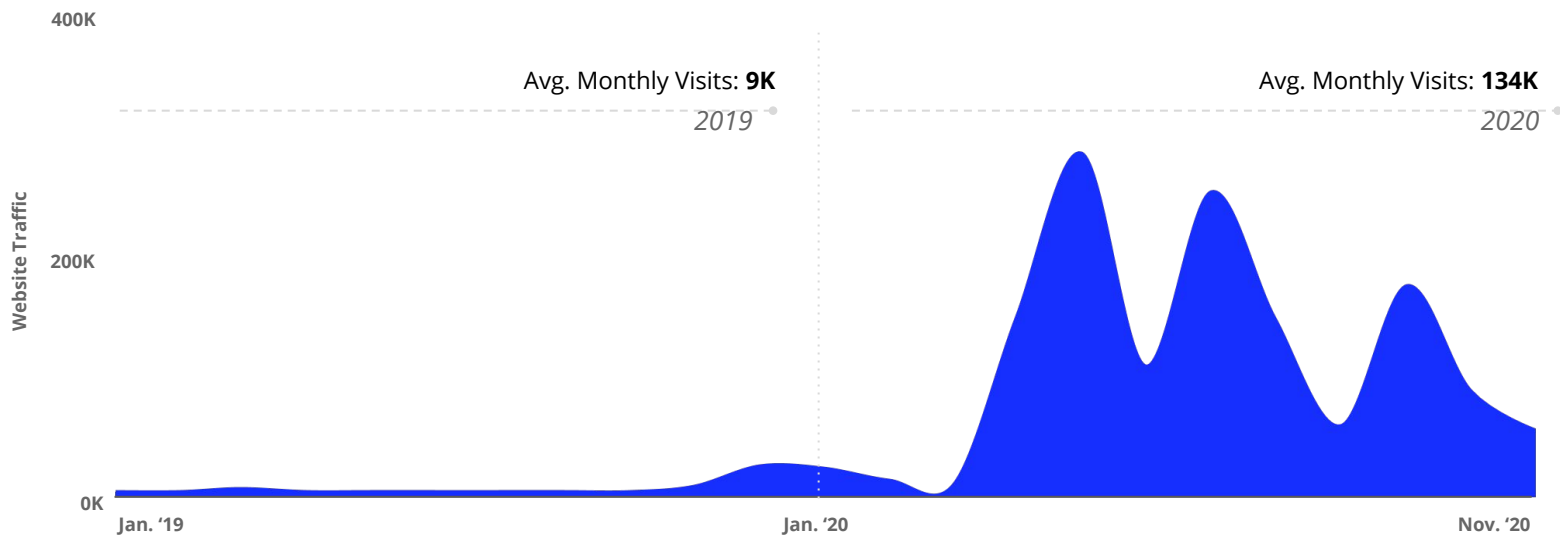


UNCLE BUD'S

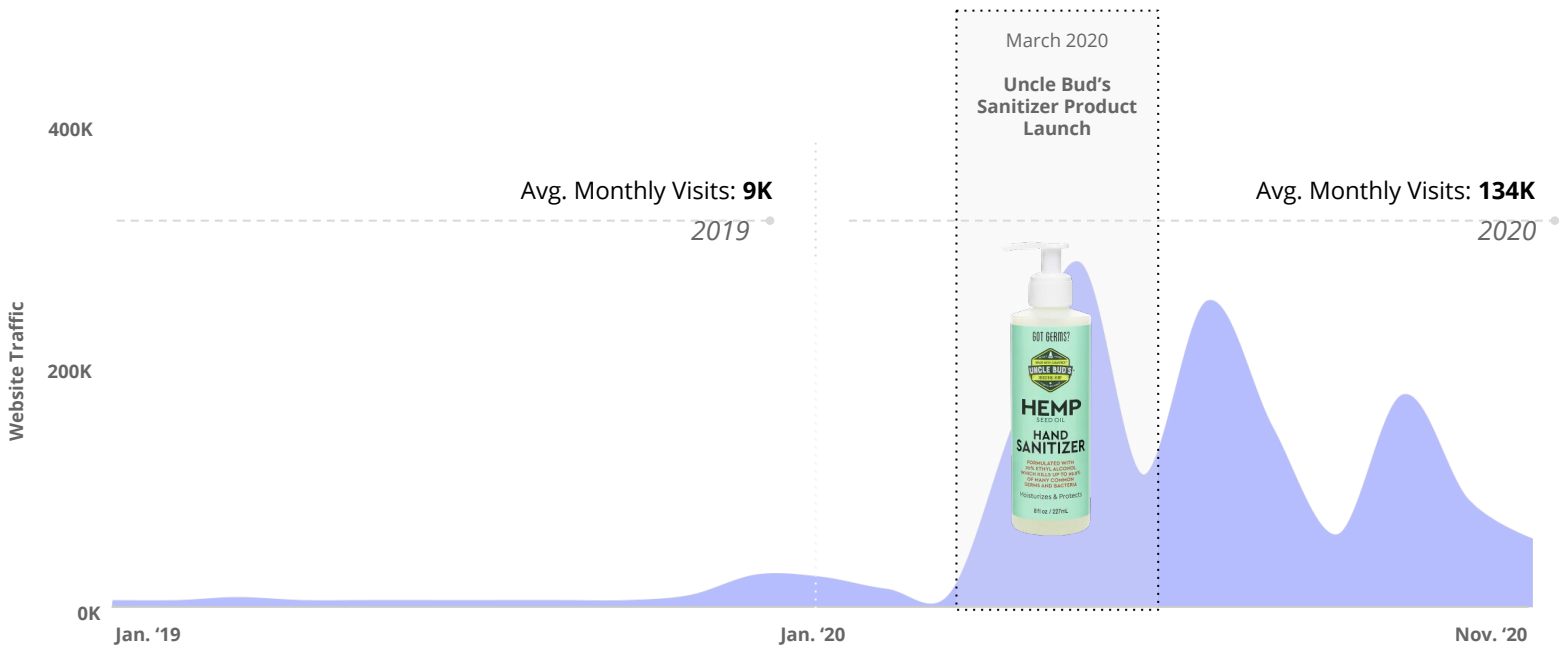
**Increasing Web Traffic By
+1,331% YoY With Search**

Cannabis

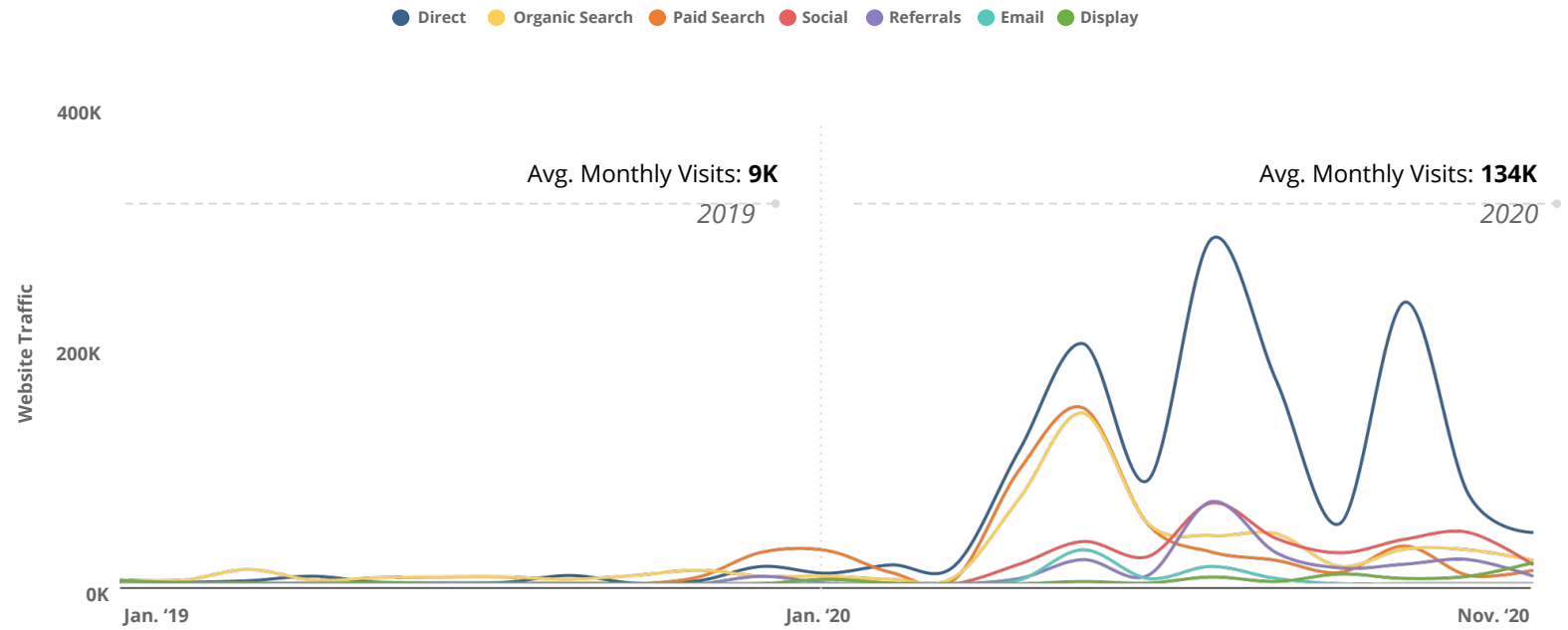
Uncle Bud's Hemp has seen a **+1,331% YoY website traffic increase in 2020**—from a monthly average of 9K in 2019 to 134K in 2020—and its [online sales](#) [have grown by 8,375% since January.](#)



Uncle Bud's leveraged skyrocketing demand for hand sanitizers in March and tapped into this category by launching its own product in March 2020.

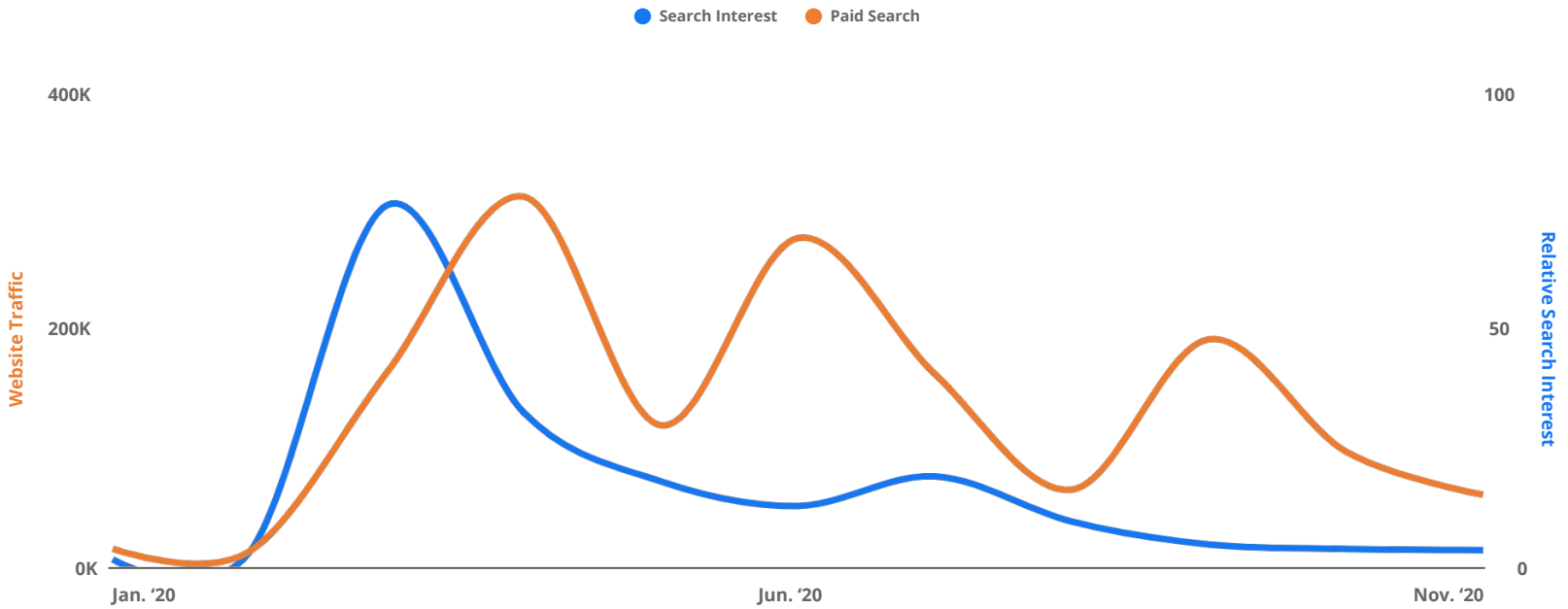


The rapid spike in traffic was mainly driven by increases in the Direct, Paid, and Organic Search channels.



Note: Based on Desktop data only

Leveraging the booming interest for hand sanitizers, Uncle Bud's launched paid search ads to direct traffic to its DTC website.



Uncle Bud's used three ad variants which focused on both the effectiveness and gentleness of the hand sanitizer and led to a PDP:

Uncle Bud's Hand Sanitizer | Tough on Germs - 70% Alcohol

www.unclebudshemp.com/

Uncle Bud's Hand Sanitizer is super effective. Tough on germs and bacteria. Gentle formula moisturizes skin and sanitizes with 70% alcohol. in stock now. Money Back Guarantee. works on viruses. Made in the USA. Styles: Roll-On, Topical Cream, Muscle Rub.

Keywords: hand sanitiser, free hand sanitizer samples | **Avg. Position in SERP:** 4

Hemp Hand Sanitizer - Kills 99.99% of germs - Buy Now

www.unclebudshemp.com/

Uncle Buds Hemp Hand Sanitizer kills 99.99% of germs and bacteria. Gentle and effective formula moisturizes with hemp and sanitizes with 70% ethanol. works on viruses. Made in the USA. 70% alcohol. Money Back Guarantee. in stock now. Styles: Roll-On, Topical Cream.

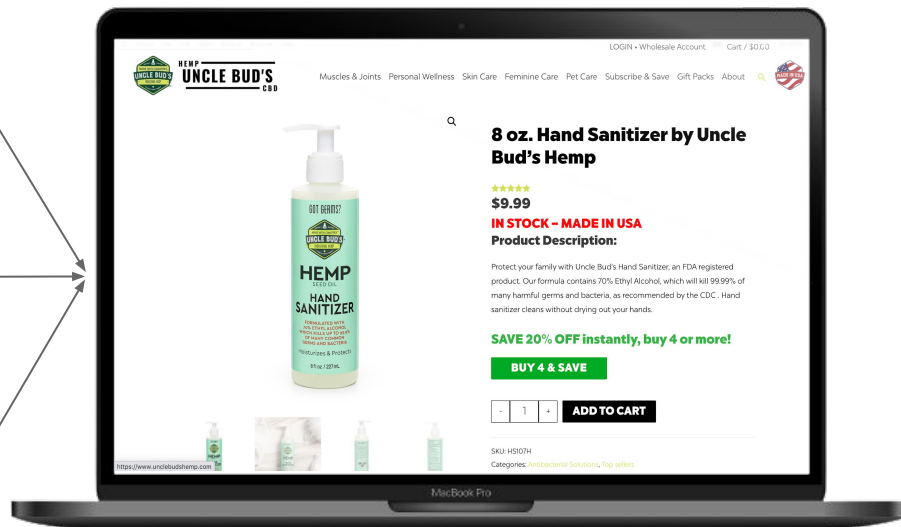
Keywords: hand sanitizer virus | **Avg. Position in SERP:** 2

Uncle Bud's Hand Sanitizer | Tough on Germs - 70% Alcohol

www.unclebudshemp.com/

Uncle Bud's Hand Sanitizer is super effective. Tough on germs and bacteria. Gentle...

Keywords: hand sanitizer viruses | **Avg. Position in SERP:** 2



[Click to view.](#)

In March, [the hand sanitizer PDP](#) accounted for 30% of all site visits and remained in the top 3 pages throughout the year—accounting for 13% of total page visits in 2020 so far.

March

URL	Traffic Share
/uncle-buds-hemp-hand-sanitizer	30%
/cart	10%
/homepage	9.8%

April

URL	Traffic Share
/uncle-buds-hemp-hand-sanitizer	23%
/homepage	10%
/my-account	9%

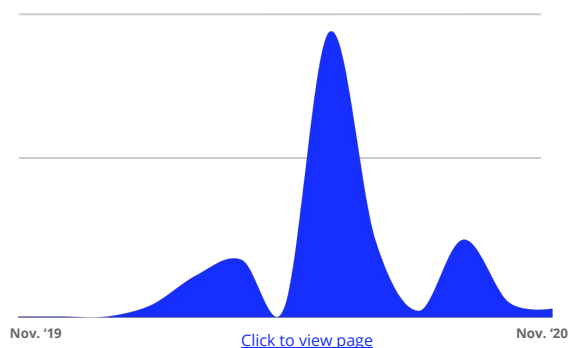
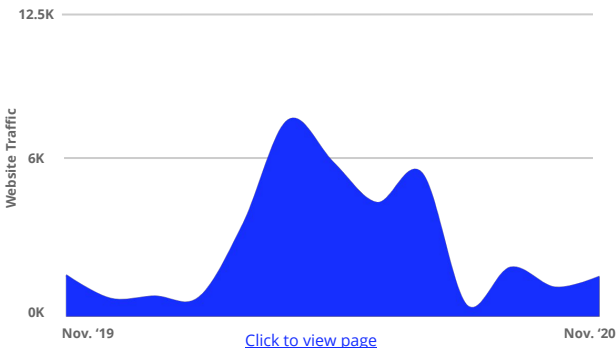
May

URL	Traffic Share
/uncle-buds-hemp-hand-sanitizer	24%
/homepage	11%
/shop	8%

2020 YTD

URL	Traffic Share
/homepage	15%
/uncle-buds-hemp-hand-sanitizer	13%
/quiz-free-gift	11%

Launching a hand sanitizer was a pivotal moment for Uncle Bud's, as it acquainted new customers with their brand, which resulted in greater awareness & web traffic visits for their other CBD products.



Key Takeaways

From the Increasing Web Traffic By +1,331% YoY With Search Case Study

Paid Channel Focus Allocation — Hand Sanitizer Search Ads: Uncle Bud's Hemp capitalized on the massive increase in search interest around hand sanitizers in March by launching their own product with a custom digital strategy. Since they did not have enough time to build up enough organic SEO authority for the product, Uncle Bud's focused on paid search ads to drive awareness around the product instead. Uncle Bud's used multiple ad variants to test different copy and highlight the effectiveness and gentleness of their ads. This helped to directly address customer concerns around the efficacy and harshness of hand sanitizers at the time.

By pivoting quickly and creating a digital campaign that tapped into a surging consumer interest, Uncle Bud's was able to increase their web traffic by +1,331% YoY. The interest in hand sanitizer led to a surge in traffic that Uncle Bud's was able to effectively sustain by implementing a multi-faceted digital strategy.