WUNDERWORX

AD BUYING MADE SIMPLE

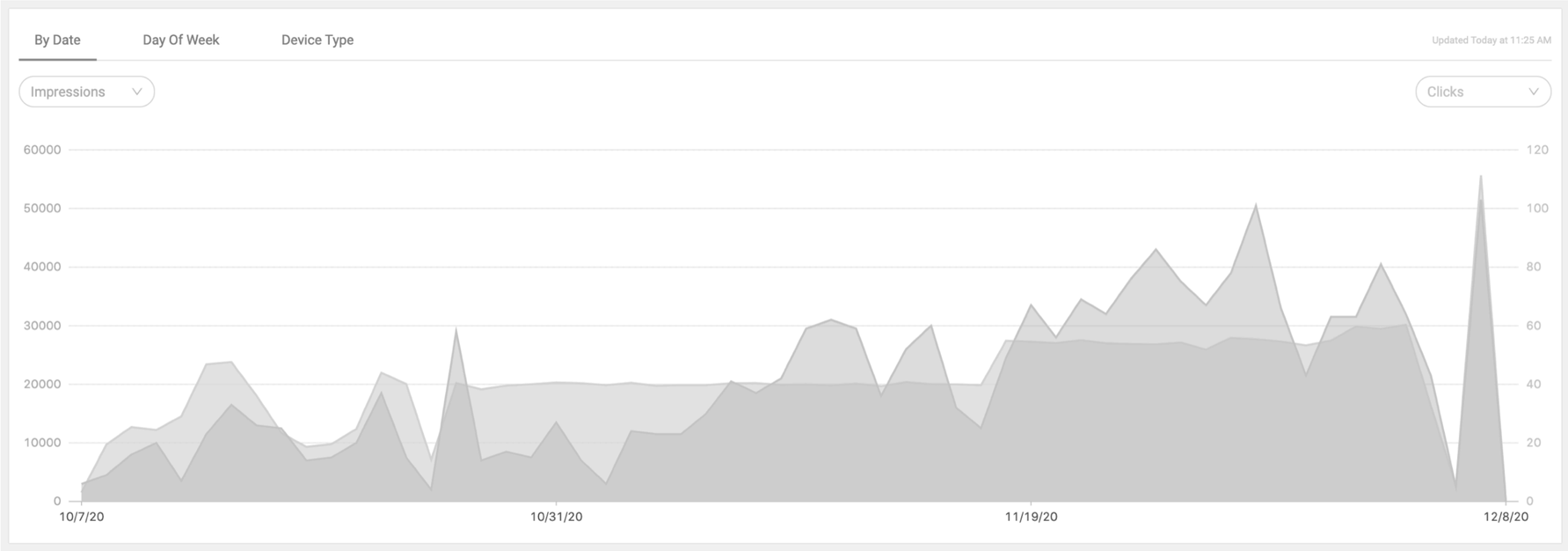
ANOTHER CANNABIS PROGRAMMATIC ADVERTISING CASE STUDY

A PROGRAMMATIC ADVERTISING

CANNABIS RETAILER CASE STUDY

THE OPPORTUNITY

A mid-western physician-led company providing patients with best-in-class pharmaceutical-grade cannabis-based products and high quality care wanted to drive **brand awareness** with new patients and eCommerce sales in a **60-day Programmatic Advertising Campaign**.



THE RESULTS

1,191,099 impressions served

2,345 engaged clicks

258,980 users retargeted

$39,055 revenue generated

.20% click-thru-rate

KEY RESULTS

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$5,000
TOTAL SPEND

$189
AVERAGE ORDER VALUE

781%
RETURN ON AD SPEND