

OVERVIEW

Client

Cannabis Store

Campaign Length

1 Year

Geography

Midwest U.S.

Total Investment

\$68,000

Objectives

Increase brand awareness

Products Utilized

Alt Network Display, Device ID, Email, SEO, Streaming TV

RESULTS

1.9MM

Impressions

980

Website
Conversions

1.2k

Visits captured
through the Foot Traffic
Attribution report

STRATEGY & SOLUTIONS

- We recommended utilizing Device ID in order to measure foot traffic attribution.
 - This allowed us to track an average of 100 individuals per month who saw the advertisers' ad, then walked in to one of their locations.
- Leveraging our custom-designed brand-safe Streaming TV product on the Alt Network, we strategically placed cannabis advertisements in non-traditional locations, setting our clients apart from their competitors without compromising premium network standards.
- Email was chosen to reach customers in a customer-friendly way, making it possible for them to forward it to a friend, or save it until they're ready to act.