

## Seattle multi-location cannabis retailer The Bakeriée partners with PrograMetrix to drive increased online ordering, foot traffic, and revenue per order with programmatic display, mobile, and video ads

Having seen disappointing results from advertising their dispensary on endemic cannabis websites in the past, The Bakeriée wanted to expand their customer base, increase their revenue, and differentiate their brand from the competition.

PrograMetrix worked with The Bakeriée to develop and execute a multi-channel programmatic strategy, using a leading cannabis-compliant ad tech platform to reach mainstream consumers on thousands of nationally recognized websites as well as mobile apps, video platforms, and WiFi-connected TVs.

Through behavioral targeting of known cannabis consumers, geofencing of competing stores, and advanced data-driven campaign optimization, PrograMetrix exponentially increased brand awareness, foot traffic, and online ordering for all of The Bakeriée's locations.

**“We were tired of running the same digital media campaigns on the same cluttered cannabis sites. PrograMetrix has helped elevate our brand beyond ‘just a pot shop’ and driven real, bottom-line results with their innovative programmatic campaigns.”**

Madison Hollad – General Manager

### About PrograMetrix

PrograMetrix is a Seattle-based programmatic advertising agency serving cannabis and CBD brands alongside Fortune 500 clients. Through strategic partnerships with cannabis industry leaders and the expert use of modern ad tech, PrograMetrix helps clients target known cannabis, CBD, and natural wellness consumers on mainstream websites, working across all digital channels to optimize campaign performance and ROI.

### Challenges

- Navigate complex rules and restrictions governing cannabis advertising
- Drive trackable foot traffic and increased online orders from new customers at multiple locations
- Reach mainstream consumers on top-tier sites to increase awareness and revenue

### Solutions

- Installed tracking pixels on website and partner sites to create a retargeting pool
- Leveraged demographic and geographic data to reach potential customers near each retail location
- Used mobile ads with geofencing technology to acquire new customers from competing stores
- Created :30 video and CTV ads to showcase ease of online ordering

### Results

- Drove record YOY sales for all retail locations in April, May, and June
- Increased average basket size by \$28.38 to \$95.47
- Generated foot traffic surges with a trackable increase in revenue at all stores

**389%**

Revenue increase from online orders

**13x**

Return on ad spend (ROAS)

**\$153K**

Sales driven in first 90 days

**255%**

Increase in number of orders



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