

CASE STUDY

CANNABIS LIFESTYLE

National brand identifies hyper-local audience

CHALLENGE

CBD brand joining the market both online and at retail struggling to build brand equity with consumers and drive shoppers to retail outlets carrying their products.

Operating in a cluttered marketplace where it's challenging to introduce your brand and underscore your point of differentiation coupled with supporting online sales and building retail relationships to prove power of customers coming in to ask for your product by name.

REFINITION SOLUTION

Leveraging the data and leads in Refinition's Cannabis Lifestyle

Network of real people to power the campaign by driving consumers to the new dispensary, purchase their products and join their loyalty program.

Using the Refinition Cannabis Lifestyle Network, Refinition segmented the audience of real people in the state of New Mexico in competitive dispensaries around the new location and handed off for digital execution.

CAMPAIGN STRATEGY

Custom brand creative for products and customized landing pages on site utilized with collection of email and in store redemptions for 6-week campaign.

Sell more, spend less, repeat often

Contact us at getrefined@refinition.com to get started today.

Learn more at refinition.com

THE RESULTS

Running a campaign powered by leads provided by the Cannabis Lifestyle Network boosted performance exponentially across the board:



Site traffic increased by 40%



Bounce rates below 20%



Increased real people visiting the selected dispensary



Lifetime campaign average CTR = 0.80%



Unique deviceID audience CTR = 11.11%