[Click to view](#)

The ads with a “Shop Now” call to action led to the [Your Vaay](#) landing page, while the ones with a “Learn More” CTA linked to the [Lets Vaay](#) page. Both websites were purely informational and redirected to the main ecommerce site ([vaay.com](#)).


[Click to view](#)

[Click to view](#)

While Facebook ads activated the social media channel, their air time and reach weren't sufficient to effectively impact website visits. Referral traffic to yourvaay.com and the paid search campaign pointing to letsvaay.com drove the most visits to the respective websites.


yourvaay.com
[Click to view](https://yourvaay.com)

letsvaay.com
[Click to view](https://letsvaay.com)


There were a few more ads featuring CBD products on Facebook during 2019-2020, however, given that their air time was less than one day, it is likely that they were taken down by the platform.

Sativa Nature Nurtures
25 November at 00:28 · 🇬🇧

Ever wished there was a face cream that not only contains anti-aging properties but also helps protect your skin from harmful UV rays? We heard you! Exclusively curated from organic ingredients such as Moringa Oil, Mango Butter and Carrot Seed Oil, Sativa's Face Creams is a must-have item in your daily beauty routine.

- ✓Rejuvenates your skin with a new radiance
- ✓Offers UV protection
- ✓Keeps your skin glowing and youthful
- ✓Controls acne
- ✓Fades scars
- ✓Made from natural ingredients

So don't wait anymore! Add this gentle facial cream to your skincare skin shine!

Shop now and get 10% off. Use code: HAPPY10

Watermelon Face Cream £9.90 **Shop Now**

Mango Lavender Face Cream £10 **Shop Now**

Days running: 1
[Click to view Advertiser](#)

HeartDogs.com
27 August 2019 · 🇬🇧

Does your Chihuahua experience separation anxiety, travel anxiety, or fear of certain noises such as storms and fireworks? 🐕 You're not alone!

How CBD Oil May Help Your Chihuahua's Anxiety
Does your chihuahua experience separation anxiety, travel anxiety, o... **Learn More**

Days running: 1
[Click to view Advertiser](#)

IHHT Therapie St.Pölten
Sponsored | add tag Mar,5 2020

Absolute Neuheit im Bereich **CBD** Öl.....durch das Trägermaterial Curcumin ergibt[Read more](#)

VitanaX CBD Curcumin | Ihht-therapie

Canabidiol (**CBD** 5 % Full Spectrum) Curcumin, 10 ml
InhaltWasserlöslich durch d[Read more](#)

Days running: 1
[Click to view Advertiser](#)

Made By Sunday
15 May · 🇬🇧

- 100% watermelon & hemp oil destroys redness or irritation
- moisturises AF + grease-free glow
- bye eczema, rosacea & psoriasis

GO BIG OR VEGAN

GO HOME

madebysunday.com **the other team**

- **60 ML**
- **£18**
- **30 ML**
- **£40**

FREE SHIPPING SITE WIDE
★★★★★ Rated 5/5

Shop Now

Days running: 1
[Click to view Advertiser](#)

The Body Shop and an Australian hemp skincare brand **Hey Bud** promoted their hemp-infused products on Instagram to the UK audience. However, none of these products had any CBD keywords and the ads containing “hemp” in the copy were successfully running for over a month.



Days running: 33

[Click to view Advertiser](#)

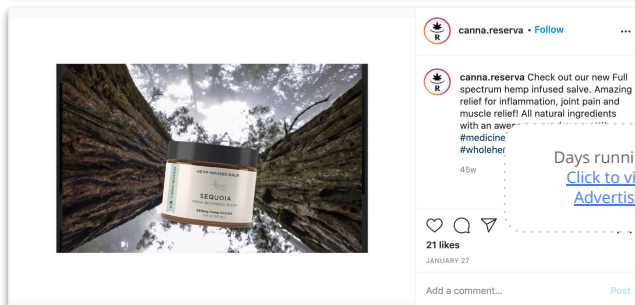


Days running: 48

[Click to view Advertiser](#)



Several CBD brands attempted to launch Instagram ads targeting UK and German consumers, yet neither of those ads ran for longer than one day.



Key Takeaways

From the Tactics to Keep CBD Ads Running on Facebook in the UK and Germany Case Study

Facebook and Instagram strictly regulate the advertising of products containing CBD, which fall under the platform's [Prohibited Content Policy](#). Earlier in 2019, some CBD brands (e.g. Oto Cbd, Rebotanicals, & BB Lifestyle) used Facebook ads targeting UK consumers to promote their products. However, only half of those ads were aired for more than one day.

- **Facebook Ads Messaging — Avoid Mentioning CBD in the Copy or Image:** VAAY ran a series of Facebook ads without mentioning their product ingredients and directed them to the informational landing pages rather than to the main ecommerce website. This enabled them to keep one of their ads running for 29 days. BB Lifestyle was also successful in keeping their ads running, one of which was on air for 66 days. Neither the ad copy nor the image mentioned “CBD”, however they highlighted their patented HC56Complex, which does have a CBD component. Another example is from Rebotanicals—the ad they aired in July didn’t reference any of the ingredients but rather highlighted the purity of the product itself.
- **Facebook Ads Focus — Lead with Cream and Balm Products:** Instead of mentioning CBD, the above mentioned CBD brands actually led with products that contained hemp oil extracts.
- **Instagram Influencer Program — Engage Influencers and Nurture Brand Ambassadors:** Influencers can organically post about your product, yet promoted posts were getting banned.
- **Instagram Organic Content — Build Strong Organic Content Strategy and Engage Community:** There were no successful examples of CBD brands running paid ads on Instagram. The only two examples of the sponsored content containing “Hemp” in the copy came from Body Shop and Hey Bud. However, neither of those products contained CBD.