

# Programmatic

# ADS.



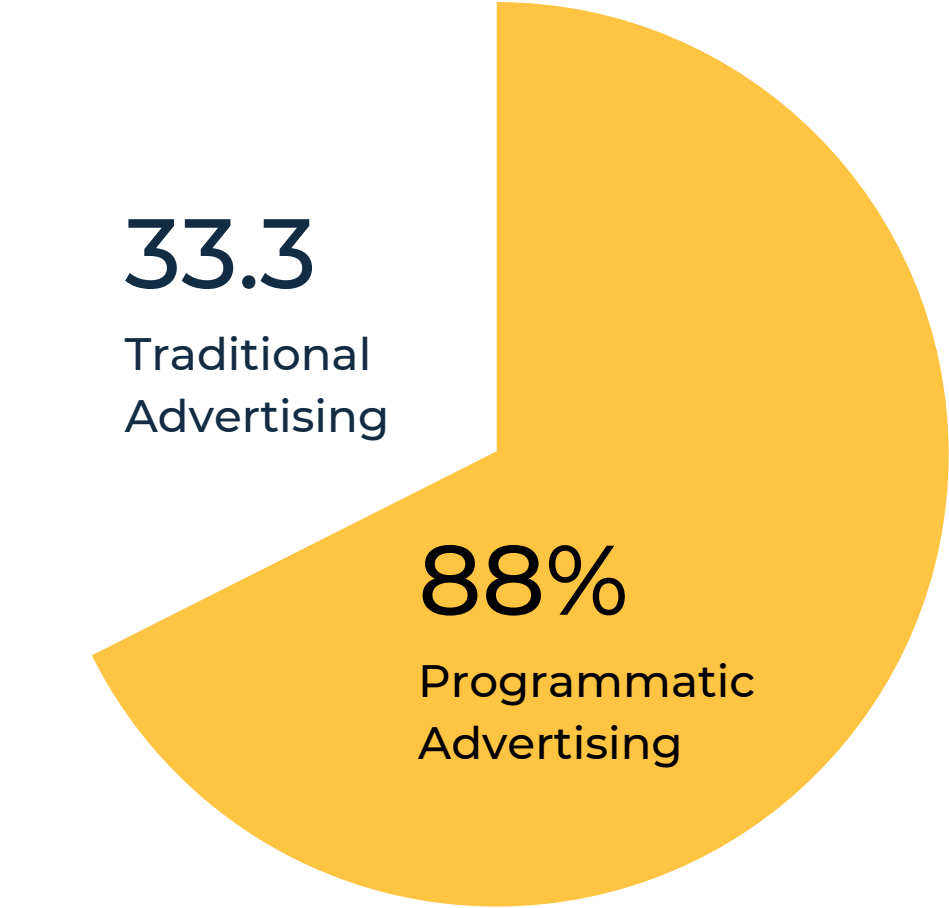
[advertising]

## A Guide to Cannabis Programmatic Advertising

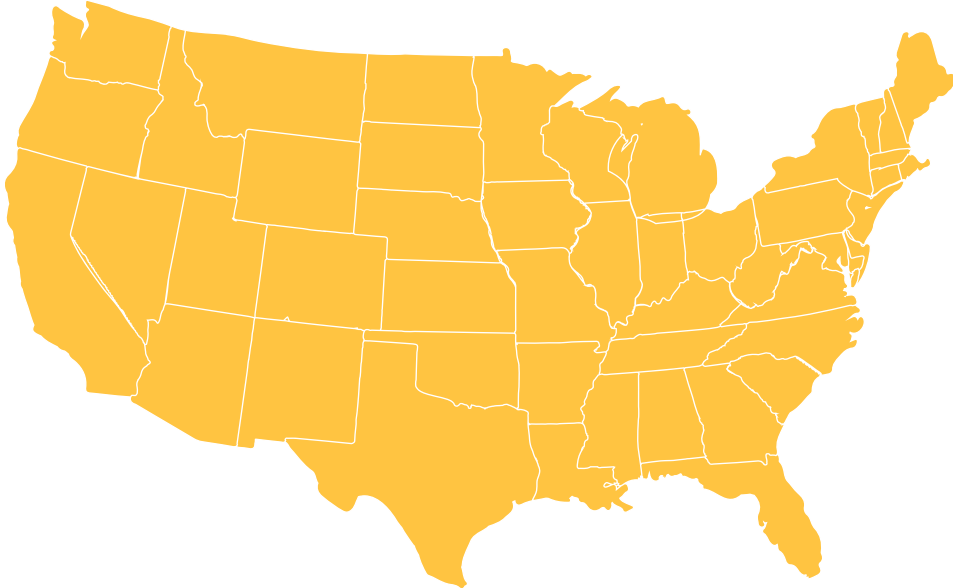
Read what MediaJel has learned from producing over \$100M in sales for cannabis clients

# The future of digital advertising is programmatic.

Whether you're a cannabis marketer, in sales, or a CEO, understanding the benefits of programmatic advertising and how your cannabis business can leverage this technology is critical to your success in establishing market share.



Programmatic advertising will soon account for  $\frac{2}{3}$  of all digital ad buying. It is now a fundamental cornerstone of marketing campaigns in the US, with 88% of all digital display marketing being placed programmatically in 2021.

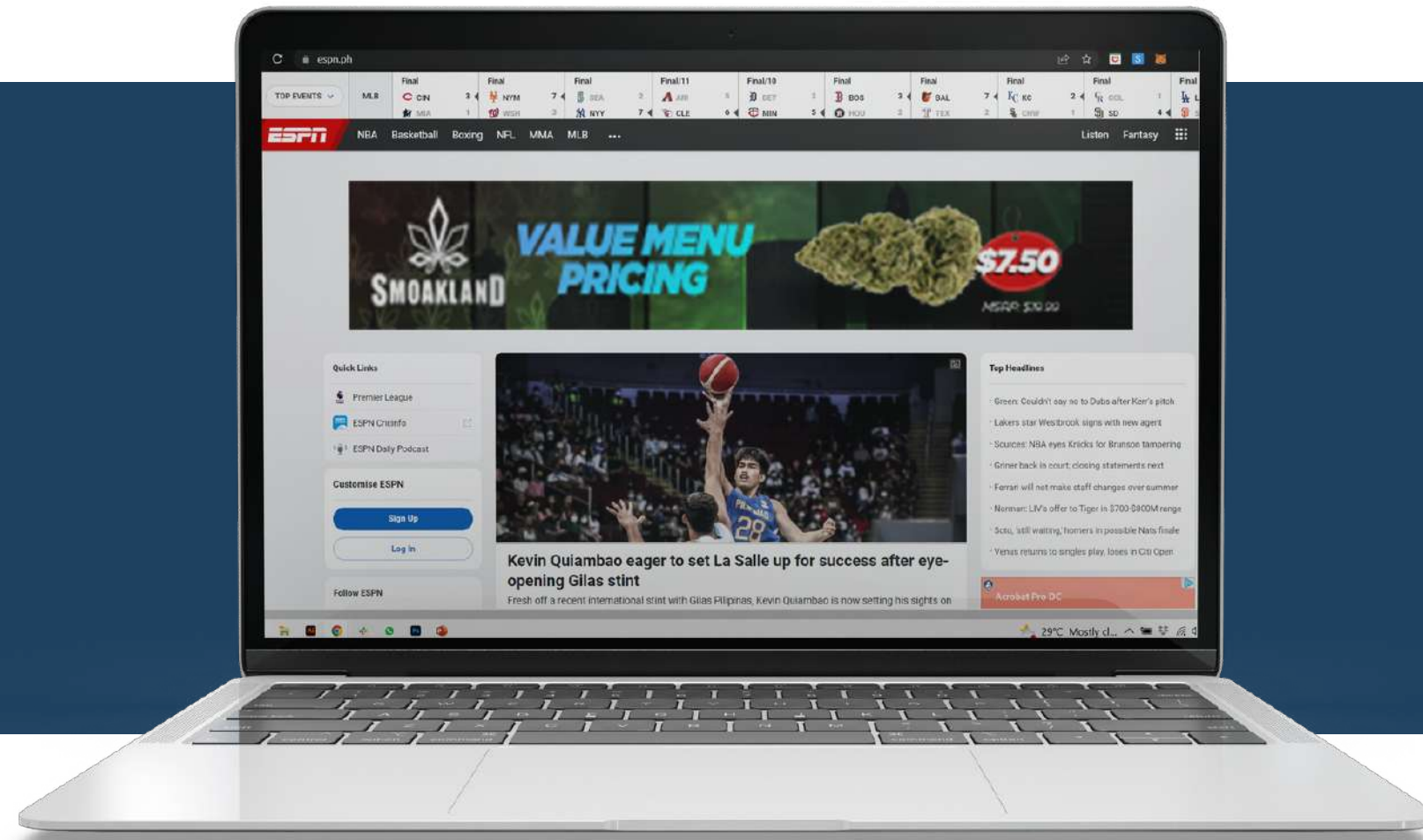


The future for cannabis is even more exciting, with an estimated digital ad spend of

# \$2 Billion

projected for 2023. As more web browsers discontinue third-party cookies to gather customer data, programmatic is the superior solution for connecting your business with highly targeted cannabis audiences.





Publisher: ESPN

Audience: Cannabis

Ad Format: Display

Device: Desktop

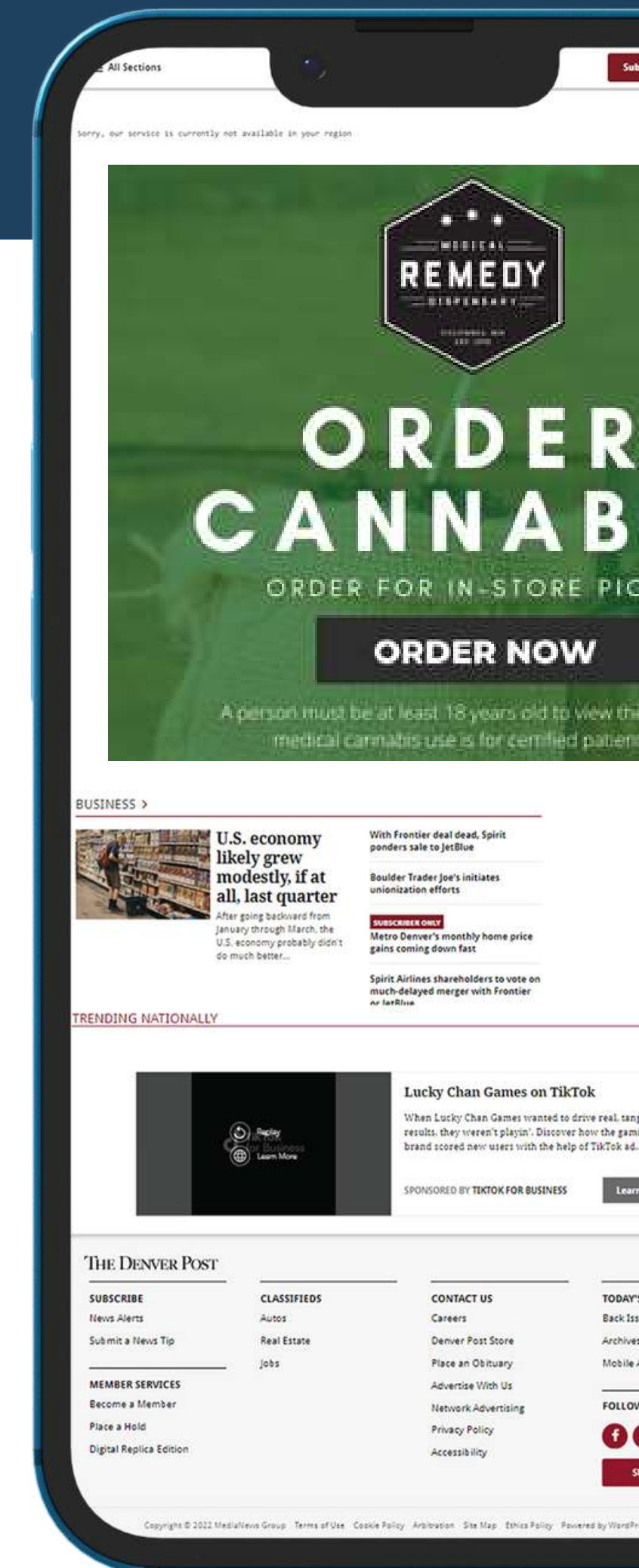
# Simplify Your Cannabis Media Buying Journey.

Our programmatic guide will help you understand how to efficiently deliver highly targeted ads to custom audiences at precise moments in their buyer's journey.

Keep this guide close at hand, and you should feel more confident in your understanding of programmatic advertising and the new, exciting opportunities it opens up for your cannabis business.

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# Beyond Billboards and Into Digital Your Cannabis Advertising Problems, Solved.

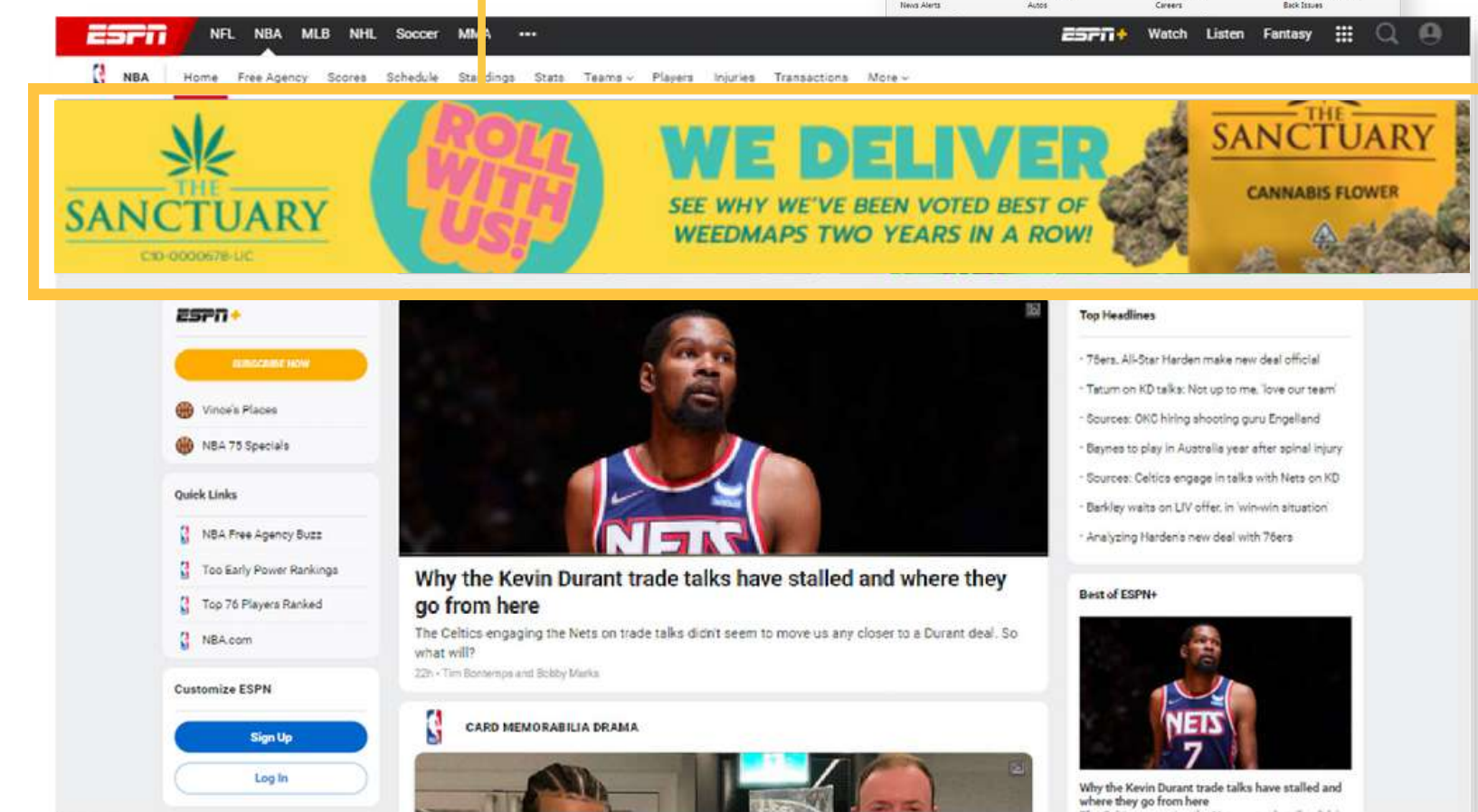
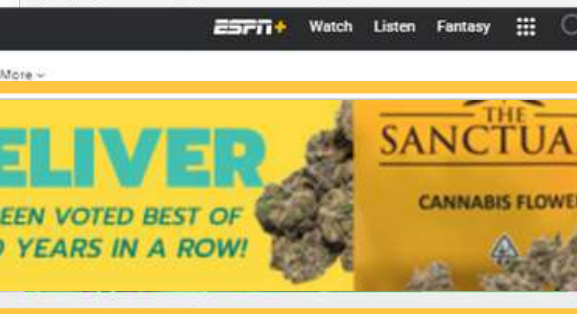
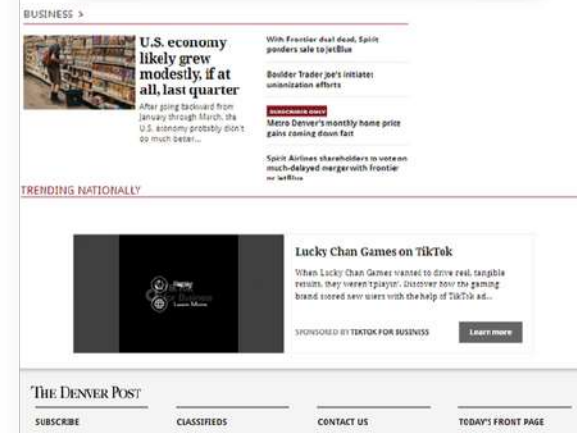
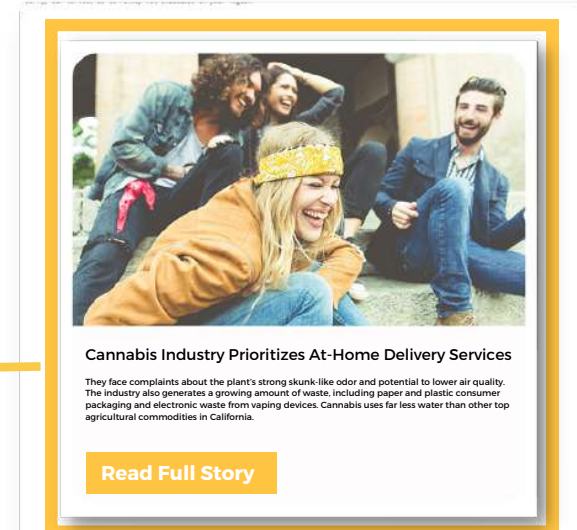
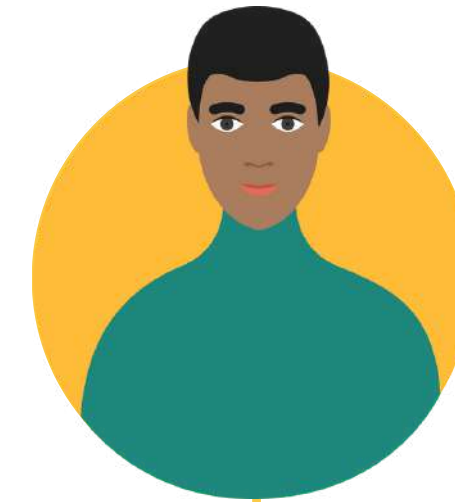
Imagine a cannabis advertising platform that will never get shut down, where you can proudly display cannabis products, link ads directly to your eCommerce menu, and target millions of new customers with precision. Sound too good to be true? The answer is programmatic.

Launching a new dispensary and wondering how to get customers through your doors? Serve ads promoting your grand opening to compliant, 21+ audiences living in surrounding neighborhoods that have purchased cannabis in the last 12 months.

Interested in re-engaging latent customers? Stoke brand loyalty and launch a programmatic mobile ad promotion giving returning customers VIP access to new strain drops or discount codes.

Want to build brand awareness and increase sales for your cannabis CPG? Partner your brand with a local dispensary and serve co-branded ads directing untapped cannabis audiences to dispensaries that carry your products.

The campaign and audience targeting options are endless, but what truly separates programmatic from other marketing channels is the ability to match advertising impressions directly with transactions, no matter how non-linear the buying journey is.



# Invest in Channels That Drive Revenue

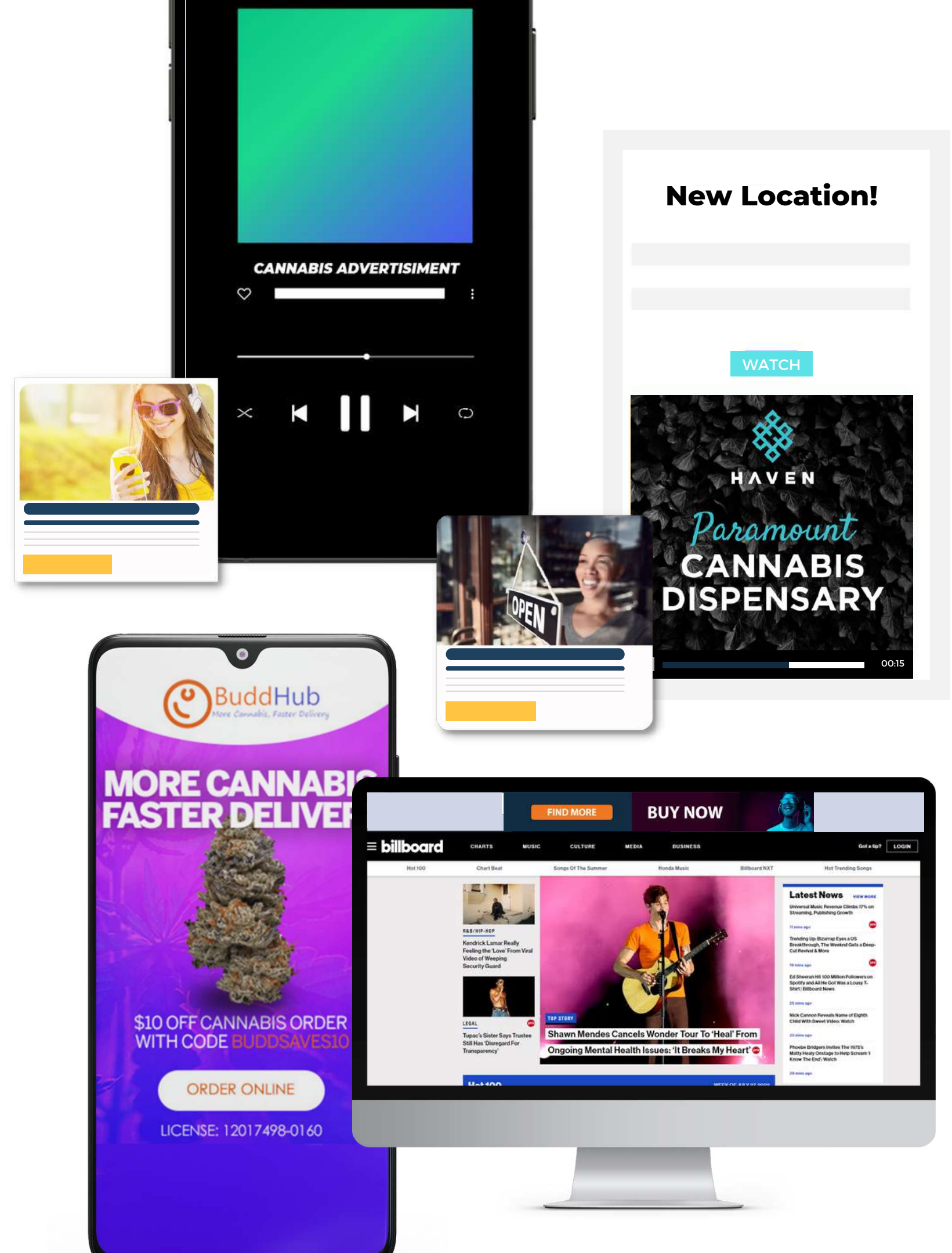
Track a single purchase to see who viewed your ads on their desktop, heard an audio ad while listening to a podcast, and then made a purchase at home on a mobile device.

Gain a complete view into the multi-touch omnichannel journey customers go through before purchasing so you can make smarter marketing decisions fueled by data to scale ad campaigns and revenue.

With our MediaJel multi-touch attribution dashboard you will never be left wondering how to figure out the ROAS (return on ad spend) of your campaigns when you leverage the power of programmatic in your marketing mix.

Track transactions, sign-ups for delivery, and eCommerce purchases that result in revenue for your business.

In other words, not only does programmatic advertising make it easier to sell cannabis online. It also saves you money as you scale.

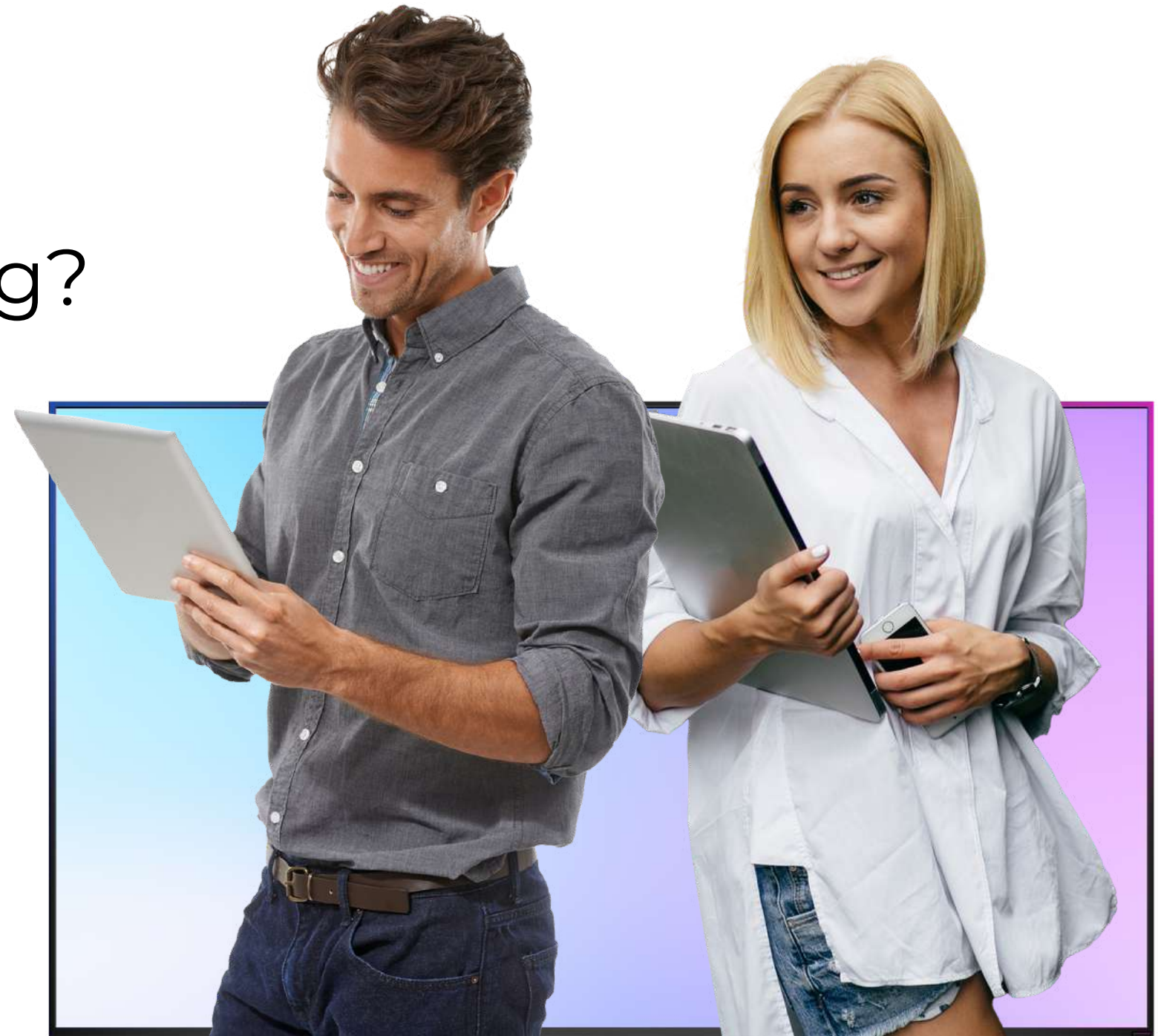


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# What is Programmatic Advertising?

Historically, ad buying was a manual, time-consuming process of negotiating advertising placements through a publisher salesperson. Today, programmatic ad buying software automates the process of buying and selling digital advertising inventory, so marketers don't have to.

Fueled by artificial intelligence (AI), and leveraging real-time bidding (RTB) programmatic makes it easier for cannabis businesses to effectively reach target audiences with precision and scale on the mainstream publishing sites they visit every day like ESPN, New York Times, Rolling Stone, and within apps like Kik and Words with Friends.



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# Advertise Cannabis on 75K+ Publishers

Cannabis businesses can compliantly advertise on over 75k top web publisher sites, giving cannabis companies a seat at the advertising table like any other mainstream brand or retailer. Every ad served provides valuable insights into the publications that drive sales and the devices that convert.

The logo for Rolling Stone, featuring the words "Rolling Stone" in a stylized, red, cursive font with a black outline.The logo for the CHIVE, with "the" in a small, black, lowercase font and "CHIVE" in a larger, black, uppercase font, where the "C" is green.The logo for TMZ, consisting of the letters "TMZ" in a bold, black, uppercase font.The logo for GQ, consisting of the letters "GQ" in a bold, red, uppercase font.The logo for The New York Times, featuring the words "The New York Times" in a black, serif font.The logo for VANITY FAIR, consisting of the words "VANITY FAIR" in a black, uppercase, serif font.The logo for ESPN, consisting of the letters "ESPN" in a bold, red, italicized, uppercase font.The logo for CNN, consisting of the letters "CNN" in a bold, black, uppercase font.The logo for kik., consisting of the letters "kik." in a green, lowercase, sans-serif font.The logo for iHeart RADIO, featuring a red heart icon with a white radio signal inside, followed by the words "iHeart" in a bold, black, uppercase font and "RADIO" in a smaller, black, uppercase font.The logo for The Weather Channel, consisting of a blue square with the words "The Weather Channel" in white, uppercase, sans-serif font.The logo for travel CHANNEL, with "travel" in a blue, lowercase, sans-serif font and "CHANNEL" in a smaller, blue, uppercase, sans-serif font below it.The logo for allrecipes, with "allrecipes" in an orange, lowercase, sans-serif font and a small orange spoon icon to the right.The logo for Sports Illustrated, with "Sports" in a red, uppercase, sans-serif font and "Illustrated" in a red, lowercase, sans-serif font below it.The logo for BARSTOOL SPORTS, featuring a red stool icon inside a circular pattern of stars, followed by the words "BARSTOOL" and "SPORTS" in a bold, black, uppercase font.The logo for Grindr, featuring a yellow mask icon followed by the word "Grindr" in a yellow, lowercase, sans-serif font.The logo for Zillow, featuring a blue house icon followed by the word "Zillow" in a blue, lowercase, sans-serif font.



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# Get The Most For The Money You Spend

## Benefits of Programmatic



### DATA CAPTURE AND MAPPING

Intelligent pixels prepare your data for the cookie-less future



### CROSS-DEVICE TARGETING

From mobile to laptop to connected tv, we know your audience



### PRECISION GEOFENCING

Safely serve ads using highly targeted geofencing and location data



### AUDIENCE RETARGETING

Keep audiences engaged and customers loyal



### OMNICHANNEL ADVERTISING

Reach consumers across activities and throughout the day



### PRIVATE AD MARKETPLACE

Exclusive inventory for high-quality traffic and ad placement



### SELF-SERVICE DASHBOARD

Real-time metrics and actionable data at your fingertips

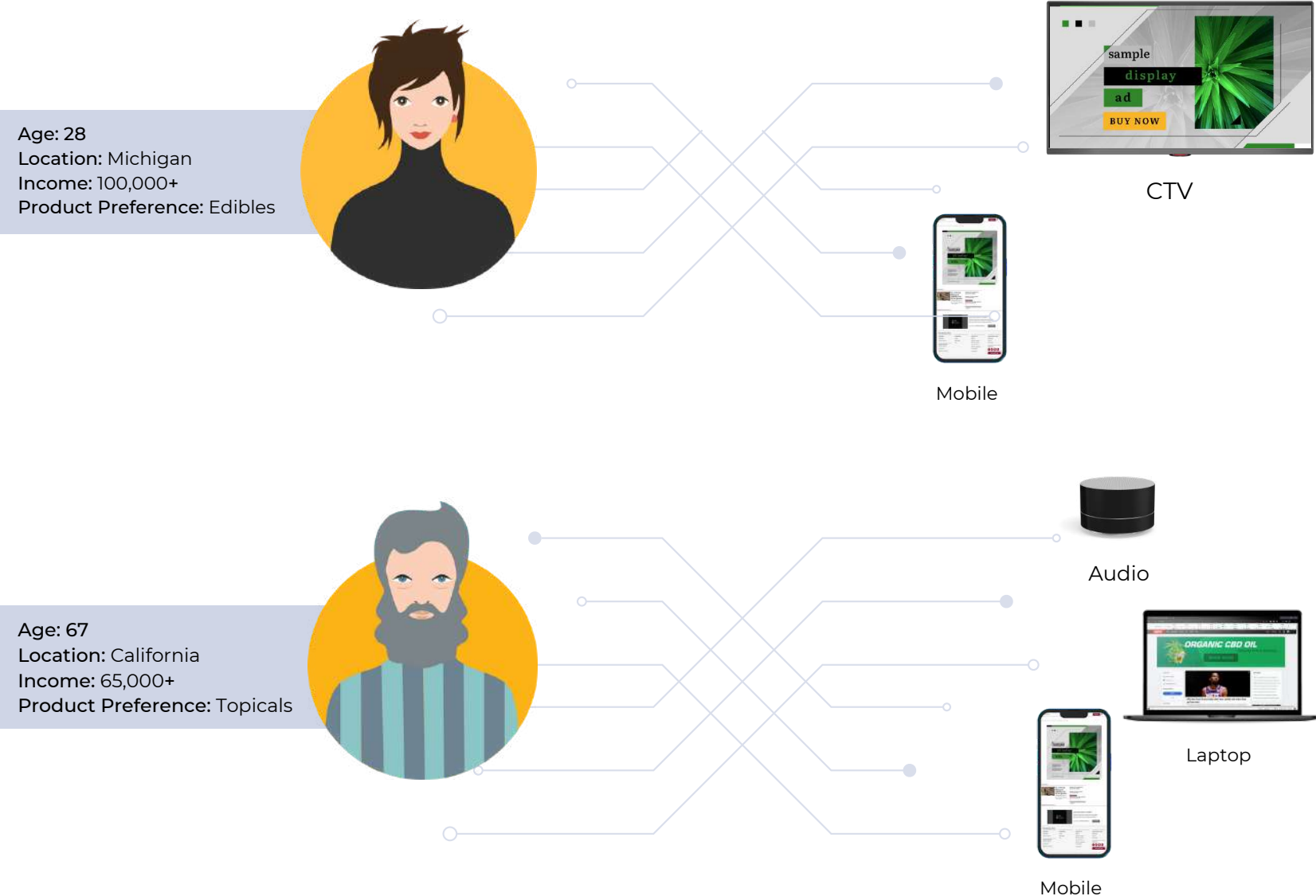
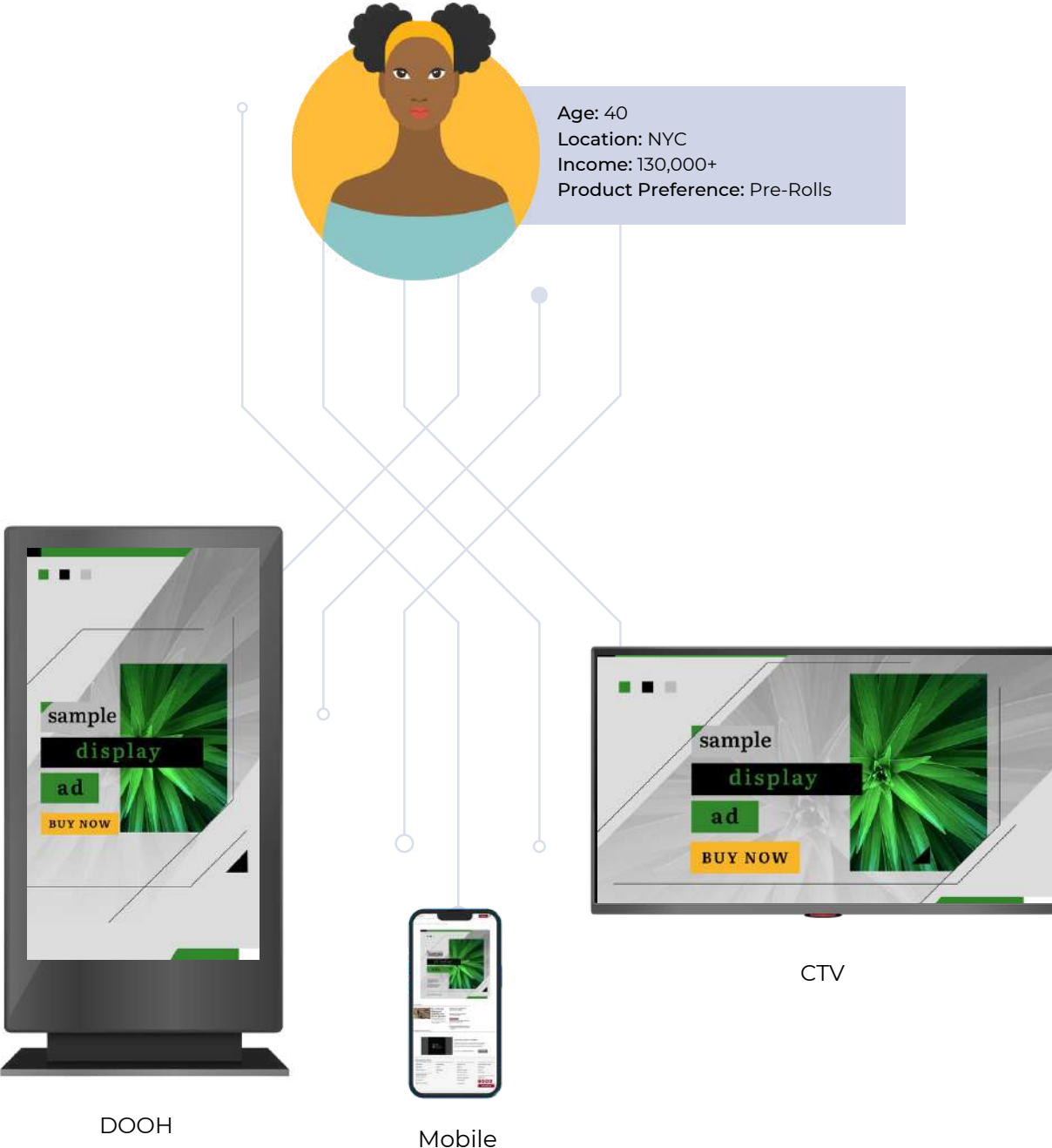


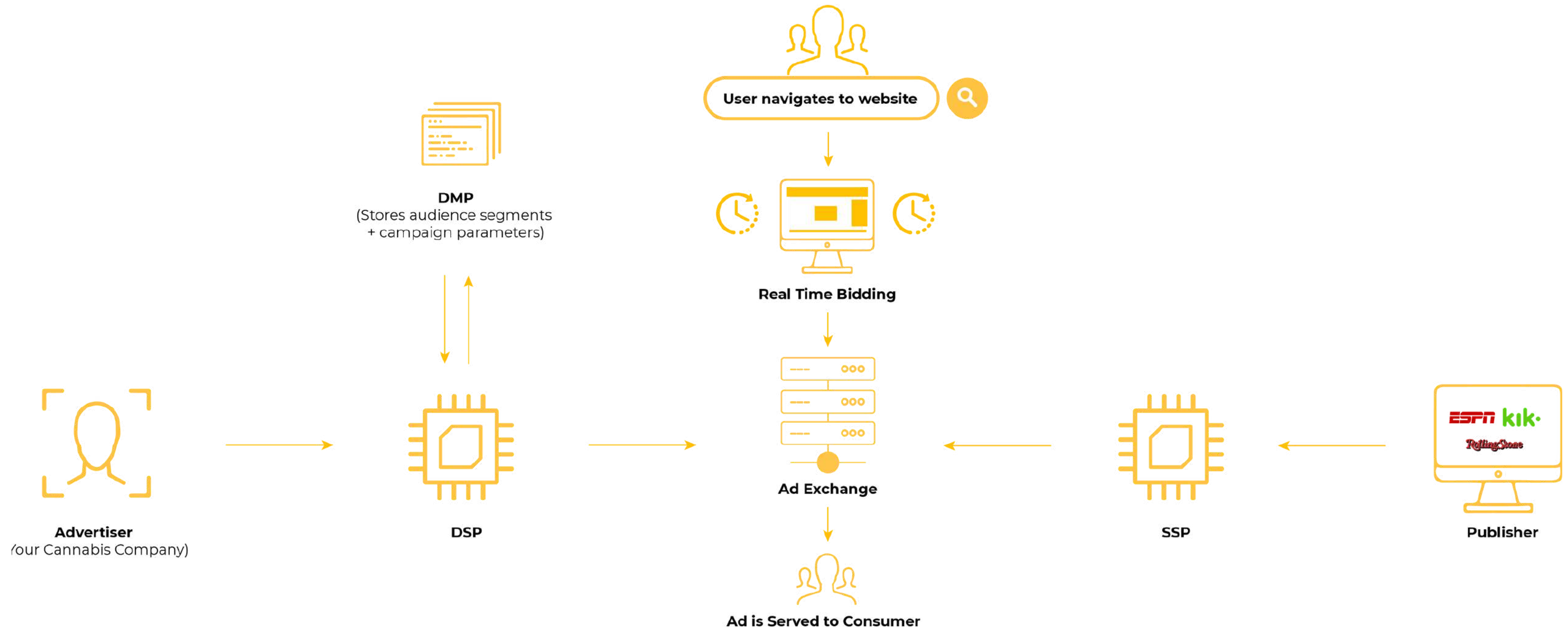
### MULTI-TOUCH ATTRIBUTION

Better analysis helps your team make better business decisions

# Personalized Connections Across Every Device

The more ads you serve, the more you learn about consumer preferences and purchasing habits. So tailor your campaigns to engage customers in highly personalized ways and connect with ideal cannabis audiences across all devices: mobile, desktop, tablet, TV, audio, and even digital out-of-home (DOOH).





# The Programmatic Advertising Ecosystem

Let's get technical! The biggest challenge for cannabis marketers stems from a lack of understanding the tech ecosystem, campaign setup, and ad optimization tactics. Programmatic leverages big data, artificial intelligence, real-time bidding, and automation to connect

cannabis businesses to available advertising space. The entire process occurs behind the scenes and is optimized using AI for those selling ad space (publishers) and those buying ad space (advertisers).

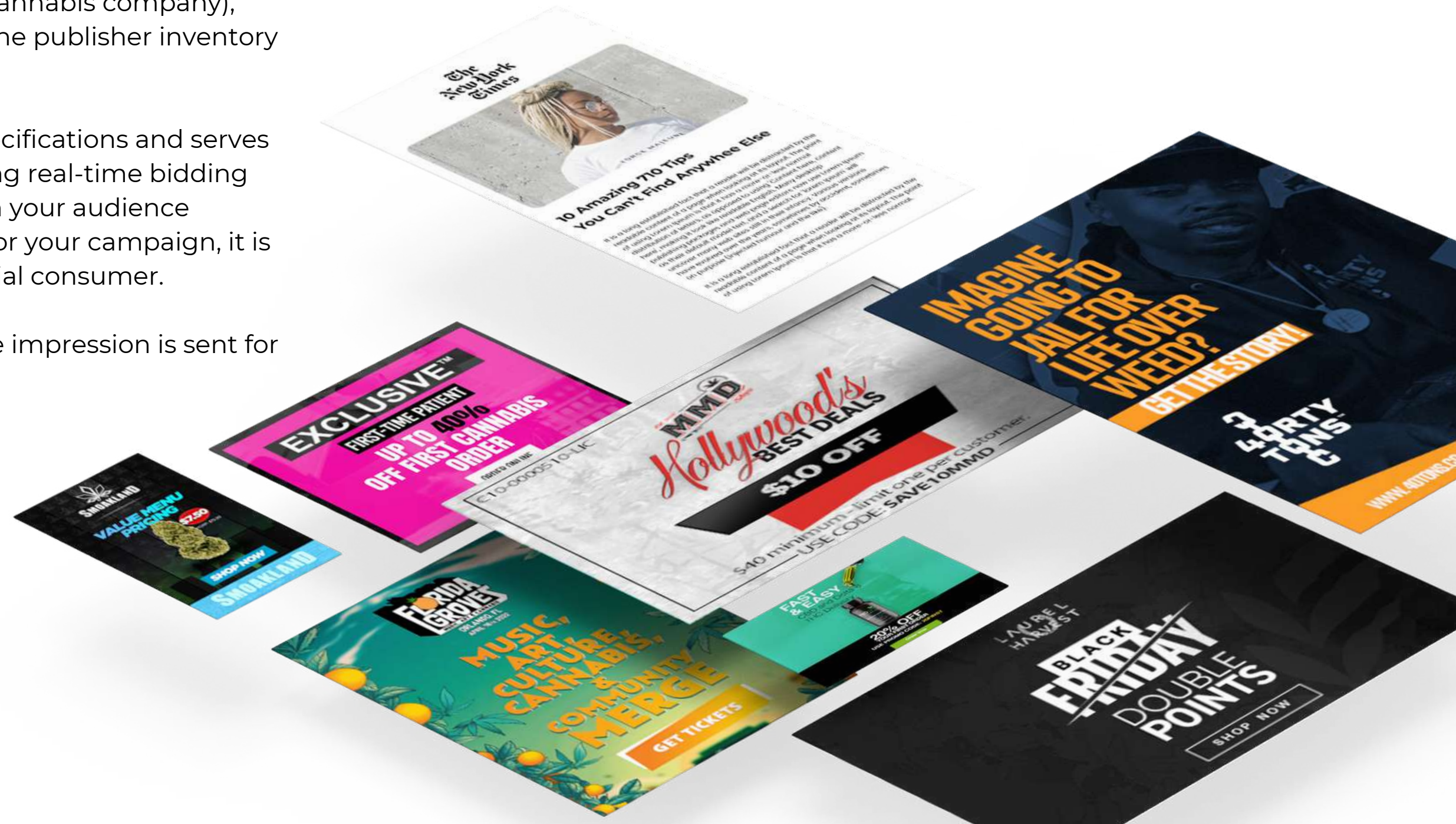
# Bid, Buy, and Place Your Ad

In the time it takes for a user to click on a web link

The programmatic ad exchange is made up of two sides. The demand-side platform (DSP) bids on behalf of the advertiser (your cannabis company), and the sell-side platform (SSP) facilitates the sale of the publisher inventory (ESPN, Rolling Stone, etc.) through the ad exchange.

A DSP buys ad inventory based on your campaign specifications and serves ads to right-fit audiences via online ad exchanges using real-time bidding (RTB). A DSP evaluates each user impression based on your audience targeting parameters, and if the ad space is relevant for your campaign, it is bid on, purchased, and the ad displayed to the potential consumer.

In the time it takes for a user to click on a web link, the impression is sent for bidding, bid on, bought, and the ad is placed.



# Here's How The Ad Exchange Works

Six Steps Take 24 Milliseconds Total:

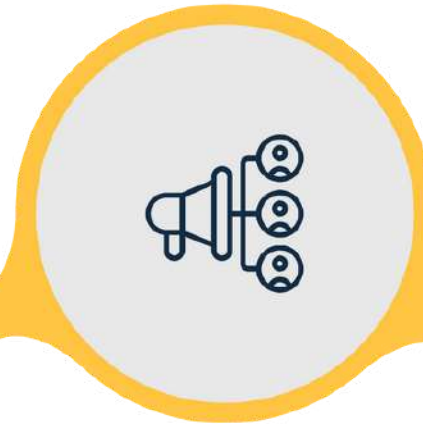
1. User visits a website



3. Advertisers bid on the impression (DSP)



5. Ad is posted on website for that user



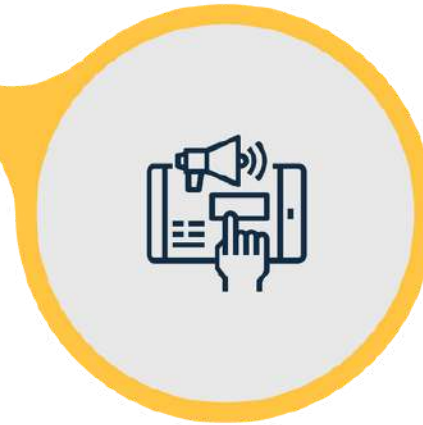
2. Owner of the website (publisher) sends that ad impression to auction (SSP)



4. Highest bidder wins the impression



6. Best case scenario, user clicks on ad and converts



# Develop Targeted Audience Segments

## No Cookies Required

Connect, engage and convert high-value cannabis audiences using a combination of first and third-party data. Building your first-party data strategy is crucial for success leading up to a cookieless future and aids in creating audience segments more likely to convert and drive growth for your cannabis business.



First Party Data

First-Party Data is a company's most valuable asset because it collects information directly from the customer. Examples of first-party data points: are customer email, phone number, purchase history, product and content interests, support history, and loyalty program info.



Third Party Data

Third-Party Data is information collected from various sources, not directly connected to the user. For example, third-party sources may include websites or social media networks where users input personal information. Their activity is then collected and aggregated by third parties to sell as part of an offer.



## Activate Your Cannabis Data

Activate your first-party data and CRM insights (website visitors, concentrate buyers, cart abandoners, etc.) to retarget current customers and generate loyalty, brand recall, and repeat visits.

Layer third-party data for customer acquisition campaigns to expand campaign reach, increase new user web traffic and brand awareness, and pinpoint audiences likely to convert.

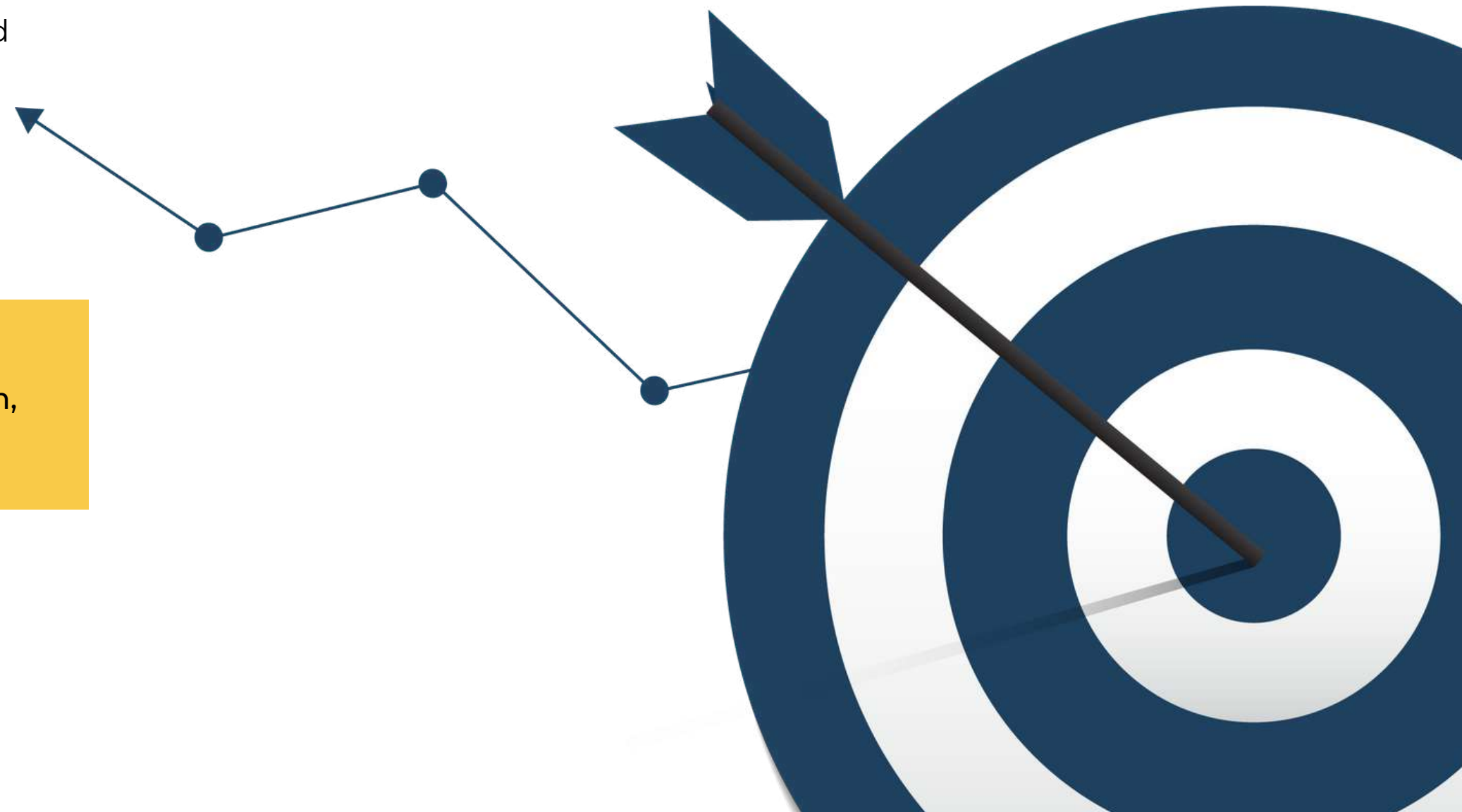
# With Programmatic Targeting, You Have Options

As the cannabis industry grows and media dollars rush into the programmatic space, so will the available data. Large cannabis companies already monetize their audience segments, and mainstream data providers have begun compiling cannabis consumer MAIDS (Mobile Device IDs) and shopping data as they prepare for federal legalization.

In short, your targeting options are nearly unlimited when buying ad space programmatically. You can rest assured that your ads are being served on contextually relevant web pages to appropriate audiences.



MediaJel currently has access to cannabis profiles that directly integrate to major data providers such as Acxiom, Dun & Bradstreet and more.



# Optimized Placement to Drive Engagement & Revenue

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## DEVICE & ENVIRONMENT

Desktop, Mobile, Tablet, CTV  
& Game Console



## PERFORMANCE

Predictive Viewability,  
Completion Rate, CTR  
and KPI Boosters



## GEO

Country, State,  
Province, DMA, City  
or Point Radius, Zip  
Code



## RE-TARGETING

Increase conversions  
through sequential  
messaging & re-engaging  
visitors/shoppers



## DEMOGRAPHICS

Age, income, gender,  
household income



## CONTEXTUAL

Serves ads among  
contextually relevant  
webpage content  
and related articles



## BEHAVIORAL

Based on tracked online and  
geospatial behaviors: shopping  
habits, product preferences,  
abandoned carts, website  
interactions, store visits



## OMNICHANNEL

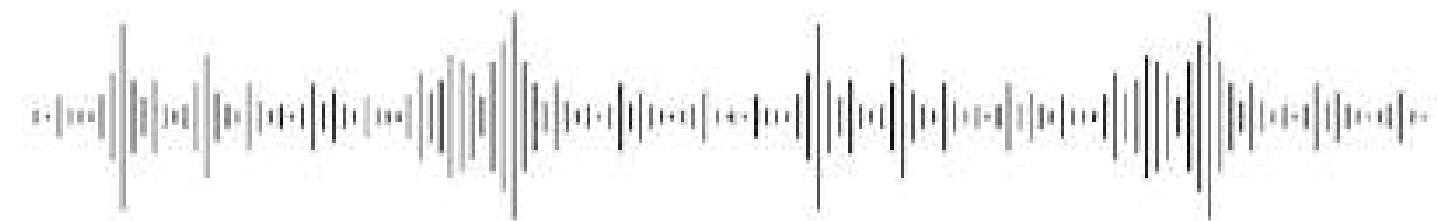
Consistent messaging  
across multiple  
connected devices



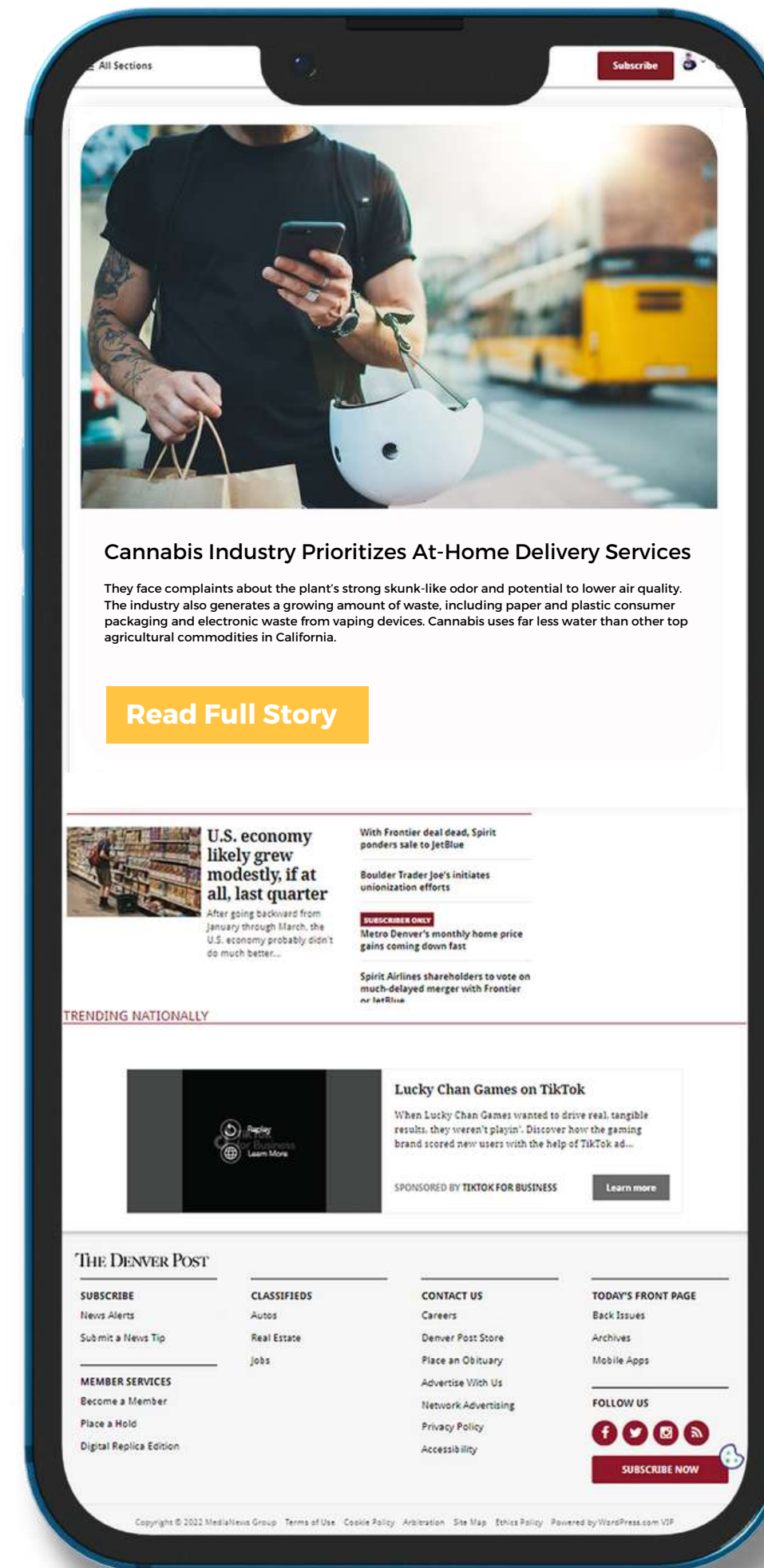
# Semantic Contextual Targeting

Reach receptive audiences across contextually relevant inventory. Deliver ads to cannabis consumers based on the context of the webpage they are visiting. Using page content, metadata, and keywords as clues for ad placements, semantic contextual targeting identifies pages that match search intent and places ads relevant to the page content.

- 01 Scan
- 02 Keyword Extraction
- 03 Categorize
- 04 Serve



Cannabis Industry Prioritizes At-Home Delivery Services



Analyze the page and source (i.e. titles, editorial)

Detection of key images

Detection of keywords

Assess brand safety score and relevance

# Tailored to Connect: Conversion Focused Omnichannel Engagement

90% of successful advertising is showing up in the right place at the right time. Tailor your ad campaigns to deliver consistent, cross-device messaging that empowers customer engagement and enhances your omnichannel marketing strategy.

Identifying critical touch points during the customer journey will help you serve timely ads that better connect with high-value audience segments and improve customer experiences.

Entice new consumers, re-engage past purchasers and establish loyalty with current customers by matching ads to cannabis consumer preferences and buying behaviors such as:

- Shopping habits
- Location data
- Product preferences
- Website interactions

Show up in the content your target audience enjoys consuming and on the channels and devices they prefer.



# Overcoming Programmatic Advertising Challenges

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As programmatic advertising continues to evolve and become more popular with cannabis businesses, marketers should be aware of the challenges they may face and how to overcome them to ensure successful campaigns.

1

## Ad Fraud

Ad fraud happens within digital advertising and isn't only a programmatic ad problem. Ad fraud is when clicks on ads aren't generated by humans but by bots. A budget can then be diminished through fraud as traffic from an ad doesn't lead to real traffic on the site.

2

## Brand Safety

When implementing media buys, brands must ensure their ads are placed alongside appropriate and relevant content. Choose a transparent programmatic ad platform with quality assurance teams or partner with ad verification companies. At best, it could mean poor placement or timing for the brand. At its worst, ads could be hosted on sites with which you don't want your brand to be associated.

3

## Lack Of Knowledge

Programmatic advertising can seem complicated, and marketing teams may lack the in-house resources required to launch campaigns. However, because programmatically placed ads are leading the way in advertising, it will be beneficial for your business and executive team to learn the ins and outs of programmatic and align with a partner who can manage your ad campaigns.

4

## Frequency Capping

When businesses collaborate with multiple demand-side platforms (DSP) or run campaigns through different channels and devices, they will want to restrict the number of times a consumer can be served the same ad campaign. Therefore, setting up a campaign frequency cap to control how many times an ad appears for a user on a given day is essential to reduce ad fatigue and wasted marketing budget.

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# How Much Should You Spend on Programmatic?

Pricing on programmatic advertising varies as it is based on a CPM (cost per mille) model. CPM means the price is calculated per 1,000 ad impressions.

For specific targeting, prices will increase and vary according to factors such as:

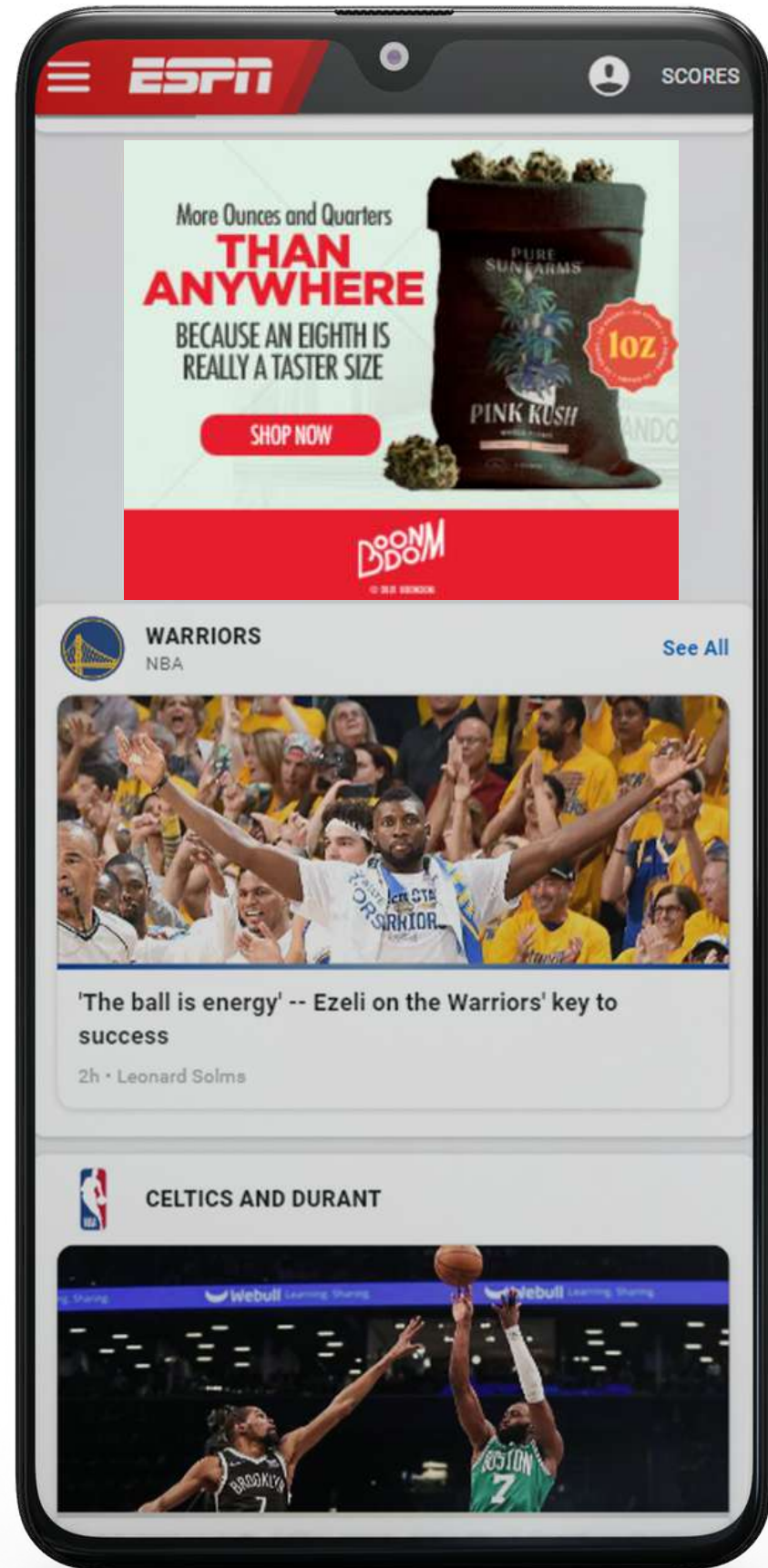
- Ad format
- On-page Ad placement
- Targeted devices
- Type of industry
- Data layering

Cannabis programmatic display ads range from \$7 - \$10 CPM, depending on data layering.

Let's take a look at the different ad options available to cannabis advertisers:



NEXT PAGE



# Display Ads

Display ads are visually engaging banner advertisements placed on brand-suitable publisher websites in the header, footer, content, or page's sidebar.

Ad creatives are made up of images and text-based designs saved as static graphics or animated gifs.

Pro Tip > The most successful display ads have a clear CTA (call to action) and leverage multivariate testing.

Standard ad dimensions (in pixels) are as follows:

- 970x250
- 320x50
- 320x480
- 336x280
- 300x50
- 300x600 Half Page
- 728x90 Leaderboard
- 300x250 Medium Rectangle
- 160x600 Wide Skyscraper

## Display Ad KPIs

- CTR / NEW USERS / SESSIONS
- ROAS
- SIGN UPS



# Cannabis Dispensary

## Prospecting Campaign



## Display Ads / Campaign Academy

### Campaign Objective

Increase patient visits and brand recognition for a dispensary located in a large city by serving display ads on cannabis-friendly publications and apps.

### Target Audience:



Third Party Data

Layer cannabis consumer admirers, enthusiasts, and buyers

### Geo-Targeting



5-mile radius around your retail store



geofence competitor locations

### Placements



Over 75k cannabis approved publisher sites

### Format

Static banner ads, or animated GIFs

### Creative

Promote store and selection

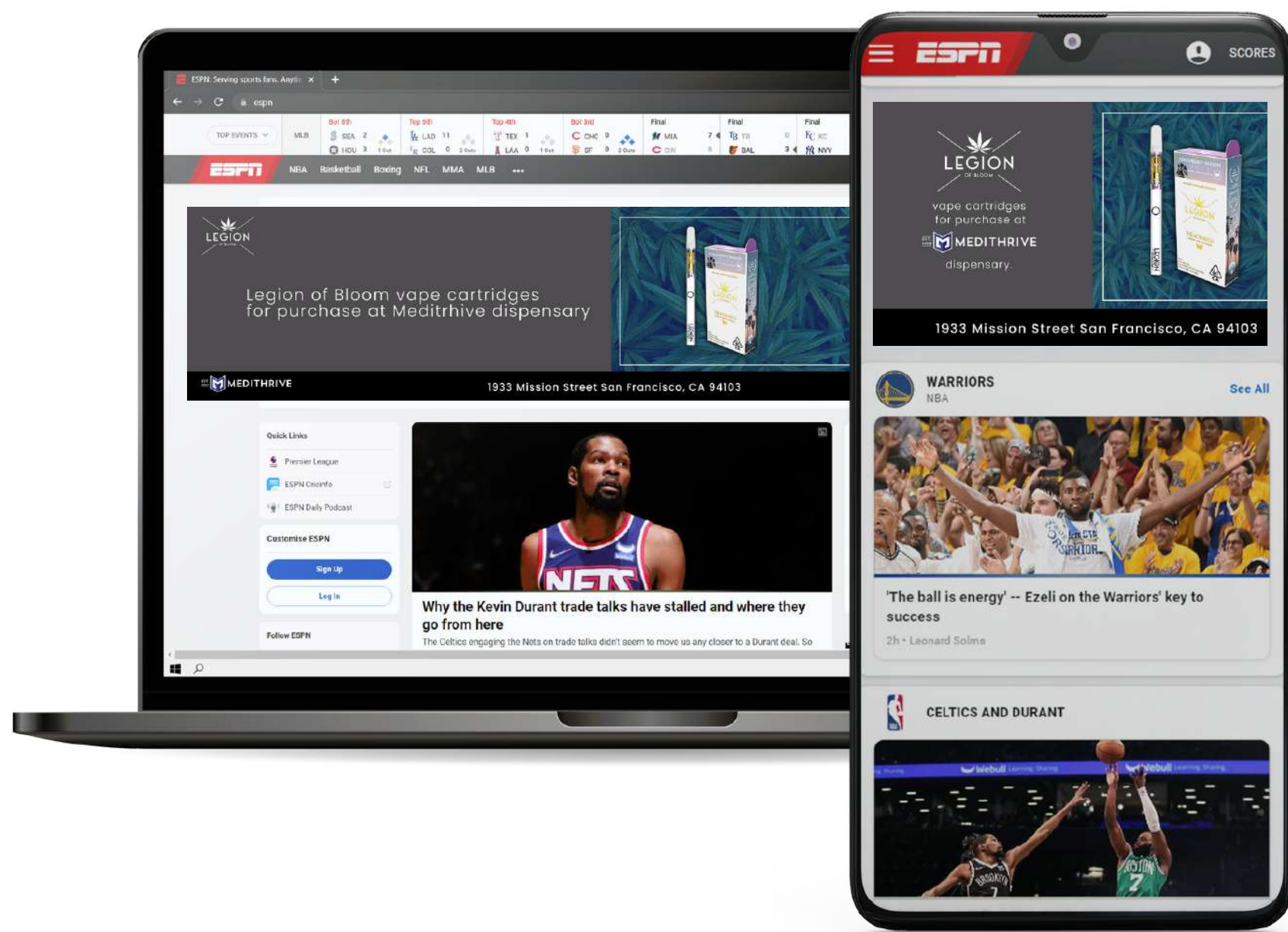
### Devices

Mobile-focused, Desktop, Tablet

### KPIs

eCommerce Sales / Website Traffic / ROAS

# Co-Branded Marketing Prospecting Campaign



## Display Ads / Campaign Academy

### Campaign Objective

Increase brand awareness & boost product sales for Legion of Bloom vape cartridges for purchase at MediThrive dispensary in San Francisco using a co-branded marketing campaign.

### Target Audience:



#### First Party Data

Retarget both dispensary and brand vape buyer data



#### Third Party Data

Layer cannabis consumer admirers, enthusiasts, and buyers

### Geographic Targeting



Geofence zip codes around MediThrive dispensary that carries Legion of Bloom.

### Placements



Over 75k cannabis approved publisher sites

### Format

Static Banner ads, or animated GIFs

### Creative

Promote Legion of Bloom vape products sold at MediThrive dispensary

### Devices

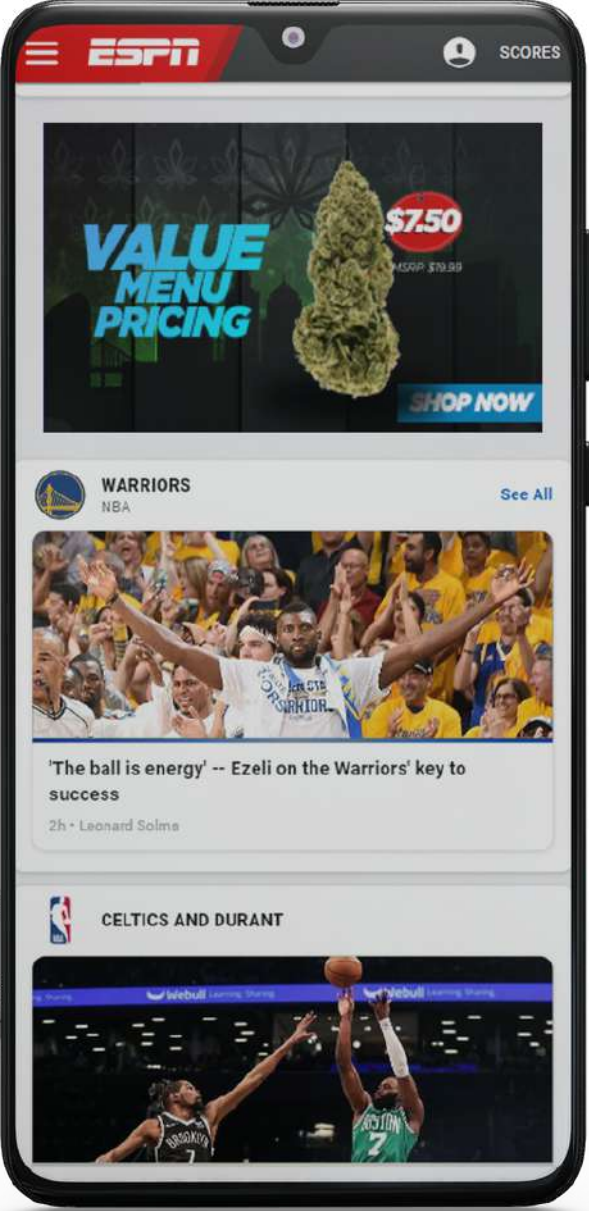
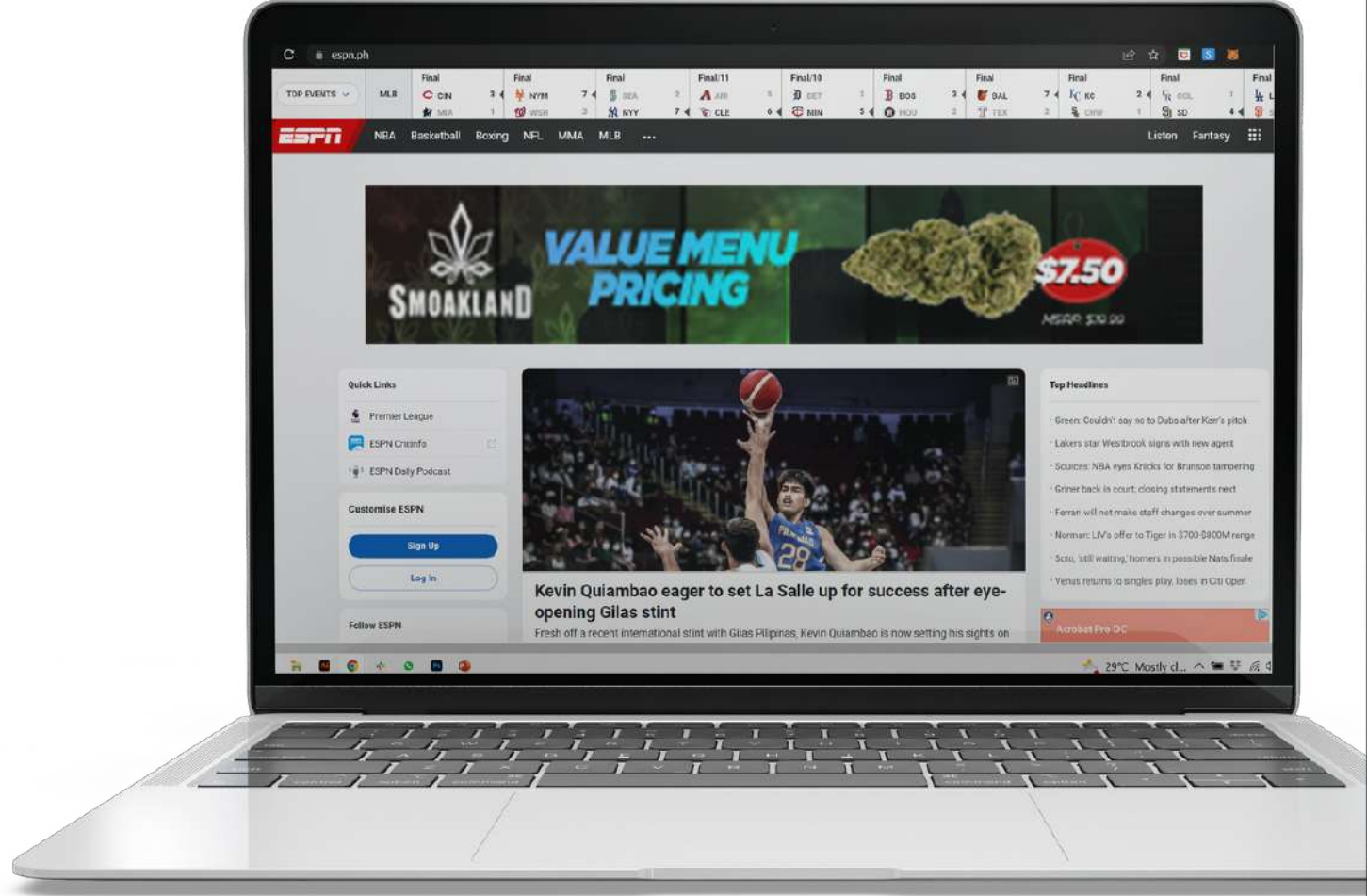
Mobile-focused, Desktop, Tablet

### KPIs

Legion of Bloom eCommerce Sales / Website Traffic / ROAS

# Drive eCommerce Sales

## Prospecting + Retargeting Campaign



# Display Ads / Campaign Academy

**Campaign Objective**  
Boost flower sales for a high-density urban dispensary targeting a mix of local and national publications.

**Target Audience:**

-  **First Party Data**  
Retarget dispensary data for flower purchasers + cart abandoners
-  **Third Party Data**  
Layer cannabis consumer admirers, enthusiasts, and buyers

**Geographic Targeting**

  
Serve ads to audiences within 2 miles of your retail store

  
geofence competitor locations

**Placements**  
  
Over 75k cannabis approved publisher sites

**Format**  
Static Banner ads, or animated GIFs

**Creative**  
Focus on new strain drops, discounts, or highlight specific flower products

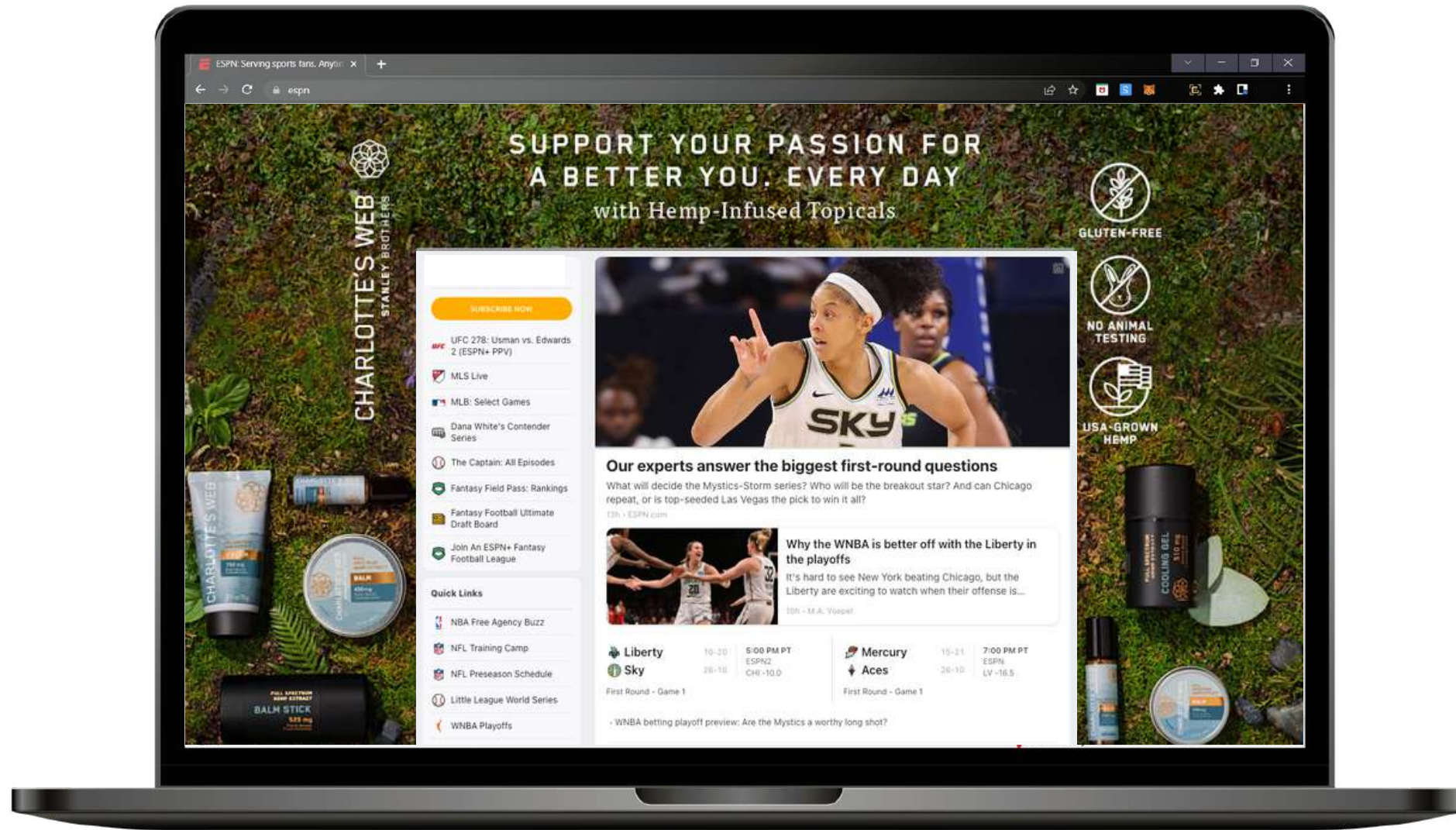
**Devices**  
Mobile-focused, Desktop, Tablet

**KPIs**  
eCommerce Flower Sales / In-Store Flower Sales / Website Traffic / ROAS



# Multi-State Topical Brand Awareness

## Prospecting Campaign



## Home Page Skin / Campaign Academy

### Campaign Objective

Drive brand awareness for Charlotte's Web topicals across multiple states to increase brand relevance and reach at scale.

### Target Audience:



Third Party Data

Layer cannabis consumer admirers, enthusiasts, and buyers

### Geographic Targeting



target cannabis consumers  
entire state / region

### Placements



Over 75k cannabis approved  
publisher sites

### Format

Homepage Skin

### Creative

Imagine your cannabis brand taking over ESPN's homepage and the visibility you would gain.

### Devices

Mobile, Desktop, Tablet

### KPIs

Impressions / Website Traffic / Clicks / Form Fills / ROAS



# Digital Out of Home (DOOH)

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DOOH are digital displays or billboards located in high-traffic areas such as bars, clubs, grocery stores, dispensaries, gas stations, malls, and airports where consumers can see digital menus or advertisements.

Standard ad dimensions vary based on billboard dimensions.

## DOOH Ad KPIs

- Cost is based on foot traffic or driving traffic
- Impressions determined by MAID look back

# New Customer Acquisition Prospecting Campaign

## DOOH Ad / Campaign Academy

### Campaign Objective

Drive brand awareness for dispensaries, delivery services, or infused alcohol brands at local bars and clubs via in-house digital menus.

### Target Audience:



21+ Bar or Club Customers

### Targeting



In-house customers, physical establishment walk-ins

### Format

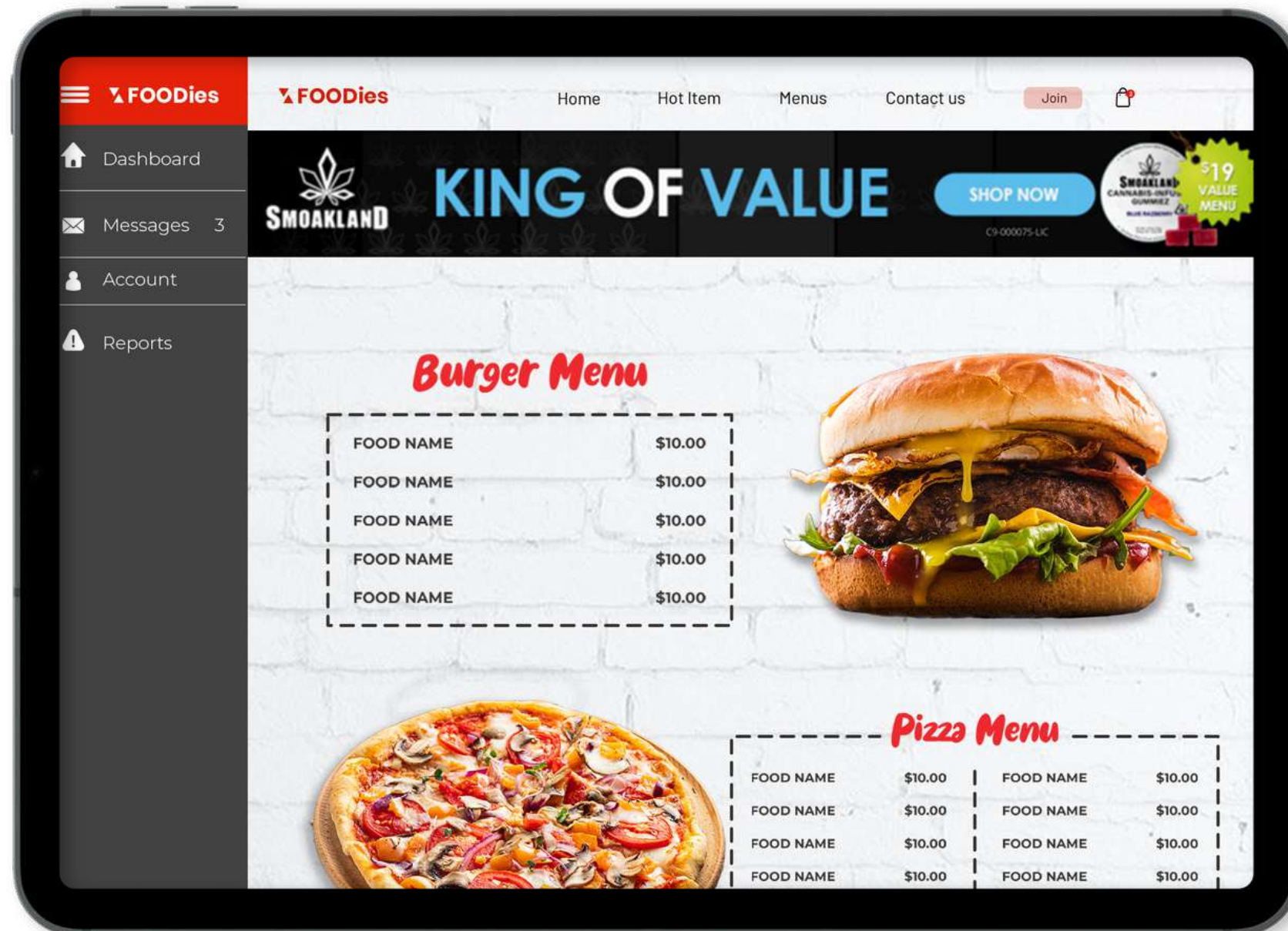
Digital Out of Home Menu Ad

### Creative

Banner ads or gifs promoting retail, services or infused alcohol products and placed throughout the digital menu

### KPIs

Impressions / ROAS



# Native Ads

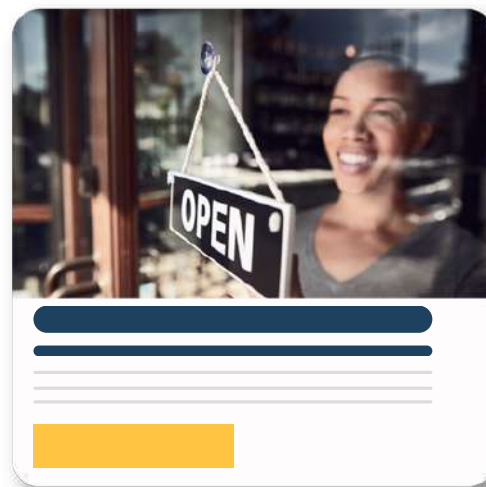
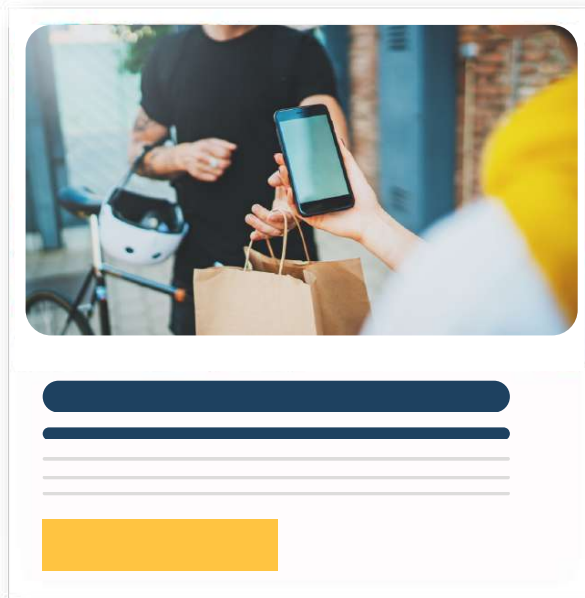
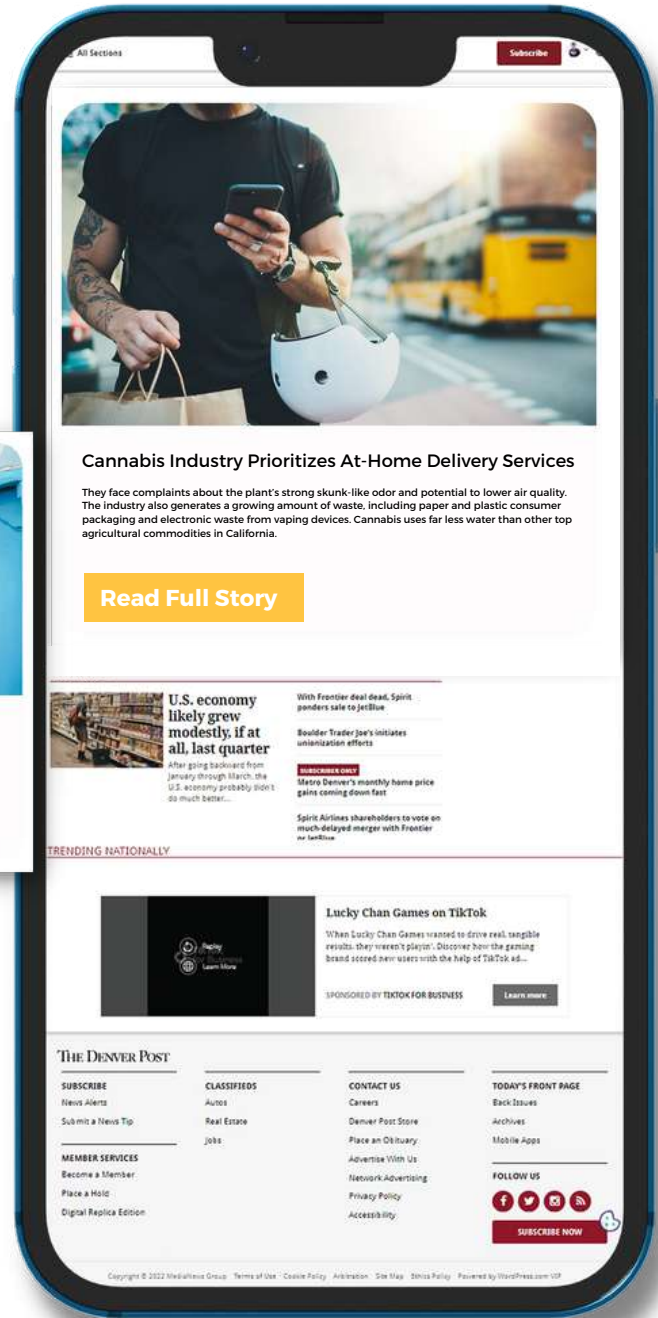
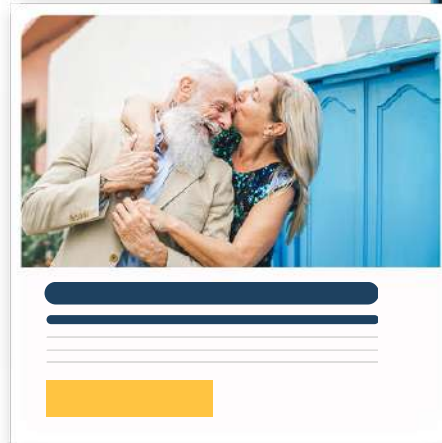
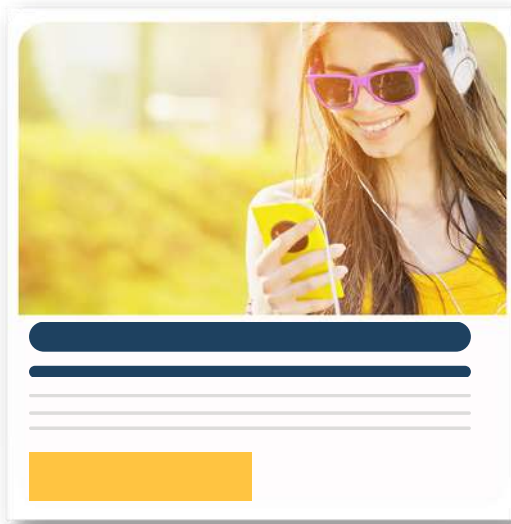
Your cannabis brand can also utilize native ads in your programmatic strategy. Native ads are sponsored advertisements that blend in with the natural editorial content of the publisher's website.

Designed to be aesthetically pleasing, they blend into the blog or article section of any website or app. The intention is not to interrupt the user experience but instead to draw attention to your content naturally while promoting your brand or product.

Content is king if your marketing goal is to build trust and nurture audiences to visit your dispensary or cannabis brand website for brand-specific products.

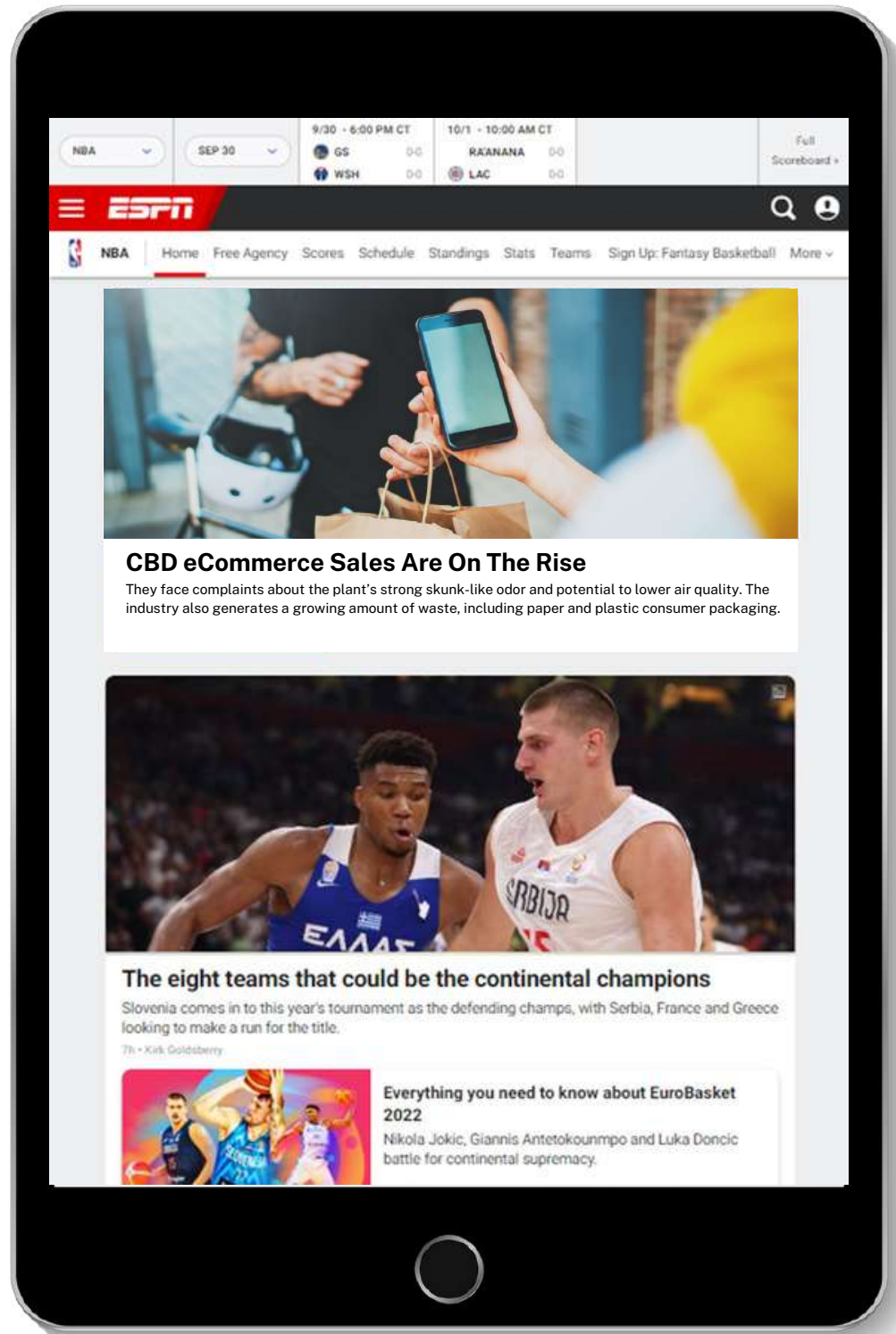
## Native Ad KPIs

- AVERAGE CTR
- ROAS
- IMPRESSIONS



# CBD

## Prospecting + Retargeting Campaign



## Native Ad / Campaign Academy

### Campaign Objective

Educate and build consumer trust for your CBD in targeted neighborhoods & counties while prospecting for new customers.

### Target Audience:



**First Party Data**  
Retarget website visitors



### Third Party Data

Layer in known cannabis and CBD audiences, outdoor enthusiasts, physical therapy visitors, orthopedic patients, massage therapy visitors, oncology centers, CBD dispensaries, and smoke shops

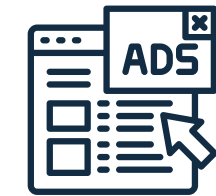
### Targeting



states you sell DTC and distribute to dispensaries



geofence competitor dispensary locations



Semantic Contextual Ad placement based on CBD and cannabis endemic publishers

### Format

Native Ad Sponsored Blog

### Placement

### Creatives

Focus on the benefits of cannabis or CBD for pain relief.

### Devices

Mobile-focused, Desktop, Tablet

### KPIs

CTR / ROAS / Impressions



# MOBILE ADS

Mobile ads are a must, with the average person spending 4+ hours on their phone per day. Get in front of cannabis consumers on their mobile devices with full-screen or banner ads placed on mobile responsive websites and within apps.

Best used for TOF (Top of Funnel) brand awareness and BOF (Bottom of Funnel) retention, mobile programmatic display ads provide a wealth of data and allow advertisers to tap into customer behaviors like: user habits and preferences, app usage, or social network activity.

Pro Tip > Story ads can be used on mobile and are highly engaging. Comprised of a mix of video or banners that appear as the reader is scrolling through the brand-safe article. Prospects can click through each slide to learn more about the dispensary menu or brand products.

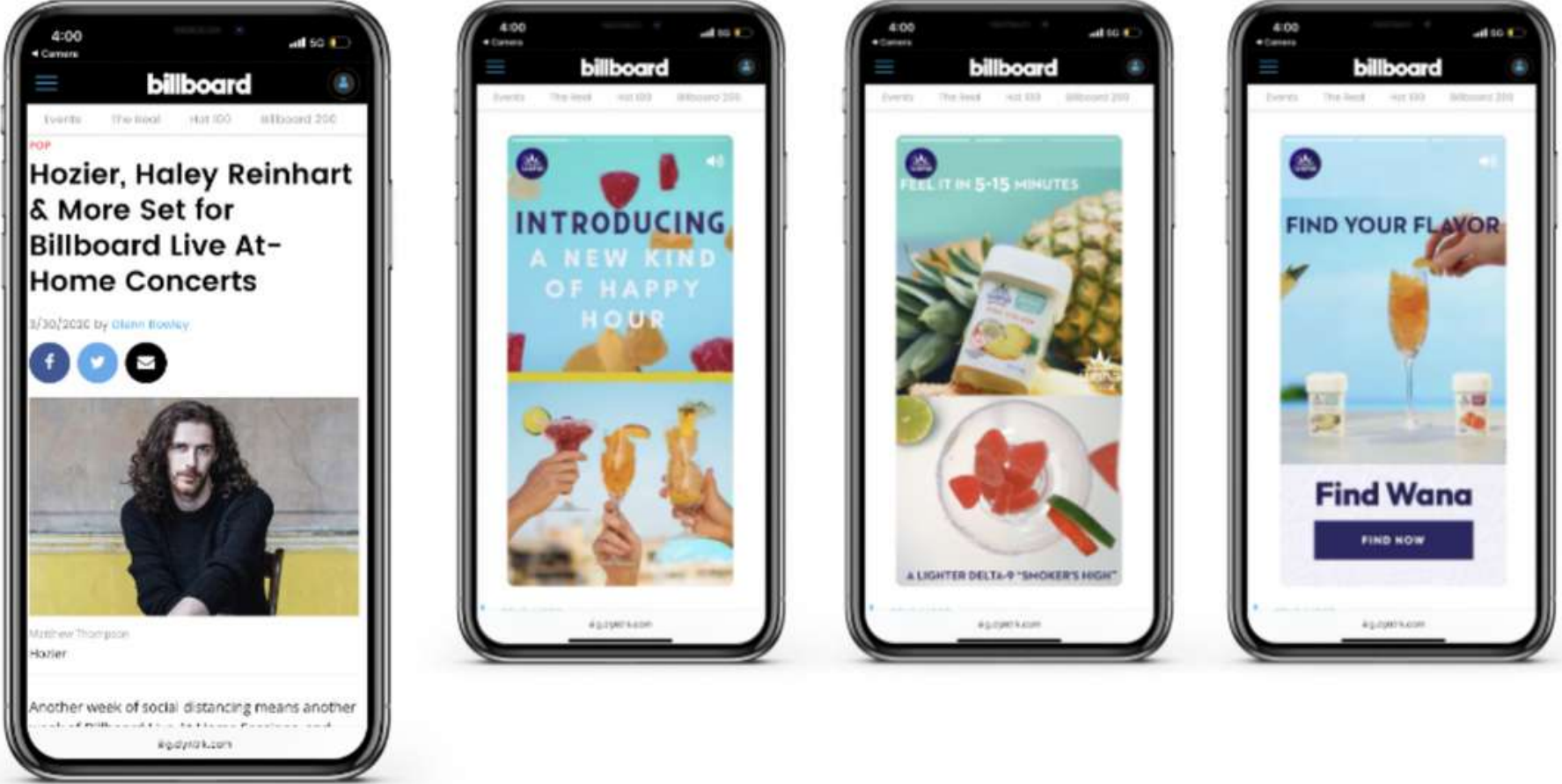
Standard ad dimensions (in pixels) are as follows:

- 300 x 600
- 320x50
- 320x480
- 336x280
- 300x50

## Mobile Ad KPIs

- CTR / NEW USERS / SESSIONS
- ROAS
- SIGN UPS


# Co-Branded Marketing Prospecting Campaign



## Mobile Ad / Campaign Academy

**Campaign Objective**  
Showcase the benefits and ease of edible gummies and drive consumers to dispensaries carrying your products.

**Target Audience:**

 **Third Party Data**  
Layer cannabis consumer admirers, enthusiasts, and buyers

**Targeting**

  
geofence zip codes around dispensaries that carry your brand

**Placements**

  
Over 75k cannabis approved publisher sites

**Format**  
Story Ad comprised of static images

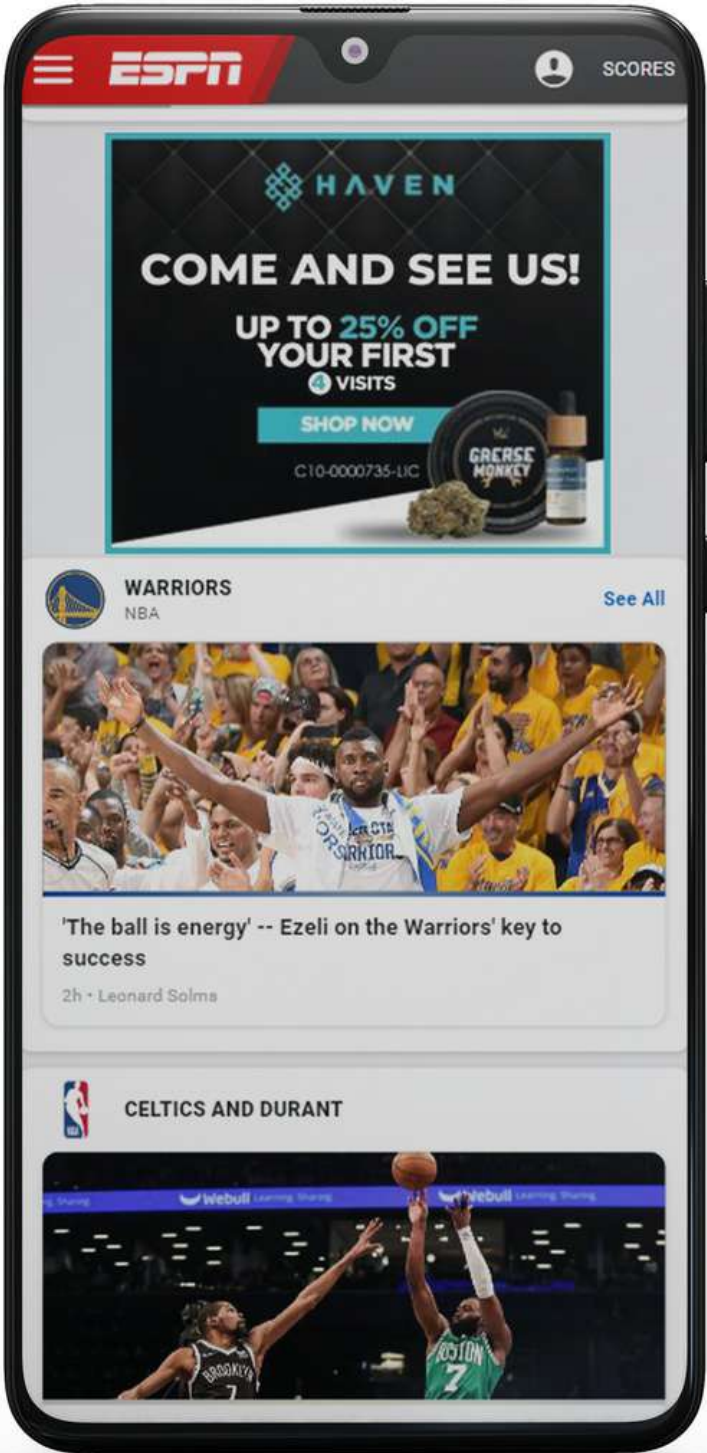
- Creatives**
- Slide 1: The first slide introduces a new kind of happy hour,
  - Slide 2: Explains how your product gummies work in 5-15 minutes
  - Slide 3: The third slide encourages viewers to click through to the landing page, where they can find your cannabis brand at a dispensary near them.

**Devices**  
Mobile-focused

**KPIs**  
Website Traffic / Dispensary Wana Brand Concentrate Purchases / ROAS

# Loyalty Builder


## Retargeting Campaign



### Mobile Ad / Campaign Academy

**Campaign Objective**  
Drive revenue, brand recall, and loyalty to your metro dispensary by re-engaging high-value customers who haven't purchased in 3 - 6 months.

**Target Audience:**

-  **First Party Data**  
Retarget current customers based on web activity, past purchase timeline, and abandoned cart emails from Klaviyo or eCommerce platform.

**Targeting**



Serve ads to customers within 2 miles of your retail store

**Placements**



Over 75k cannabis approved publisher sites

**Format**  
Display or Story Ads

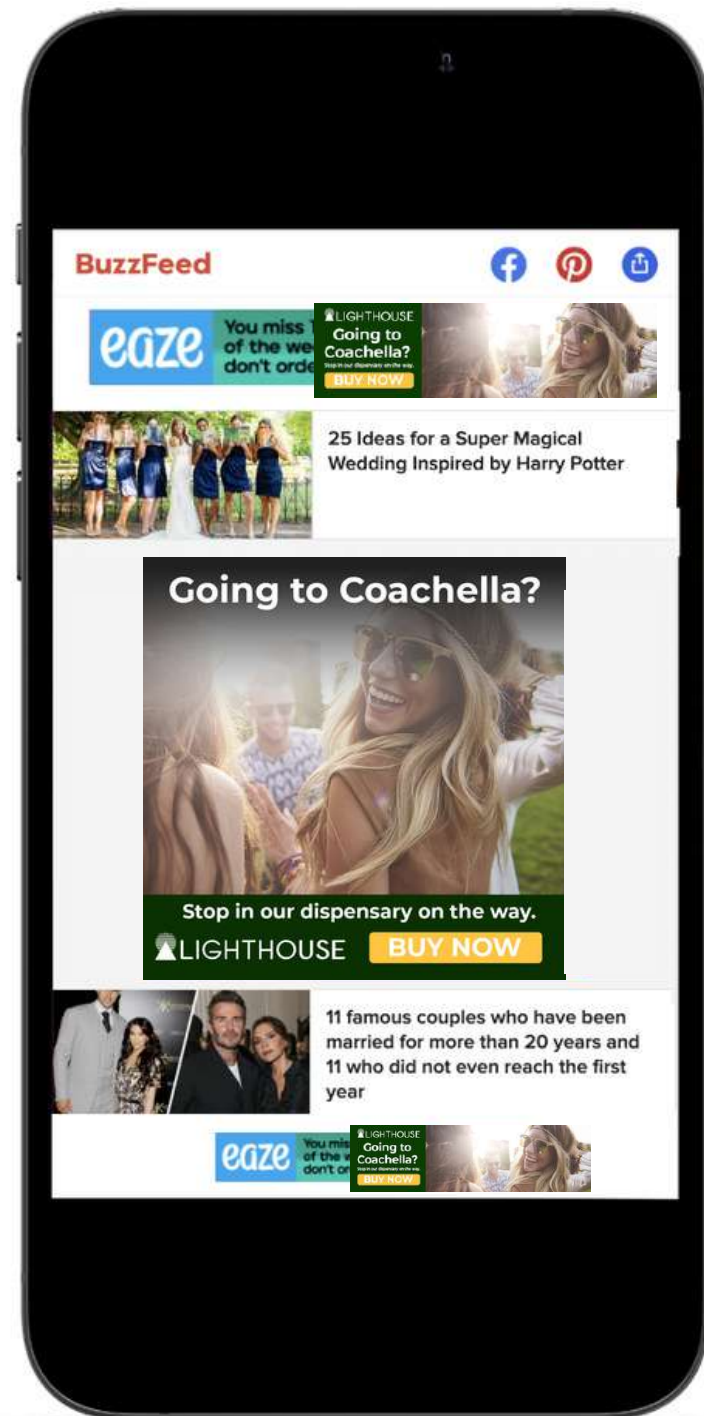
**Creatives**  
Create deals, bundles, or discounts to show customer appreciation and get them back through the door quicker

**Devices**  
Mobile-focused

**KPIs**  
Brand Loyalty Sign-Ups / Increase in Repeat Purchases / ROAS



# Tourist / Event Targeting Prospecting Campaign



## Mobile Ad / Campaign Academy

### Campaign Objective

Capitalize on events and tourism in your city and boost short-term sales by targeting concerts, county fairs, conference attendees, and tourists to use your delivery service or visit your dispensary.

### Target Audience:



#### Third Party Data

Layer known nationwide cannabis consumer admirers, enthusiasts and buyer audience data who have purchased cannabis or tobacco products in the last 12 months

### Targeting



geofence concert venues, county fair grounds, convention centers and tourist landmarks

### Placements



Over 75k cannabis approved publisher sites and apps

### Format

Display or Story Ads

### Creatives

Mobile banner ads or mobile story ads promoting a concert or festival bundle, tourist discount, or delivery service promo.

### Devices

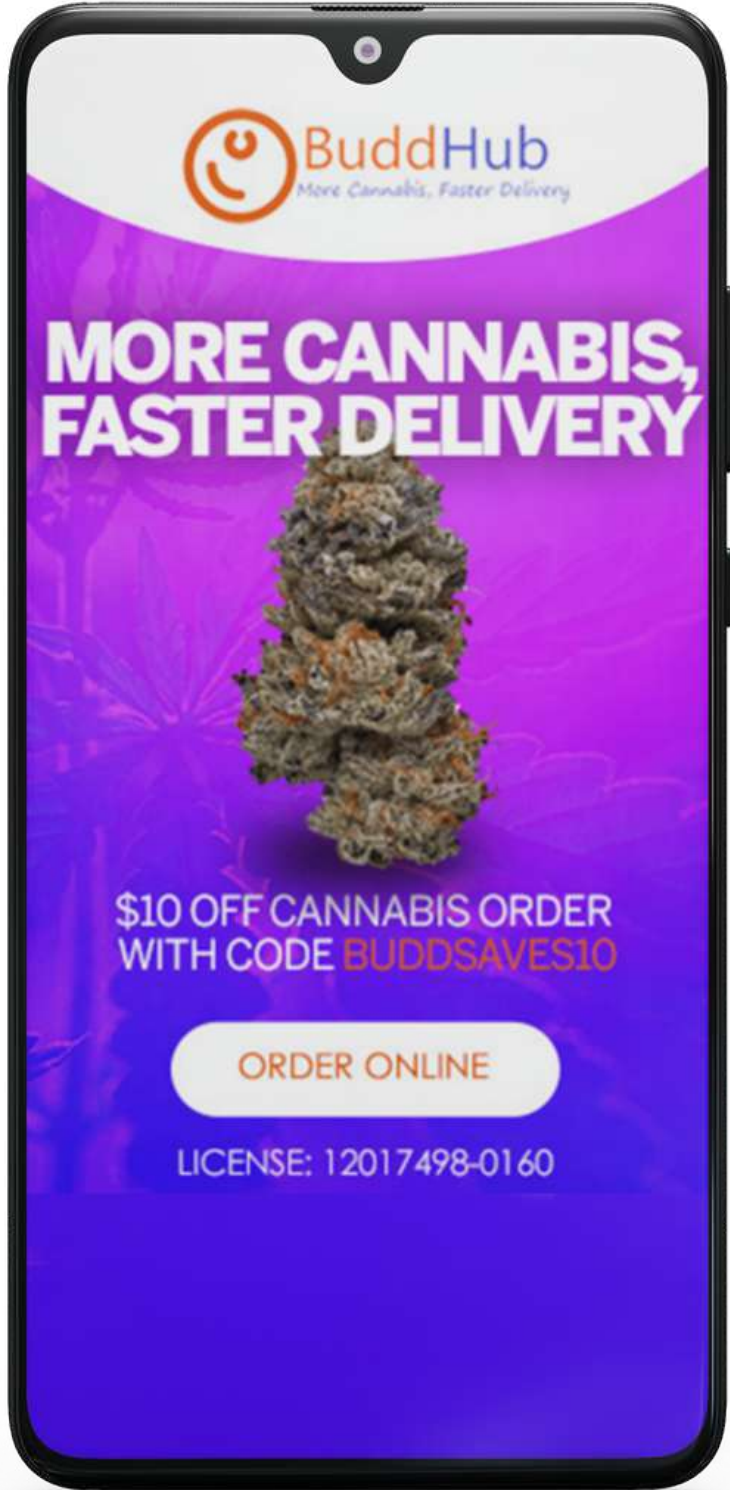
Mobile-focused

### KPIs

Delivery Sign-Ups / Website Traffic / Discount Purchases / ROAS

# Increase Delivery Sign-Ups

## Prospecting Campaign



### Mobile Ad / Campaign Academy

#### Campaign Objective

Increase delivery service sign-ups in your local dispensary area.

#### Target Audience:



**Third Party Data**  
Layer in known cannabis, tobacco and CBD audiences, outdoor enthusiasts, QSR audiences

#### Targeting



geofence zip codes around your service area

#### Placements



Over 75k cannabis approved publisher sites and apps

#### Format

Display or Story Ads

#### Creatives

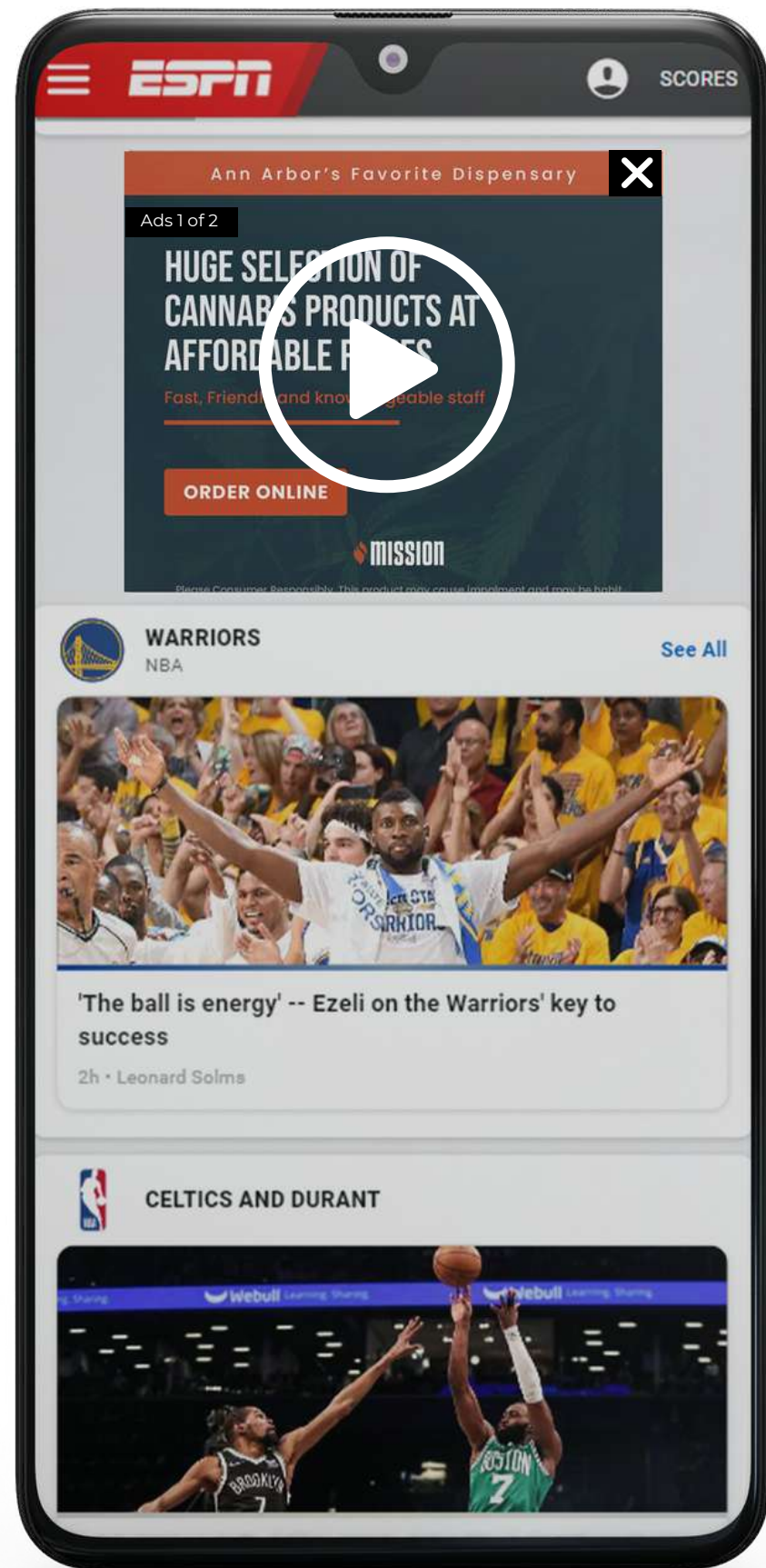
Delivery product specials, promos, or discounts, highlight ease of delivery

#### Devices

Mobile-focused

#### KPIs

Delivery Sign-Ups / ROAS



# Video Ads

Video ads are one of the fastest growing formats in digital marketing, with over 92% of marketers stating that video is a crucial part of their marketing strategy. With the rise of social media and YouTube videos, the average person spends 100 min a day watching online video content. That kind of engagement can't be denied.

## There are 3 Types of Video Advertisements

### Outstream Video Ads

Place your video advertisements in display ad spots to create high-impact display ads.

### Instream Video Ads

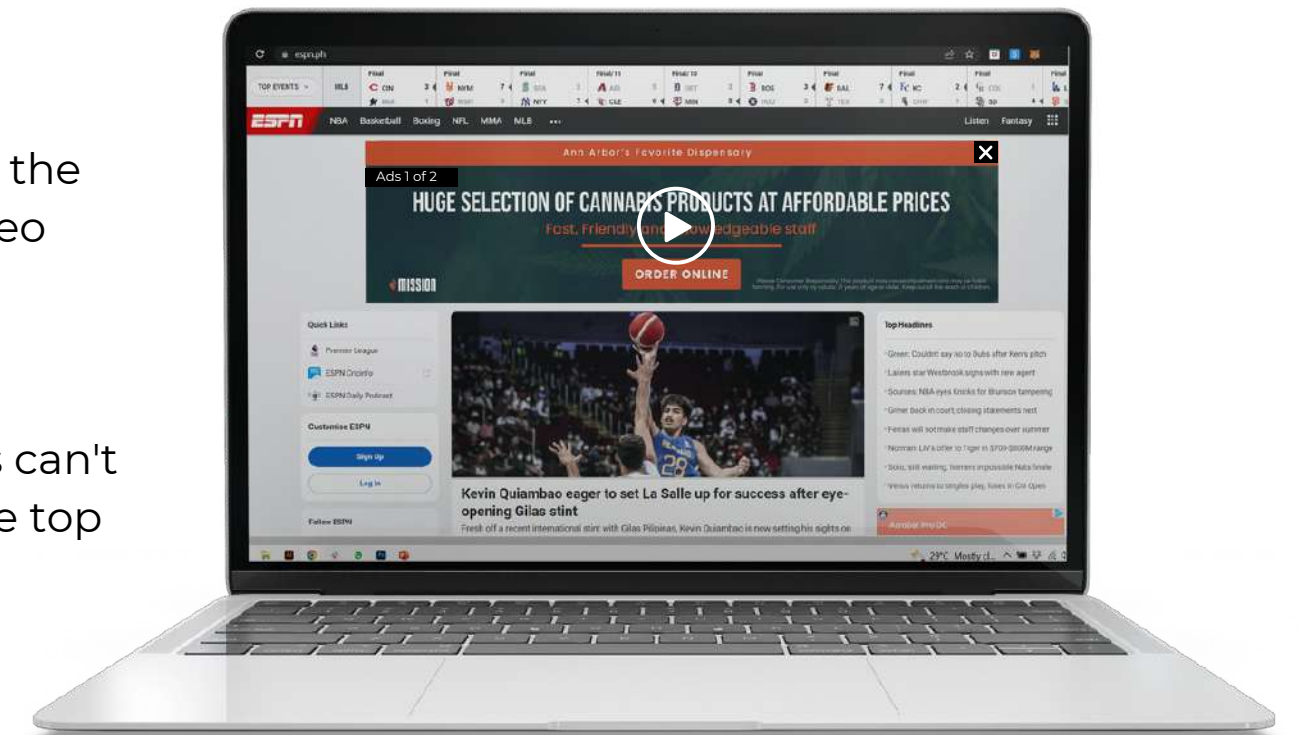
These video ads play at the beginning (pre-roll), in the middle (mid-roll), or at the end of the featured video (post-roll).

### Interstitial Video Ads

Take over the consumer's entire screen. These ads can't be scrolled past. To exit, you must click the X at the top right of the screen.

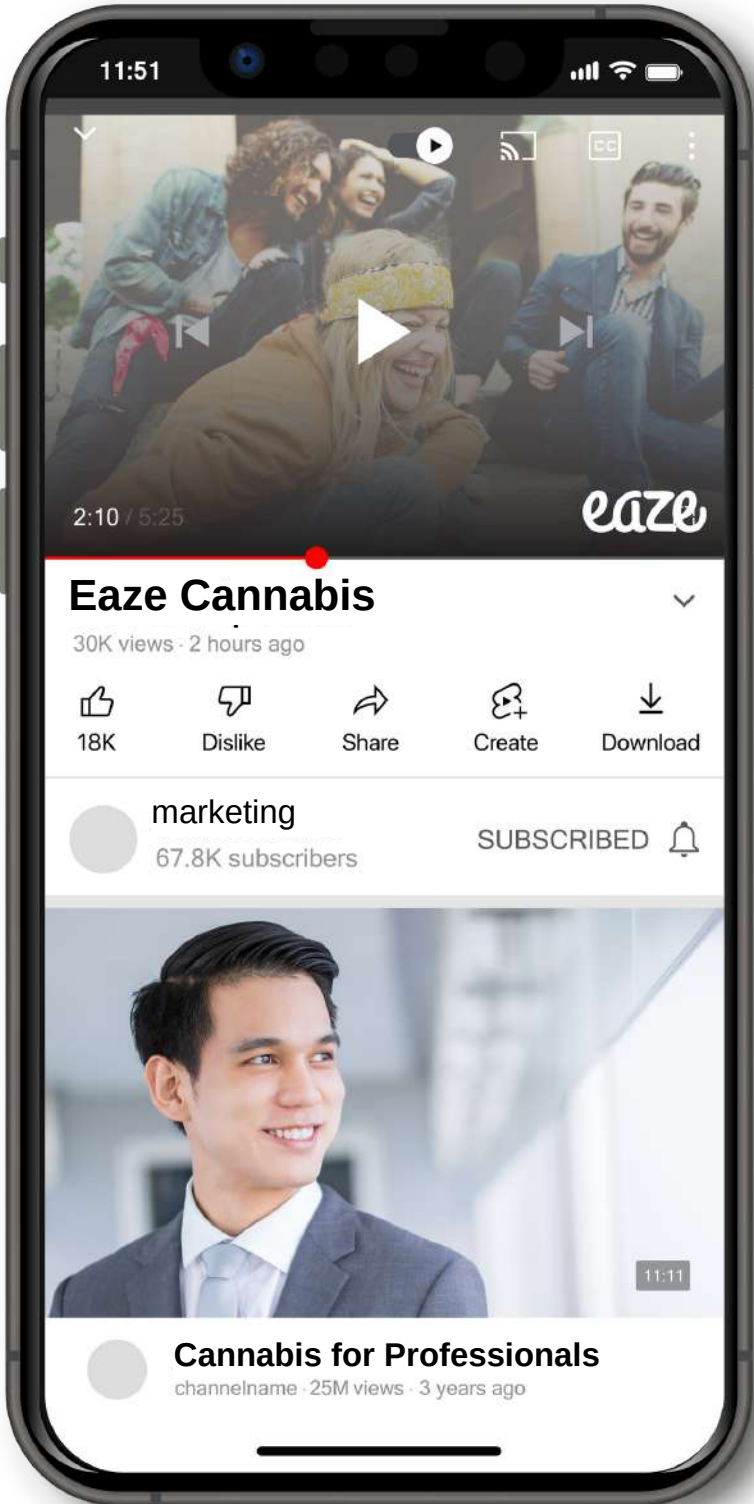
## Video Ad KPIs

- AVERAGE CTR
- VIEW THROUGH RATE
- ROAS



# Brand Awareness

## Prospecting Campaign



### Video Ad / Campaign Academy

#### Campaign Objective

Generate awareness for your cannabis brand to increase website traffic, drive direct-to-consumer sales, and create meaningful relationships with cannabis consumers.

#### Target Audience:



**First Party Data**  
Retarget website visitors and CRM database



**Third Party Data**  
Layer cannabis consumer admirers, enthusiasts, and buyers

#### Targeting



states you sell DTC and distribute to dispensaries

#### Placements



Over 75k cannabis approved publisher sites and apps

#### Format

15 - 30 second interstitial video ad clip

#### Creatives

Lifestyle-focused cannabis brand awareness advertisement

- Restrictions, no consumption or medical benefit promotions. Learn more about advertising regulations [here](#).

#### Devices

Laptop, Tablet, Mobile

#### KPIs

Impressions / View Through Rate / (CTR) Click Through Rate

# CONNECTED TV ADS

Reach cannabis consumers in the comfort of their homes with the fastest growing programmatic category - Connected TV (CTV). Connected TV is any TV that connects to the internet either with a built-in connection or through a device.

- Smart TV
- Streaming devices: Roku
- Gaming consoles: PlayStation, Xbox

Ads are streamed on OTT over-the-top content channels, YouTube TV, and more during commercial breaks.

Connected TV is seen as the up-and-coming channel for cannabis programmatic video advertising. Ads are served while streaming in real-time, so you can precisely target viewers based on demographics, context, location, etc., allowing you to reach current and potential customers in their homes in a fully compliant 21+ manner.

A Miner and Co. Studio survey showed that while using cannabis, 75% of respondents watch more TV and are more likely to binge-watch shows (79%). They are also more likely to let commercials play (77%) while consuming cannabis products.

## CTV Ad KPIs

- COMPLETION RATE
- IN-VIEW TIME
- ROAS
- SITE VISIT RATE
- COST PER COMPLETED VIEW



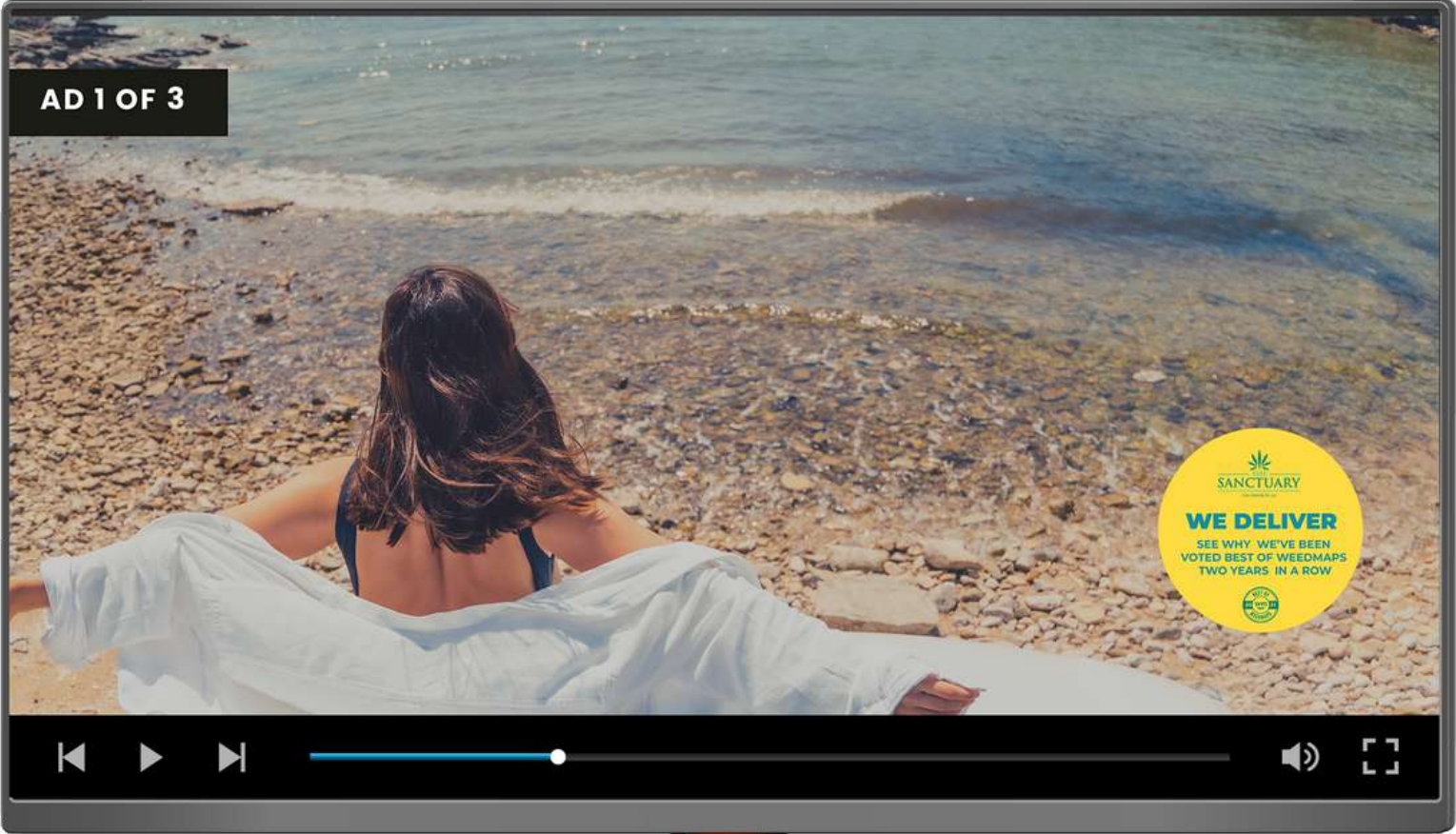
Best used as a top-of-funnel (TOF) brand awareness tactic, here are three ways to leverage America's CTV daily habit into your media buying mix.

Types of connected TV ads:

- Home screen placement - display ads on the home screen that can be a static image, animated image, or video
- In-stream video ads - 15-30 second ads that are unskippable that play before the show or during run time
- Interactive pre-roll ads - interactive ads that can be directed back to a website via a QR code

# Brand Awareness

## Prospecting + Retargeting Campaign



### CTV Ad / Campaign Academy

#### Campaign Objective

Connect with cannabis consumers in your area with brand-safe ad buys on CTV. Showcase your brand or dispensary lifestyle and values to engage and attract local cannabis users and enhance brand recall.

#### Target Audience:



##### First Party Data

Retarget dispensary data for flower purchasers + cart abandoners



##### Third Party Data

Layer cannabis consumer admirers, enthusiasts, and buyers

#### Targeting



#### Placements



Over 75k cannabis approved publisher sites and apps

#### Format

15 - 30 second CTV video clip

#### Creatives

Lifestyle-focused cannabis brand awareness video clip driving consumers to your dispensary or enhancing brand recall.

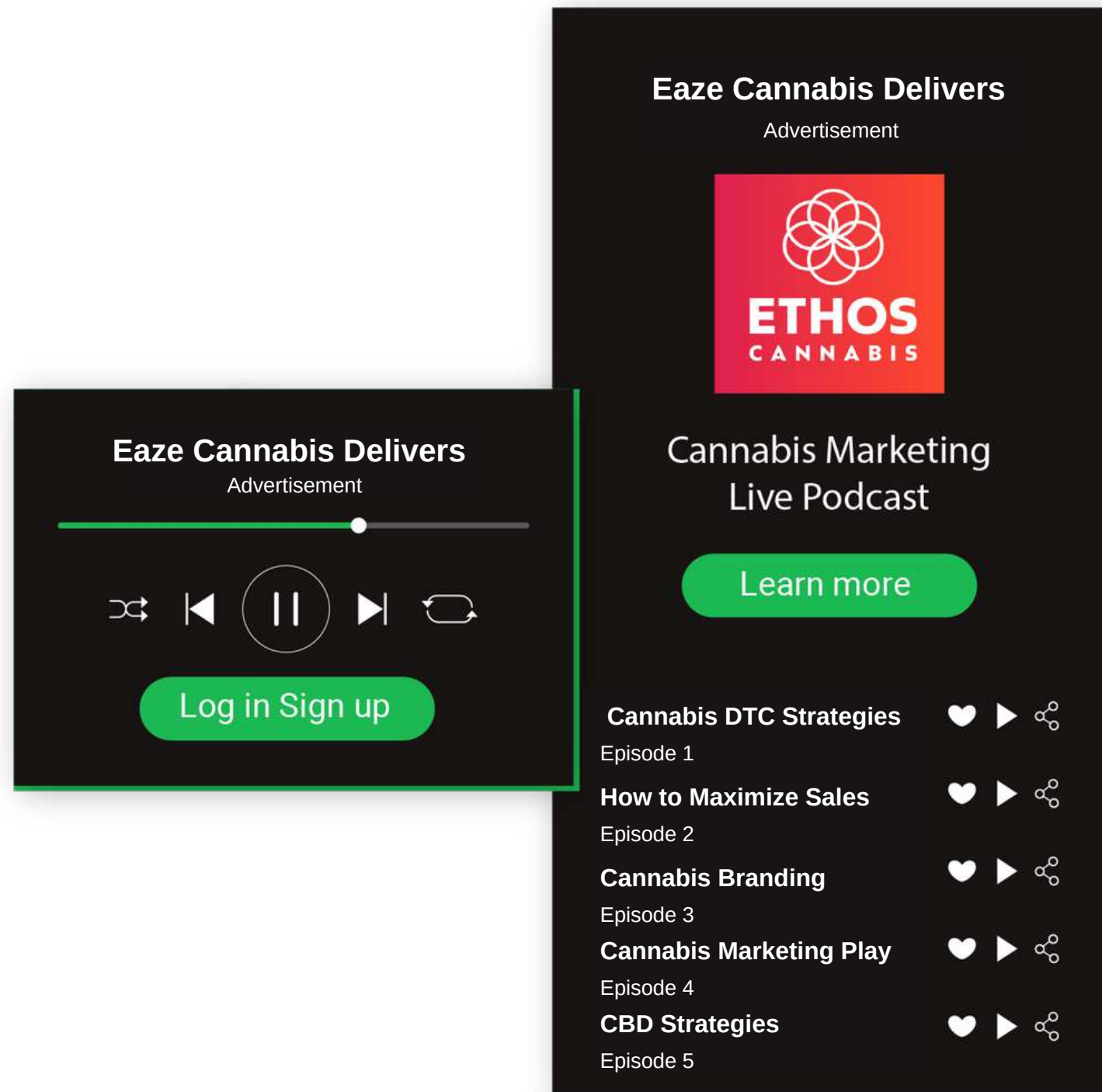
- Restrictions, no consumption or medical benefit promotions. Learn more about advertising regulations here.

#### Devices

CTV

#### KPIs

Impressions / View Through Rate / (CTR) Click Through Rate



# Audio Ads

US adults spend more time tuning in to digital audio streaming sites like Pandora and Spotify than traditional radio programs. Intercept engaged listeners in a screen-free environment with brand-safe programmatic audio ads.

Bonus > Streaming apps can place companion display ads to match audio content.

## AUDIO AD KPIs

- ROAS
- Impressions

# Brand Awareness

## Prospecting Campaign



### Audio Ad / Campaign Academy

**Campaign Objective**

Spread the word about your cannabis brand and share your story across the nation while connecting with highly engaged audiences.

**Target Audience:**



**Third Party Data**  
Target cannabis consumer admirers, enthusiasts, and buyers

**Targeting**



states and regions you sell cannabis products

**Placements**



Cannabis approved podcasts and streaming sites

**Format**

Audio Ad

**Creatives**

15 - 30 second audio .mp4 clip

**Device**

Audio Streaming on any device

**KPIs**

Impressions / ROAS



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# One Platform for Your Entire Funnel

## Multi-Touch Campaigns

Omnichannel marketing aims to weave a seamless brand experience for customers across all marketing channels and brand interactions. Your digital strategy should encompass audio, native, mobile, display, and video ads.

You'll use audio and CTV for awareness, native ads for building trust and educating prospective customers, video to showcase your brand lifestyle, and display to increase brand recall and drive conversions.



### Brands

Create a lifestyle-focused brand video for CTV, pair with animated gifs for display ads served on high-converting publishing sites, plus a mobile-only co-branded marketing campaign to drive traffic to dispensaries that sell your products.



### Dispensary

Run mobile story ads, and promote brand and products via DOOH menus at local bars and clubs.



### Delivery

Record a 15 - 30 second audio ad and couple with in-app banner ads to target local markets and prospect for new customers.



# CANNABIS AUDIENCES

01

## Cannabis Experts

Age | Gender | Income | Interests |  
Dating | Education | State | Products

Avails 10.6M

02

## Cannabis Buyers

Avails 29.27M

04

## Archetypes

Enthusiastic Spenders (100K) | Social Nibblers (100K) |  
Holistic Healers (50K) | Contemporary Lifestylers (100K) |  
Classic Smokers (100K) | Aching Dabbers (100K) | Sunny  
Seniors (50K) | Engaged Explorers (150K)

05

## Product Segments

Pre-rolls (912k) | Edibles (1.09M) | Tinctures (113k) |  
Topicals (343k) | Vapes (1.17M) | Concentrates (306k) |  
Flower (1.22M) | Extract (1.5M) | Infused Beverages (483k)



# CANNABIS OVERLAP AUDIENCES

- 01** Dispensary Visitors  
Avails 11M
- 02** Smoke Shop Visitors  
Avails 76.3M
- 03** HHI  
\$0-25k (21.1M) | \$25-50k (96.9M) | \$50-75k (75.9M) |  
\$75-100k (32M) | \$100k+ (22.3M)
- 04** Luxury Lifestyle Shopper  
Avails 103.9M
- 05** Nightlife & Entertainment  
Avails 178.2M
- 06** Outdoor Enthusiasts  
Avails 137.7M
- 07** Live Music Fans  
Avails 91.4M
- 08** Casino Visitors  
Avails 27M
- 09** Liquor Store Consumers  
Avails 115.2M
- 10** Alternative Medicine  
Avails 55.5M
- 11** Gyms & Fitness Centers  
Avails 131.7M



## RELATED AUDIENCES

### 01 Video Gamers + Comic Enthusiasts

Avails 95.6M | Avails 102.5M

### 02 Frequent Snackers

CPG Buyers: Frequent Snackers (87.3M)

### 03 Women

Beauty Audiences | Mothers (19.2M) | Parenting (82.72M) | Weddings (130.4M)

### 04 Outdoor Enthusiasts

Yoga+ Pilates Lovers (90.8M) | Gym and Fitness Enthusiasts (136.1M) | Golf (118.4M) | Sports (235.6M)



## RELATED AUDIENCES

### 01 Pain

Hospitals (139M) | Oncology Centers (13M) | Massage Clinics (88.1M) | Physical Therapists (86.8M) | Pharmacy Shoppers (101.5M) | Primary Care Physicians/General Practitioners Visitors: (126.8M)

### 02 QSR: Quick Service Restaurant Buyers

Taco Bell (27.5M) | McDonald's (46.2M) | Fast Food Visitors (218.2M) | Convenience Store Visitors (159.9M) | Pizza Lovers (167M) | Mexican Food Lovers (145M) | Chicken Lovers (300K)

### 03 Cannabis Consumer Beverage Interests

Beer, Wine, and Spirits (116.7M) | Infused Beverages (483K) | Sports Bars (98.6M) | Coffee & Tea (204.3M)

### 04 Health & Wellness

Health Food and Vitamin Store Visitors (39.9M) | Health \_ Diet Food Shoppers (60.1M) | Whole Food Store Visitors (6.7M) | Vegans + Vegetarians (51M)

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# Case Studies



# Cannabis Dispensary MSO

Keeping Services Top of Mind

## PROBLEM

Vireo wanted to engage both new and existing customers and drive additional traffic to their New York locations. With more dispensaries popping up, they needed to stay top of mind and ensure that people knew about their delivery service and their different locations.

## SOLUTION

MediaJel ran targeted display ads in multiple NYC neighborhoods surrounding Vireo's dispensaries. Using our programmatic advertising network, which includes a variety of cannabis-friendly sites and apps used by of-age adults, those ads resulted in 963 orders being placed and had a return on ad spend of \$7.92 for every dollar spent.

## IMPACT

In April 2021, Vireo's display ads grossed \$108,730. With an investment of just \$13,728.

**\$108k**

Revenue

**963**

Online Orders

**\$20.04**

CPA

**\$13.7k**

Ad Spend



# High Profile CBD Brand Awareness

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## Problem

A well established cannabis and CBD brand wanted to drive brand awareness and sales for their CBD products by launching a nationwide programmatic display ad campaign.

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## Solution

MediaJel launched a display ad campaign on top tier publishing sites to a highly focused age demographic audience to drive eCommerce sales.

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## Impact

With an initial investment of just \$13k, MediaJel was able to provide a ROAS of 512%, generating 690 orders and \$66k in revenue.

**\$66K**

Revenue

**690**

Orders

**\$96**

AOV

**512%**

ROAS





# CBD Brand Prospecting Campaign

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## Problem

CBD brand with moderate recognition wanted to run brand awareness campaigns as a new market penetration tactic to drive traffic from new zip codes to their eCommerce store.

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## Solution

MediaJel identified the zip codes and devices where display ads would have the most impact for their brand at a smaller budget of \$5k.

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**\$86K**

Revenue

**1,031**

Orders

**\$84**

AOV

**1733%**

ROAS

## Impact

With just a \$5k budget, MediaJel generated over \$86k in revenue with 1031 orders and an average order value of \$84. For every \$1 spent, this campaign generated \$17.



# California Delivery Service

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## Problem

A delivery service wanted to establish brand recognition in their local market with a programmatic prospecting campaign to increase website traffic and net new customers.

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## Solution

MediaJel identified the zip codes and devices where display ads would have the most impact for their service.

---

**\$176K**

Revenue

**1,791**

Orders

**\$98**

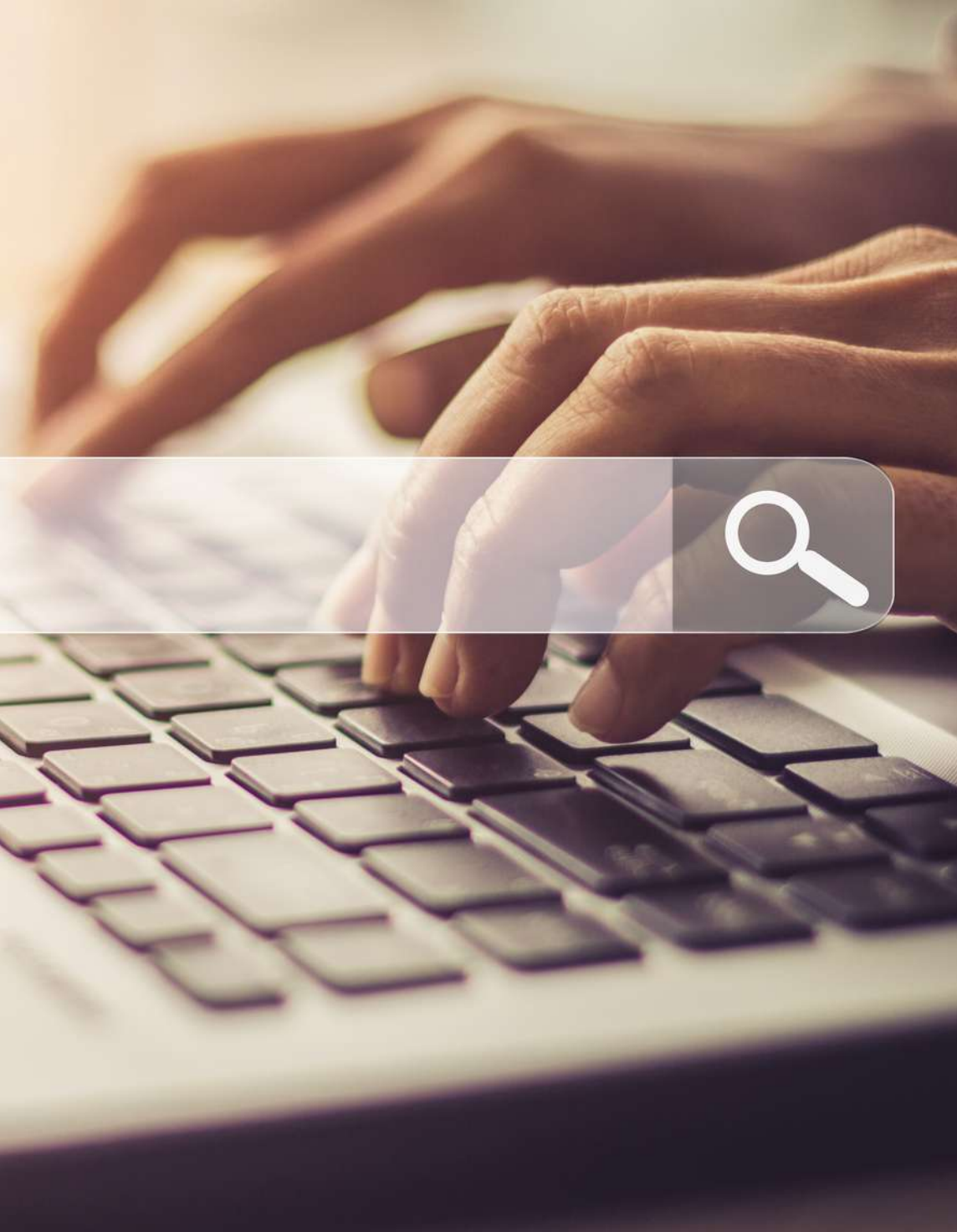
AOV

**1046%**

ROAS

## Impact

With just a \$16k budget, MediaJel generated over \$176k in revenue with 1,791 orders and an average order value of \$98. For every \$1 spent, this campaign generated \$10.



# Canadian Cannabis Retailer

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## Problem

A nationwide Canadian dispensary and delivery business desired to increase brand recognition in the neighborhoods surrounding their different store locations.

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## Solution

MediaJel analyzed search volumes and created Google Paid Search campaigns for cannabis product, delivery, category, and branded search terms in order to capture new business in applicable neighborhoods.

---

## Impact

With a \$34k Google Ad spend over 11 months, MediaJel generated over \$314k in revenue with 5,007 orders. For every \$1 spent, this campaign generated \$9.

**\$314K**

Revenue

**5,007**

Orders

**\$6.77**

CPA

**9:1**

ROAS

# Let's Launch Your Cannabis Marketing Campaigns

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MediaJel has generated over \$100M in revenue leveraging programmatic advertising for cannabis brands, delivery services, and dispensaries.

MediaJel's Digital Marketing and AdTech platform is revolutionizing how Cannabis businesses engage with right-fit audiences, scale consumer reach, expand market share, and cultivate loyal revenue streams.

MediaJel's multi-touch attribution technology brings to life every step of the buyer's journey. We deliver actionable data analytics, behavioral insights, and precision audience targeting to power high-performance, high-return digital campaigns that achieve your brand's goals.

## Let's Connect



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