



WUNDERWORX

BRAND INTELLIGENCE HUMANIZED

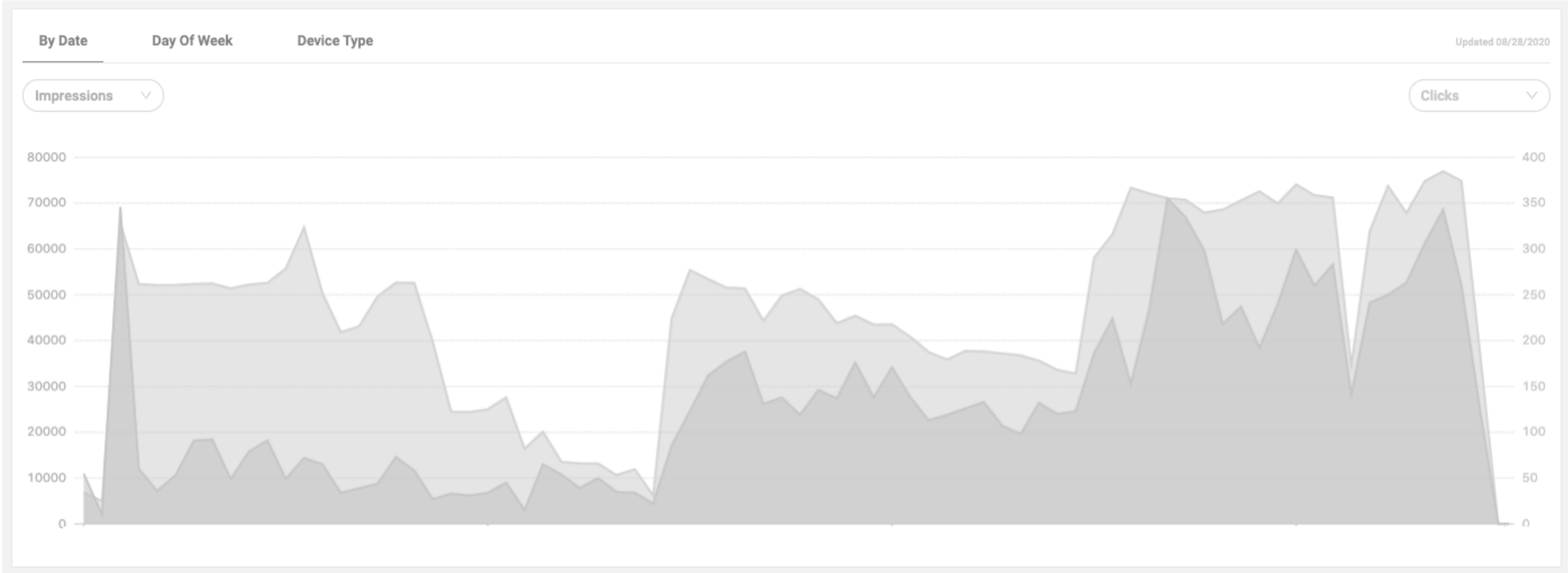
ANOTHER CANNABIS PROGRAMMATIC ADVERTISING CASE STUDY



A PROGRAMMATIC ADVERTISING CANNABIS RETAILER CASE STUDY

THE OPPORTUNITY

A Michigan-based cannabis adult user retailer chain wanted to drive brand awareness, and web traffic to their eCommerce site to promote their new home delivery service. The client wanted to invest in a wide variety of strategies including retargeting and interstitial mobile ads. This **programmatic advertising** case study represents a **90 Day Timeline**.



THE RESULTS

5,905,169
impressions served

16,885
engaged clicks

326,000
users retargeted

\$61,540
revenue generated

.29%
click-thru-rate

KEY RESULTS



\$25,000

TOTAL SPEND

\$80

AVERAGE ORDER VALUE

246%

RETURN ON AD SPEND

THANK YOU.

#knowyourcustomers



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A white silhouette of the United States map is overlaid on the bottom right. It features several pink circular location pins. One pin is in the Pacific Northwest (Vancouver area), one in the Great Lakes region (Toronto area), one in the San Francisco Bay Area, one in the South Central region (San Antonio area), one in the Southeast (Charlotte area), and one in the Southwest (Los Angeles area).

Vancouver | Toronto

San Francisco | San Antonio | Charlotte | Los Angeles