

Case Study

National CBD Retail chain gains a 86% lift in online sales



Industry:	CBD
Company:	CBD Brand X
Product:	Geofencing, Geo conquering, Audience Data



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COMPANY PROFILE

CBD Brand X offers the highest quality full-spectrum, broad-spectrum, and isolate CBD products on the market. Nationally present with both in-store retail and online purchasing options they tailor to different ailments and offer CBD for several consumption methods. Their products include CBD vape additives, vape oil, topicals, tinctures, drinks, capsules, edibles and more.

GOAL

Discover audiences who are current and potential CBD consumers, and increase brand awareness in the market. With the ultimate goal of driving more eCommerce sales while also improving brand recognition, and driving store walk-ins.



Boost Online Sales



Increase Brand Recognition



Drive store walk-ins

STRATEGY PLANNING

Leverage existing customer data along with Demand Local's consumer insights to capture key factors of target audience.

Develop unique audiences from first party data, along with customer data including purchase, location and behavior information.

Implement cross-device continuity by running display campaigns on multiple devices

Instrument conversion tracking on corporate website, and measure ROAS from eCommerce sales.

Place geofences for stores in the vicinity of target audience for walk-in attribution.

ADVERTISING SOLUTIONS



In-Market Audience

Identify consumers who have recently made a purchase from the website, frequently buy CBD, and consumers who last visited the site 60 days ago.

Based on their behavior, tailor messaging to showcase Brand X competitive advantage, and show ads that are relevant to their level of brand loyalty.



Mobile Geofencing

Target mobile users while at retail store that sells Brand X products with competitive CBD retail locations to influence at the point of purchase.

Track ad impressions on the target locations that are directly related to ailments Brand X is focused on, and measure foot traffic when someone who saw the ad enters the retail store.



Retargeting

Identify and retarget website visitors across devices with a hyper-relevant message based on the past behavior on the site, for example - content viewed, products abandoned shopping cart, etc

Capture device ids of audiences visiting retail locations, and retarget them with relevant ads on multiple devices from mobile, desktop, tablets, and large screen (CTV/ OTT).



Attribution

Determine campaign performance by tracking conversions on the eCommerce site, and attributing to the ad to measure Return-on-ad-spend

Demand Local's proprietary technology to track actual store visits from the ad that was shown, and measure Cost-per-Walk-In.

RESULTS

Focusing on high value audiences and locations proved to be a successful tactic in driving performance across multiple key business indicators. All tactics drove positive ROAS, while audiences built with purchase data were 34% effective than location based audiences in driving online sales.

Ads were shown on more than 100,000 desktops and mobile devices in order to reach the target audience at scale. Focusing on users close to the purchase stage while at the shopping cart page online or at retail locations proved to be 6.7 times more effective than targeting on CBD sites with regular content.

Dynamic display banners based on audience, locations and product interest were used to personalize the ad experience, and guide the consumer through the purchase funnel.

86% Lift in Online Sales ↑

\$5.16 ROAS (Return-on-ad-spend) ↻

22% Lift in Foot Traffic ↑

SOLVING FOR CBD ADVERTISING

OUR SCALE

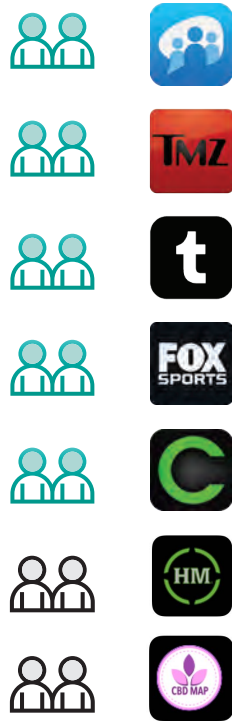
1M + Apps/Sites	600M Devices	1B+ Impressions/Day	240M Consumers
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Demand Local has partnered with industry leading players in the Media landscape to unleash the full potential of Programmatic Technology and deliver media at scale across all advertising mediums.

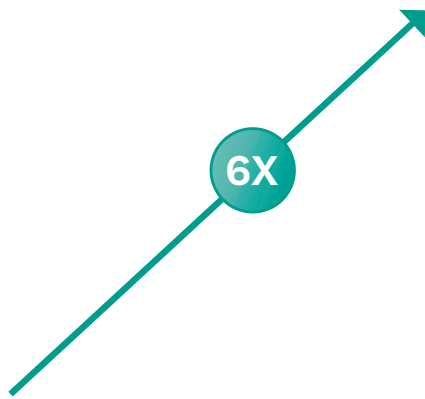


DEMAND LOCAL TRAFFIC

240M PEOPLE



DEMAND LOCAL



CBD SITE TRAFFIC

40M PEOPLE



COMPETITORS

FINDING YOUR CUSTOMERS

By combining both online and offline data DL captures a 360 degree view of the customer behavior in the physical and digital world. This allows us to integrate with brands and dispensaries to create a more comprehensive profile of the end consumer who are engaging with your digital and physical assets. So you can get better insights on who is buying your products and optimize your messaging to current and prospective customers.



Customer visits your website, app or campaign



Demand Local identifies user and associates them to all their digital devices



Over 3,000 known behavior, purchase, demographic and location attributes are utilized to accurately profile the customer

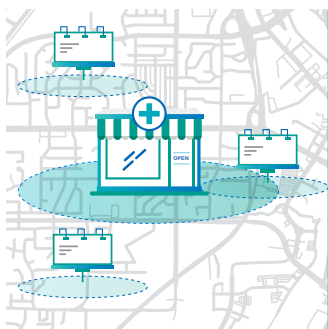


Launch personalized experiences and media campaigns based on research and custom audience segments

LOCATION BASED TARGETING

PROXIMITY

Target nearby customers in the surrounding area of your dispensary or specified POI



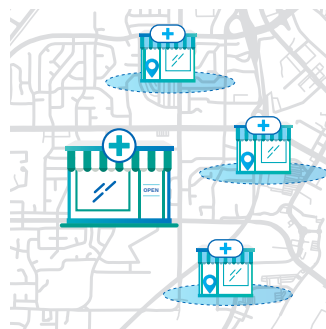
IN-STORE

Target customers at a specific store at the point of purchase



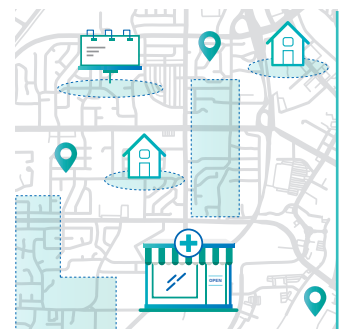
GEO-CONQUEST

Target customers at competing retailers to gain market share



PROPENSITY

Target households, locations or OOH screens that over-index for your target audience



IN-STORE ATTRIBUTION

1:1 Device Match

Match OOH viewership directly to foot traffic at the point of purchase, deterministically at the device level.

Measure Lift & ROI

Understand incremental visitation and purchases as a result of your OOH campaigns in order to understand the true lift and value of campaign performance.

