

WUNDERWORX

BRAND INTELLIGENCE HUMANIZED

ANOTHER CANNABIS PAID SEARCH CASE STUDY



A PAID SEARCH

CANNABIS SERVICES CASE STUDY

THE OPPORTUNITY

A San Francisco, California-based cannabis accounting firm was looking to penetrate the growing cannabis industry to provide accounting services for mid-to-large sized cannabis brands. Their initial concentration was California, Washington, Oregon and Nevada. The goal of the campaign was to generate leads for follow-up consultations by offering a free diagnosis by filling out an online contact form. Because this is not a high volume business, generating, we elected to launch **Search Engine Marketing (Paid Search) Campaign** to compliment our **SEO** efforts. This case study represents a **30 Day Timeline**.

THE CHALLENGE

Because Google and most other platforms do not provide data for regulated markets like cannabis, we were forced to reverse engineer the target audience by producing a targeted keyword list. By crafting ad copy that targeted decision makers, we were able to avoid wasted ad send with useless garbage clicks.

THE RESULTS

We found it necessary to test different ad copy with specific keywords to see which ad would perform best. By combining this strategy with different landing pages, we were able to test to perform A/B testing in order to redirect budget to the best performing ads. Twenty businesses registered for the free diagnosis. **Nearly 30% of these prospects signed up as new clients.**

684.0

engaged clicks

33,600

impressions

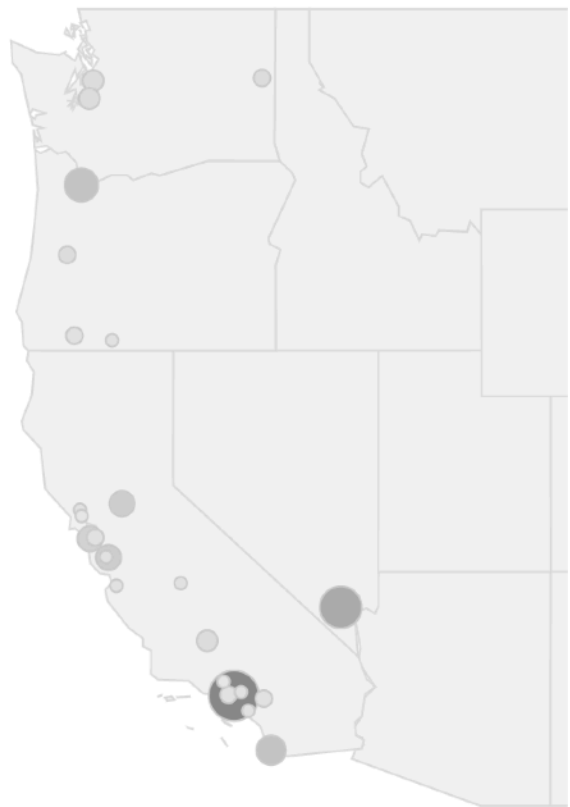
\$9.36

average cost-per-click

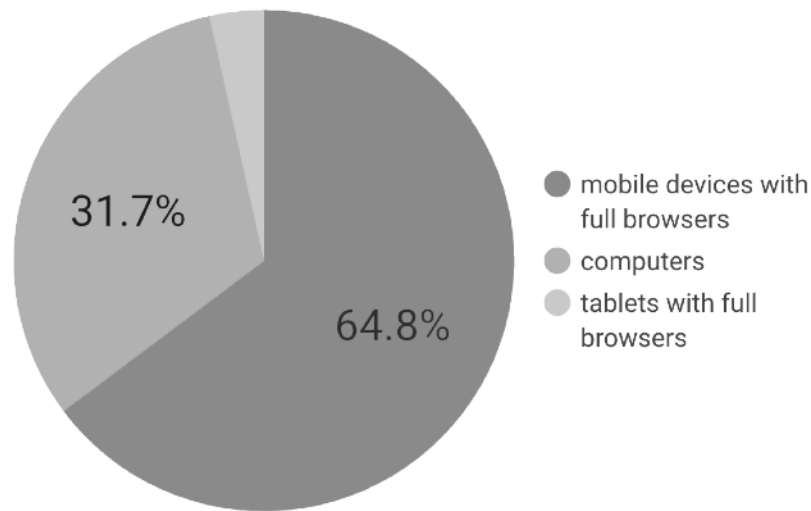
2.0%

click-thru-rate

KEY RESULTS



GEO-TARGETED AREAS



RESULTS BY DEVICE

THANK YOU.

#knowyourcustomers



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