



WUNDERWORX

BRAND INTELLIGENCE HUMANIZED

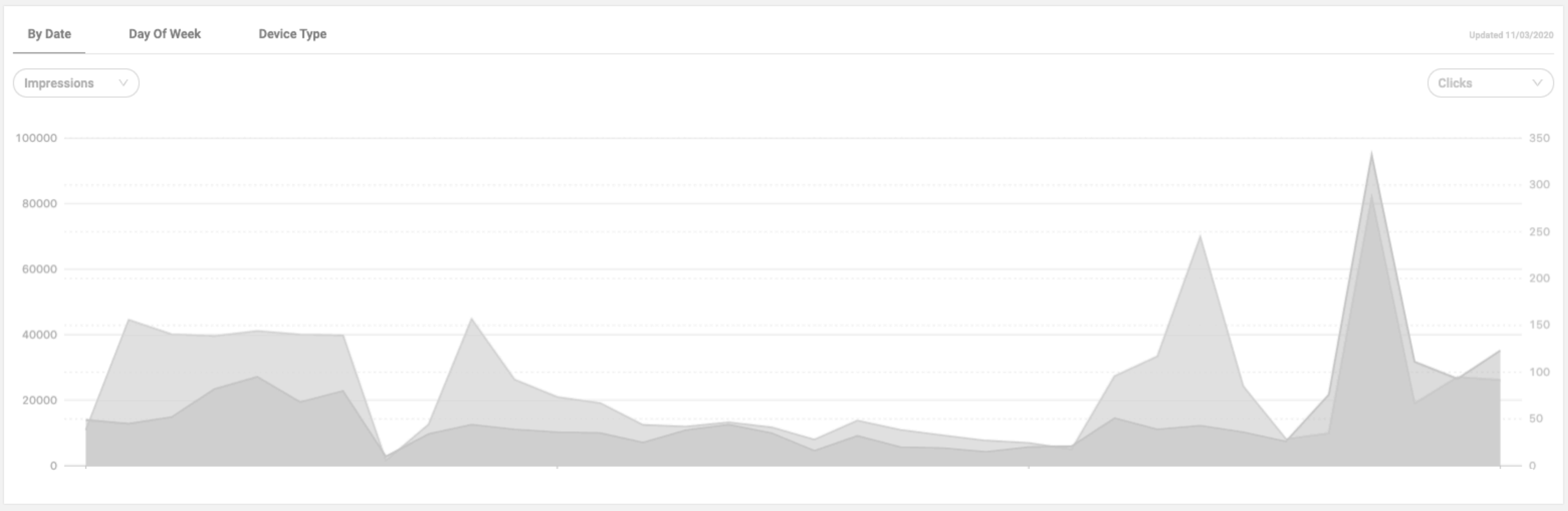
ANOTHER CANNABIS PROGRAMMATIC ADVERTISING CASE STUDY



A PROGRAMMATIC ADVERTISING CANNABIS CO-OP CASE STUDY

THE OPPORTUNITY

A Santa Rosa, California-based vertically integrated cultivator, extraction and cannabis wellness company wanted to implement a co-op marketing promotion with one of its largest retailers, a Bay Area cannabis delivery company. The goal was to promote brand awareness for two of its product families by working with the **WUNDERWORX** client, who had been successfully running programmatic advertising for the past 12 months. The strategy was to leverage the delivery company's 1.2+ million retargeting user pool along with the manufacturer's 277,000 retargeted users of its website, who were located in the Bay Area with a series of programmatic ads promoting their products. The campaign was so successful, the company plans to launch a similar co-op marketing promotion with another retailer located in Los Angeles. This **programmatic advertising** case study represents a **60 Day Timeline**.



THE RESULTS

1,833,382
impressions served

3,107
engaged clicks

1,435,689
users retargeted

\$245,448
revenue generated

.169%
click-thru-rate

KEY RESULTS



\$8,000
TOTAL SPEND

\$102
AVERAGE ORDER VALUE

3,068%
RETURN ON AD SPEND

THANK YOU.

#knowyourcustomers



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