

Washington-based CBD drink mix maker OLEO partners with PrograMetrix to reach fitness and wellness consumers digitally, growing new customers and direct sales

In March 2020, leading CBD drink mix maker OLEO experienced an unexpected drop in retail sales revenue due to the COVID-19 pandemic. Quickly recognizing the need to reach new and existing consumers digitally while many stayed at home, the team contacted PrograMetrix.

After developing original ad creative, securely onboarding existing audience data, and building a preoptimized media plan, PrograMetrix launched a data-driven display ad campaign that leveraged look-alike audiences, retargeting tactics, recency schedules, geotargeting, and testing of a wide variety of third-party data in order to grow the OLEO audience, drive 21% of total web traffic, and establish a robust new direct-to-consumer sales pipeline that continues to expand.

“Almost overnight, we were faced with a significant drop in revenue completely beyond our control. With PrograMetrix, we’ve been able to pivot quickly and effectively to digital outreach, which has helped us diversify, stay connected to our customers, drive direct-to-consumer sales, and weather the storm.”

SKYLER BISSELL, CEO

About PrograMetrix

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

Challenges

- Pivot to digital marketing and DTC sales to replace commercial revenue lost during COVID-19
- Maintain and grow market share in the competitive CBD drink mix realm
- Reach high-value fitness and wellness audiences at home on their digital devices

Solutions

- Match first- and third-party data to expand the OLEO audience with most likely new customers
- Split campaign budget between testing new audiences and retargeting existing shoppers
- Optimize for cost per acquisition (CPA) to increase ROI per media dollar spent

Results

- Drove 21% of all website traffic and 22% of new users to the OLEO site
- Served 2,786,231 ad impressions driving 2,551 clicks in campaign’s first segment
- Steadily decreased CPA week over week for CRM targeting, retargeting, and campaign as a whole

2.8M

IMPRESSIONS IN FIRST 12 WEEKS

21%

OF TOTAL WEBSITE TRAFFIC DRIVEN

\$7.09

COST PER ACQUISITION (RETARGETING)

2.1K

NEW CONSUMERS DRIVEN TO SITE