



CANNABIS DEVICE ID

CASE STUDY

DISPENSARY UTILIZES DEVICE ID TO CAPTURE
COMPETITOR CUSTOMERS

CLIENT

Cannabis Dispensary

CAMPAIGN LENGTH

Four months

OBJECTIVE

To target marijuana users and
bring them into the client's
dispensary.

CHALLENGE

There are many laws that
prohibit how agencies can
target and advertise to
marijuana users.

RESULTS

After four months, we were able
to track over 300 devices that
had been seen at competitor
locations, received an ad from
our client, and then physically
walked into the client's location.

