

CBD Topical – Campaign Case Study

Overview

- Three-year old CBD topical brand wanted to promote its brand, increase awareness nationwide while driving qualified CBD consumer traffic to its e-com site to convert orders.
- Brand wasn't finding CBD friendly traffic at scale.
- We targeted active CBD users across several segments (sports, yoga, health and wellness).
- Focused messaging and display ads on alleviating ailments and discomfort caused by an active lifestyle.
- Drove continuous CBD consumer traffic to e-com site to increase orders while retargeting audience.

Campaign Metrics – during 90-day campaign

1. **4.5M Impressions** (of qualified CBD consumers)
2. **CTR 0.3 %** (consumer traffic to e-com site from ad impressions)
3. **Conversion Rate up to +3.6%** (order conversion from traffic on e-com site)
4. **Retargeting CTR 0.38 - 0.85%** (pixel placed on e-com site to remarket to traffic that didn't initially convert)

Results

Targeted ads drove 13,500 visitors (targeted CBD consumers) to client's e-com site which converted 486 orders of CBD product with average cart size of \$80 or ~ \$39K in revenue. This resulted in a 1:1 RoAS initially to acquire new customers and elevated to over a 3X RoAS after 90 days as initial customers placed recurring orders, retargeting resulted in a higher rate of order conversion and new customers were continually converted.

Costs

\$15K/month spend (\$45K total) for a complete managed ad campaign which included ad creatives (producing customized display ads with product / brand messaging), consumer audience targeting, ad deployment, campaign optimization and consumer retargeting and campaign analytics reporting.