Cannabis Dispensary DTC Advertising Campaign

Case Study

How CannaProvisions Achieved a 4.3x RoAS

The problem

Company

CannaProvisions operates multiple licensed cannabis dispensaries in Massachusetts.

Context

CannProvisions wanted to reach active cannabis consumers located in local and defined areas surrounding their stores and drive them to their pre-order site .
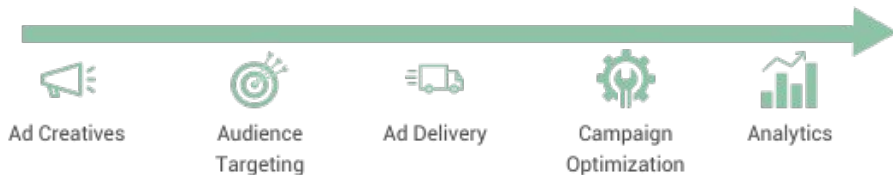
Problem statement

CannaProvision's previous advertising agency struggled to provide accurate attribution and ROI reporting.

CFN Media Solution

Fully Managed Ad Campaign

- Compliant ads
- Over 4X RoAS
- Real-time and accurate reporting and attribution.

Ad Creatives | Audience Targeting | Ad Delivery | Campaign Optimization | Analytics

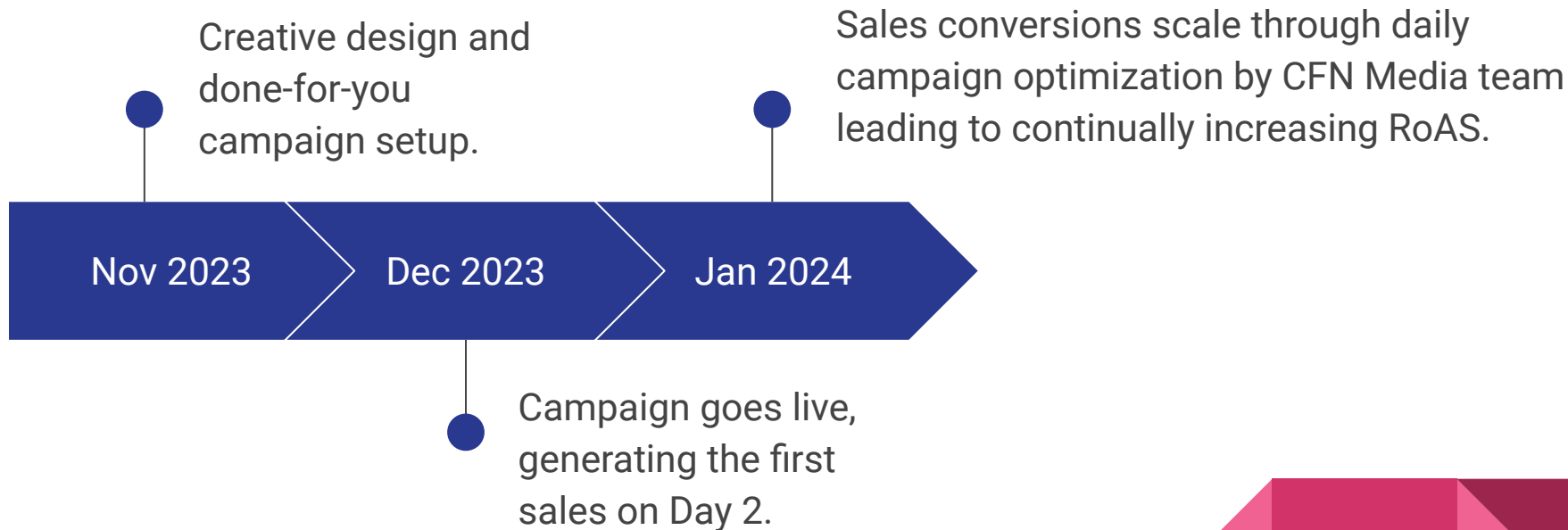CFN Media delivered a 4.3X RoAS, driving ~$60,000 worth of revenue in under two months.

We provided a daily breakdown of performance with data as granular as the order IDs for pick-up orders.

Campaign Overview

- Compliant display and GIF ads produced and placed on leading publisher sites via ad networks.
- Audience targeting based on cannabis shopping data (IP addresses of previous consumer / delivery orders) together with geofencing (consumers in any defined area).
- Proprietary retargeting technology to swiftly increase conversions with direct ordering app integration.
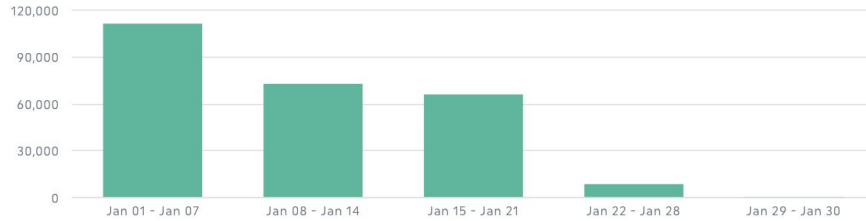
Campaign Timeline

Creative design and done-for-you campaign setup.
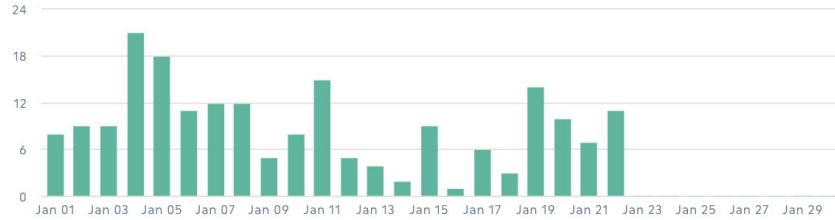
Sales conversions scale through daily campaign optimization by CFN Media team leading to continually increasing RoAS.

Nov 2023 〉 Dec 2023 〉 Jan 2024

Campaign goes live, generating the first sales on Day 2.

CFN Media Client Analytics Dashboard
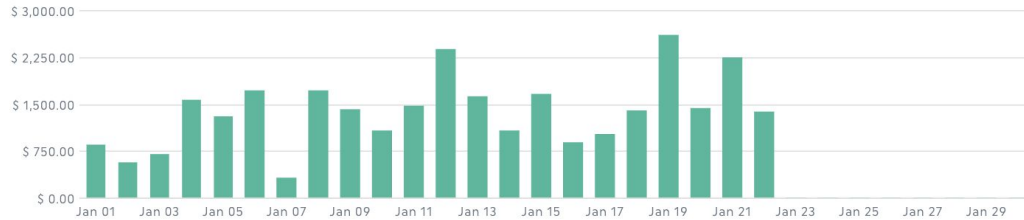
Get Started

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