

# WUNDERWORX

BRAND INTELLIGENCE HUMANIZED

ANOTHER CANNABIS PROGRAMMATIC ADVERTISING CASE STUDY

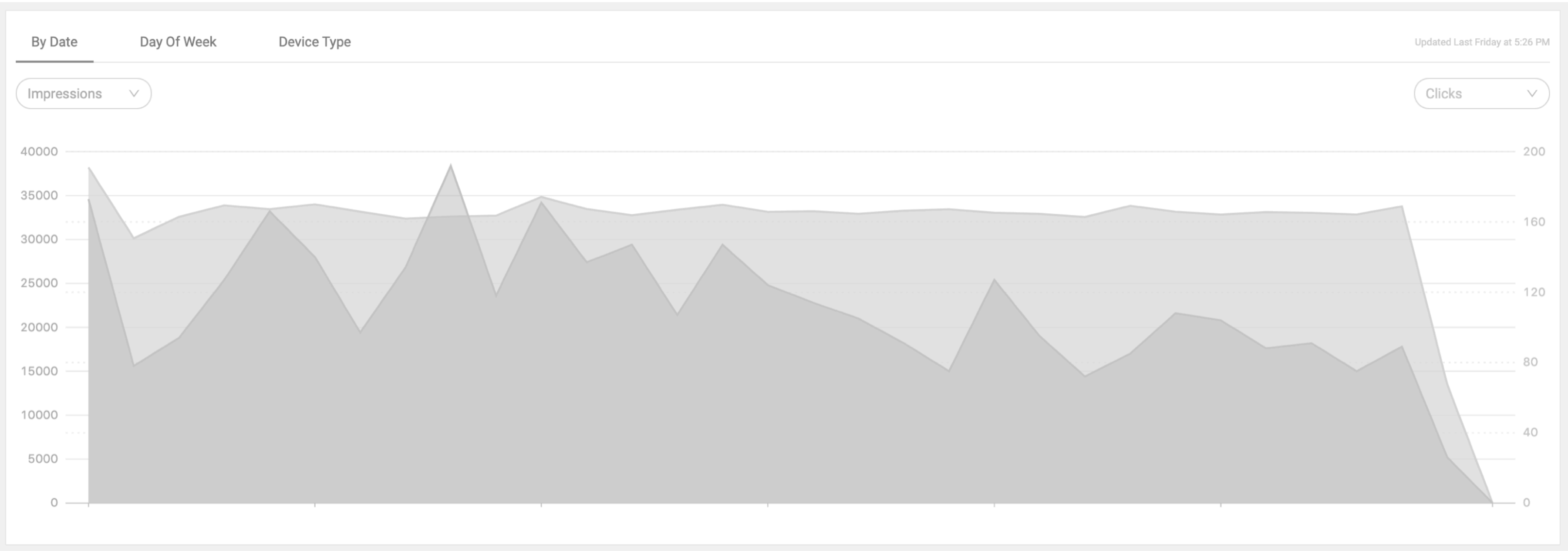




# A PROGRAMMATIC ADVERTISING CANNABIS DELIVERY CASE STUDY

## THE OPPORTUNITY

An Oakland, California-based cannabis delivery company wanted to promote its **delivery services** by driving **brand awareness** and **web traffic** to their **eCommerce website**. The campaign started by **geo-targeting its delivery service areas**, as well as specific streets visible to their **OOH Billboards** to capture unique **mobile IDs of vehicle traffic**, while building a highly targeted audience including **geo-framing competing dispensaries**. This case study represents a **180 Day Timeline**.



## THE RESULTS

**8,852,985**  
impressions served

**25,921**  
engaged clicks

**1,158,930**  
users retargeted

**\$951,751**  
revenue generated

**.29%**  
click-thru-rate

## KEY RESULTS



**\$75,000**  
TOTAL AD SPEND

**\$103**  
AVERAGE ORDER VALUE

**1,269%**  
RETURN ON AD SPEND

# THANK YOU.

#knowyourcustomers



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