



## Washington CBD and cannabis producer partners with PrograMetrix to increase brand recognition, product awareness, and website traffic through targeted digital display, native, and video campaigns

As an early mover in the Washington state cannabis space, the team in question had been growing their brand steadily since 2014. Ready to scale brand awareness and site traffic more rapidly in order to increase their CBD product sales, they contacted PrograMetrix.

PrograMetrix developed a data-driven media plan to help the brand reach known CBD shoppers with active lifestyles in the Pacific Northwest. Using custom audience segments with an emphasis on behavioral targeting, ad retargeting, and geotargeting, PrograMetrix helped the brand achieve its early campaign goals and expand the campaigns' focus to continue growing CBD sales and brand loyalty.

“Consumers don't want to be advertised to in the same way they used to...they want to be offered something of value. PrograMetrix has helped us get our CBD product line in front of the right people in the right ways to scale our business and sales.”

—MARKETING COORDINATOR

### 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

- Gain increased reach and brand recognition in Washington's highly competitive market
- Expand regional consumer awareness of brand's CBD product line
- Increase product sales through rapid growth in website traffic

#### Solutions

- Target known in-market CBD consumers ages 21+ with product-focused ads across multiple formats
- Leverage custom audiences including CBD Store Visitors, Pain Relief Shoppers, and Sleep & Relaxation App Owners
- Use geographic targeting to reach high-value consumers in the Seattle, WA and Portland, OR DMAs

#### Results

- Drove 41% of site traffic and 43% of new users to brand's website
- 2,702,260 impressions in 90 days across three channels
- 73% decrease in cost-per-acquisition (CPA) in the first three months

#1

TRAFFIC SOURCE  
SINCE CAMPAIGN  
LAUNCH

2.7M

IMPRESSIONS IN  
FIRST 90 DAYS

5,155

NEW USERS DRIVEN  
TO WEBSITE

288%

PURCHASE RATE  
GROWTH AFTER  
THREE MONTHS