



CANNABIS SITE RETARGETING

CASE STUDY

DIGITAL MARKETING AGENCY ACHIEVES OVER 1,600 PURCHASE CONVERSIONS WITH DISPLAY AND SITE RETARGETING

CLIENT

Digital Marketing Agency/Dispensary

CAMPAIGN LENGTH

Four months

OBJECTIVE

The digital marketing agency wanted to drive purchase conversions for their client with a CBD ecommerce site.

CHALLENGE

The limited number of vendors and available inventory in the cannabis space may make running a successful campaign challenging.

RESULTS

The combination of digital solutions provided the client with 1,663 conversions over four months and a 62% decrease in CPA.

