

CFN Media - Ad Campaign Case Study

Brand

Bloom Brands - a cannabis vape brand in Los Angeles, CA
<https://thebloombrands.com> **BLOOM**

Objective

Drive online ecommerce orders / sales

Ad Units

Video, display (banner) and mobile rich media (product scroller). The ad creatives were produced and delivered to a targeted consumer audience in the US

Audience Targeting

- 1st, 2nd and 3rd party cannabis audience data
- known cannabis vape & concentrate shoppers
- canna-curious consumers
- geo targeting by delivery zip codes

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Ad Placement

Placement across cannabis compliant publishers accessed by smartphone, tablet and laptop users

Tactics

- proprietary pixel mapping strategy
- look-alike audience modeling tracked by behavior
- retargeting pixel placed on their order site to re-market to potential customers throughout the campaign and sales funnel (i.e. previous visitors to order site, shoppers abandoning carts, etc.).

Campaign Flight and Cost

6-months, \$45K USD (\$7.5K per month). This cost includes all ad creatives, not just ad delivery, campaign management, optimization and analytics.

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Ad Delivery Metrics *(full pass through analytics access is included)*

- 4M total impressions
- 0.27% CTR
- 10,800 targeted shopper visits (traffic) to the brand's ecommerce site

Performance Metrics

- RoAS: 3.3X (based on order total driven by campaign)
- 9-month renewal campaign