

## Digital Advertising Campaigns For Cannabis and Hemp Brands

Reaching Cannabis & Hemp Consumers across all digital devices to drive in-store & online sales



# CFN Media

## Digital Agency for Cannabis & Hemp Brands

CFN Media, the leading digital agency for cannabis and hemp brands and companies since 2013, has partnered with top DSPs and ad networks designed to reach cannabis and hemp consumers and businesses at the local and national level throughout the U.S. and Canada.



# Drive Revenue Online & In-Store

Compliant ads for THC and CBD brands across the U.S. and Canada



# Right Ad, Right Audience, Right Time

## Audience Targeting

- ▶ CFN ensures ads are served to the right audience
- ▶ B2C and B2B audience targeting is based on previous cannabis purchases, shopping data, look-alike audiences, geo-location, geo-fencing, and real-time browsing behavior and interests

## Audience targeting tactics

Activate 1st, 2nd & 3rd party data to drive consumer acquisition and sales retention.



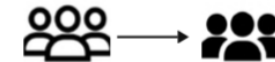
### SHOPPER

1st party purchase data ingested from cannabis in-store POS and eCommerce menu partners



### KEYWORD

Serve ads when contextually aligned with your brand's products



### LOOKALIKE

Activate your 1st party data with lookalike modeling to help drive new customer acquisition



### LOCATION

Geo-target to reach known shoppers within zip code or within mile radius by latitude longitude



### RETARGETING

Re-engage website visitors, ad engagers, and lapsed customers to drive sales retention



### CART ABANDONMENT

Re-engage cart abandoners with discount promos and new products to drive sales

# Right Ad, Right Audience, Right Time

## Ad Delivery on Publisher Sites

- ▶ Ads served to targeted audience at the moment of highest impact while consumers or businesses are browsing leading cannabis and hemp publisher sites and content via desktop and mobile



# Right Ad, Right Audience, Right Time

## Analytics Track & Display Performance

- ▶ Analytics dashboard tracks ad performance metrics and Return on Ad Spend (RoAS)
  - Unifies reporting across all marketing channels
  - Open API offers seamless integrations for retail eCommerce menu platforms, SMS, Email, Programmatic, and SEO all under one roof
  - Shared real-time dashboard access provides detailed reporting of actionable insights, offering a holistic view of the entire user journey
  - Track performance by channel, tactic, platform, media type, creative, ROAS, CPC, CPA, foot traffic visitation, etc.
  - Flexible attribution windows to track media spend back to online sales for transparent ROI

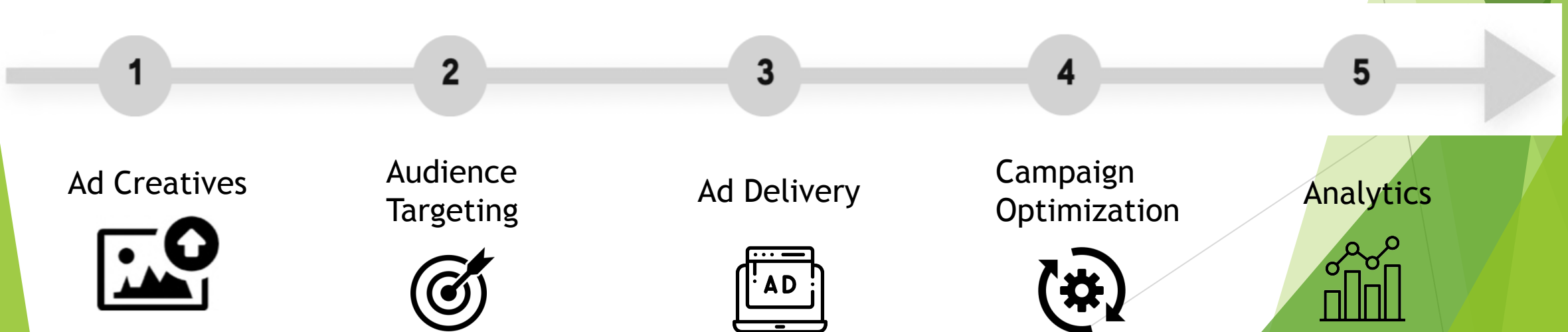


# CFN Media

## Managed Ad Campaigns for Cannabis & Hemp Brands

CFN Media manages the entire campaign process, including creative production, audience targeting, ad delivery, optimization, and analytics, so you can reach and engage customers or businesses that have purchased THC or CBD products, visited dispensaries in specific locations, exhibited a particular lifestyle interest or explored your competitors' products or services.

### Managed Ad Campaigns



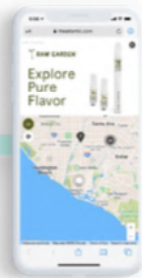
# Campaign Service Elements

## Campaign Strategy, Ad Creative Production

- ▶ Brand and product consultation to assess where your customers reside in the sales funnel. Results in the optimal advertising campaign strategy and messaging for your brand.
- ▶ Creative production for all ad units/formats, including display, video, mobile, and in-app. Includes ads and educational/testimonial content.



Pre-Roll  
Video



Custom High-Impact  
Creative



Performance  
Display



# Campaign Service Elements

## Audience Building

- ▶ Targeted audience building based on demographic profile, previous purchase data, geolocation with local granularity via geo-fencing, look-alike audiences of consumers buying competitive brands, visitors to health and wellness stores, gyms, yoga studios, music festivals, etc.

- Nationwide data on dispensaries
- Target active users entering a retail location
- Targeting mobile devices exclusively
- Increase in retail visitors
- In depth analysis on retail foot traffic

- Find what zip codes provide the highest revenue
- Analyze income levels and demographics of your clients
- Tailor ads to exclusively target demographics
- Use gender data to tailor ad copy and imaging

# Campaign Service Elements

## Ad Delivery, Retargeting

- ▶ Site Targeting: Ads served to target audience when browsing thousands of specific cannabis or hemp content sites/publishers for maximum impact.

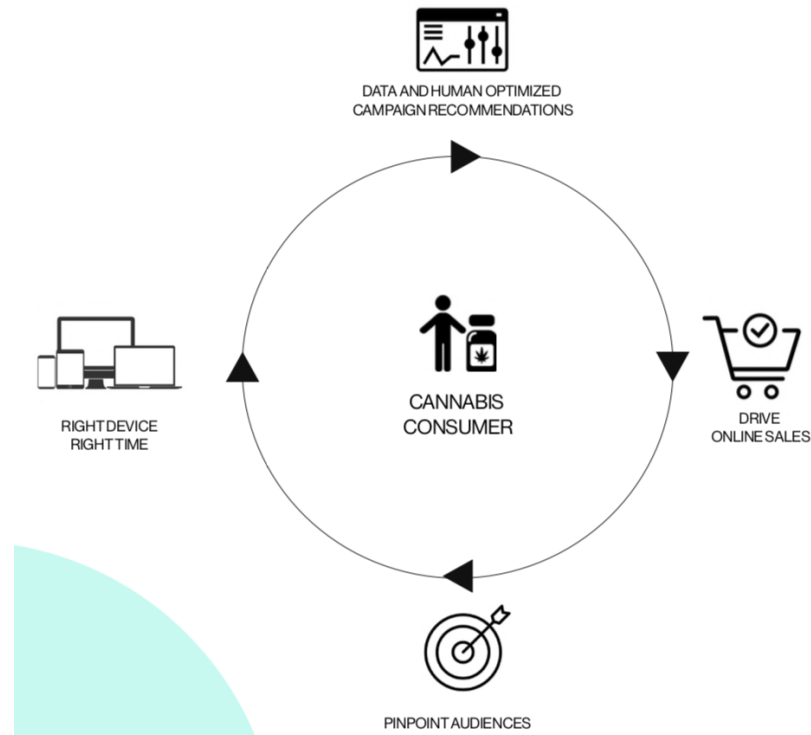


- ▶ Retargeting pixel placed on your website or ecommerce site to remarket to targeted visitors during the campaign. Keeps potential customers engaged to increase ROI.

# Campaign Service Elements

## Optimization, Analytics

- ▶ Campaign Optimization: Best performing ad creative -> target audience -> site/ad delivery.
- ▶ Self-serve dashboard analytics to track real-time performance metrics, including attribution, customer journey, conversions, and RoAS.



## Contact Us



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