



WUNDERWORX

BRAND INTELLIGENCE HUMANIZED

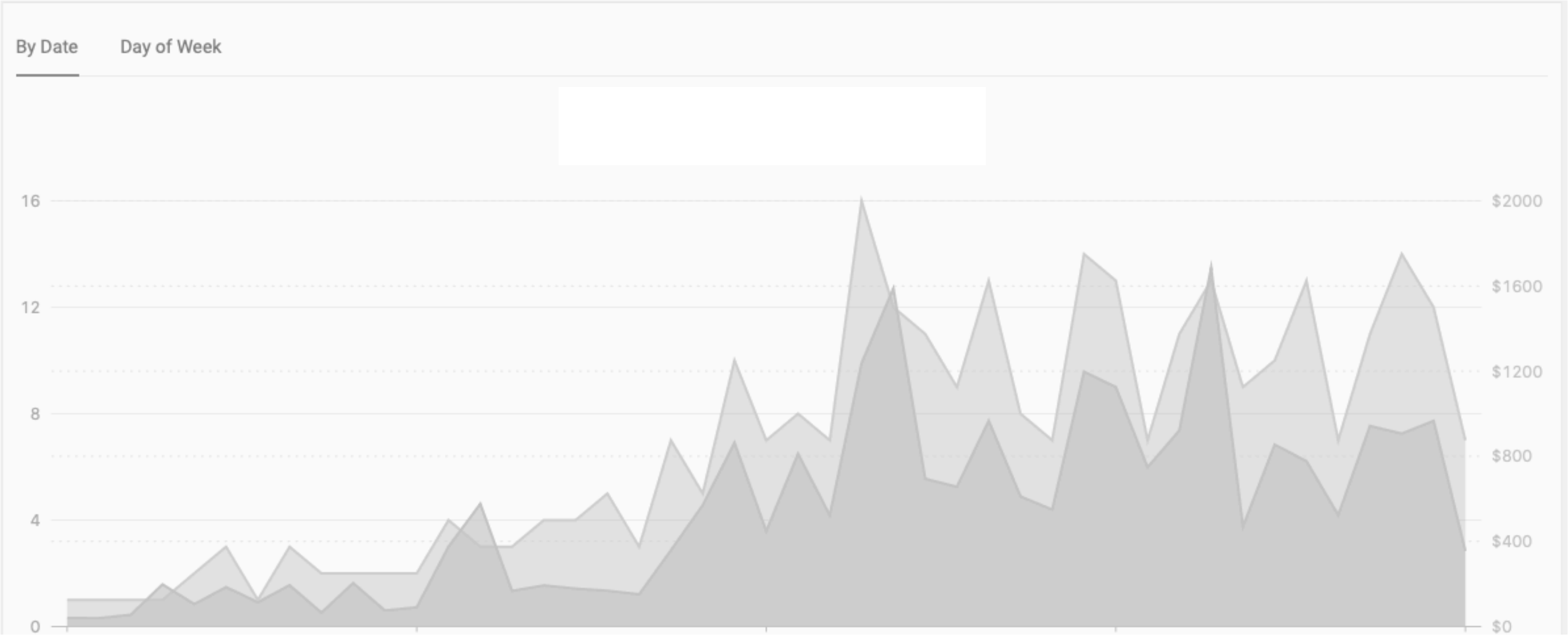
CANNABIS PROGRAMMATIC ADVERTISING CASE STUDY



A PROGRAMMATIC ADVERTISING CANNABIS RETAILER CASE STUDY

THE OPPORTUNITY

A Seattle, Washington-based multi-state operator wanted to conduct a programmatic ad campaign in Redmond and Seattle. The campaign had a twofold strategy targeting both new audiences but also keeping their brand top of mind with their existing customers. This **programmatic advertising** case study represents a **90-day timeline**.



THE RESULTS

4,103,803
impressions served

3,211
engaged clicks

1,002,112
users retargeted

\$24,513
revenue generated

.08%
click-thru-rate

KEY RESULTS



\$10,000
TOTAL SPEND

\$80
AVERAGE ORDER VALUE

245%
RETURN ON AD SPEND

THANK YOU.

#knowyourcustomers



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