

Online CBD retailer Ivyside partners with PrograMetric to target CBD consumers on mainstream websites with compliant digital advertising strategies.

As a subsidiary of Canadian cannabis company Tilray, the marketing leaders at Ivyside understood the challenges of reaching CBD consumers in a compliant manner to increase awareness, website traffic, and e-commerce revenue.

After struggling to run digital ad campaigns on Facebook, Instagram, and Google, Ivyside partnered with PrograMetric to improve their digital marketing strategy, use data to target high value audiences, and scale their advertising campaigns.

Using market-tested campaign setup strategies, PrograMetric helped Ivyside gain approval on Facebook and Google while also extending their reach and engagement with CBD shoppers through compliant programmatic advertising channels. From product-driven display ads to native advertising for Ivyside’s proprietary CBD Tracker tool, PrograMetric executed an effective omnichannel campaign that increased site traffic and online sales.

“PrograMetric helped us transform our digital advertising strategy and empowered us to test new media channels to grow our business. The level of transparency, hands-on support, and data-driven insights they provide are second to none.”

Ryan Basford – Business Development Manager

About PrograMetric

PrograMetric is a Seattle-based programmatic advertising agency serving cannabis and CBD brands alongside major mainstream clients like Aramark, Hilton Hotels, and Symantec. Through strategic partnerships with cannabis industry leaders and the expert use of digital ad tech, we help our clients target known CBD and natural wellness consumers on mainstream websites, working across all digital channels to optimize campaign performance and ROI.

Challenges

- Navigate the complex regulations and restrictions of CBD advertising
- Target CBD shoppers on Facebook, Google, and mainstream websites
- Drive trackable e-commerce purchases from new and repeat customers

Solutions

- Utilized cutting-edge programmatic ad technology for audience targeting
- Earned approval to advertise on Facebook, Instagram, and Google
- Leveraged custom data sets of in-market CBD shoppers to improve performance
- Retargeted website visitors with ads to keep the Ivyside brand top-of-mind while lowering cost per acquisition (CPA)

Results

- Drove above-average CTR and engagement on mainstream websites
- Optimized campaigns to consistently lower CPA and increase revenue generated
- Provided 24/7 access to a customized reporting dashboard to showcase campaign performance

15,500+

Drove over 15.5K new users to Ivyside’s website

\$55

Cost per acquisition on Facebook

29%

Increase in average order value

70%

Generated 70% of Ivyside’s total website traffic