

# Hyper Local Marketing Case Study

## California Recreational Dispensary

Tracking ***98 sales with a 72% ROI*** on a 30 day local-market digital marketing campaign.

Powered By:



# The High Level Overview:

- 1.** The Dispensary wanted to safely reach adults in their local-market online driving them to their online menu powered by dutchie
- 2.** The Dispensary needed to ensure a clear and easy process to validate engagement, traffic and sales - pushed into a single dashboard
- 3. Full Service:** Safe-Reach did all the heavy lifting, strategy, execution, creative and working with dutchie to ensure tracking could deliver transparent results
- 4. Customer Analytics:** The dispensary used Safe-Reach's consumer analytics tools to understand more about the geography, demographics and non-cannabis behaviors of their online customers - helping identify the most relevant prospects in their market



# The "KPI" - Key Performance Indicator

Average Order Amount  
During Campaign:

**\$122.64**

Total Orders Measured  
from Ad Campaign:

**98**

Verified Sales From  
Campaign

**\$12,048.12**

Media Spend Investment:

**\$7,000**

**72% ROI**



# Who, What, Where

## Targeting Strategy



Cannabis Shopper Data



Cross Device Data

## Media Strategy



Web Display



Mobile In-App Display

## Some of The Publishers Safe-Reach Worked With

ADVANCE  
LOCAL

Ranker

cafe  
media

.dash

BUSTLE

TRIBUNE  
PUBLISHING

CONDÉ NAST

USA TODAY  
NETWORK

THE NATION  
NETWORK

NEW  
YORK  
POST

DAILY BEAST

CONSEQUENCE MEDIA

UPROXX  
THE CULTURE OF NOW

PMC

livingly

# Many Seeds, Many Plants



Digital is one piece of the puzzle. The best digital businesses leverage multiple strategies which helps each individual strategy perform better.

dutchie analytics measured a 371% increase in online orders during the campaign.

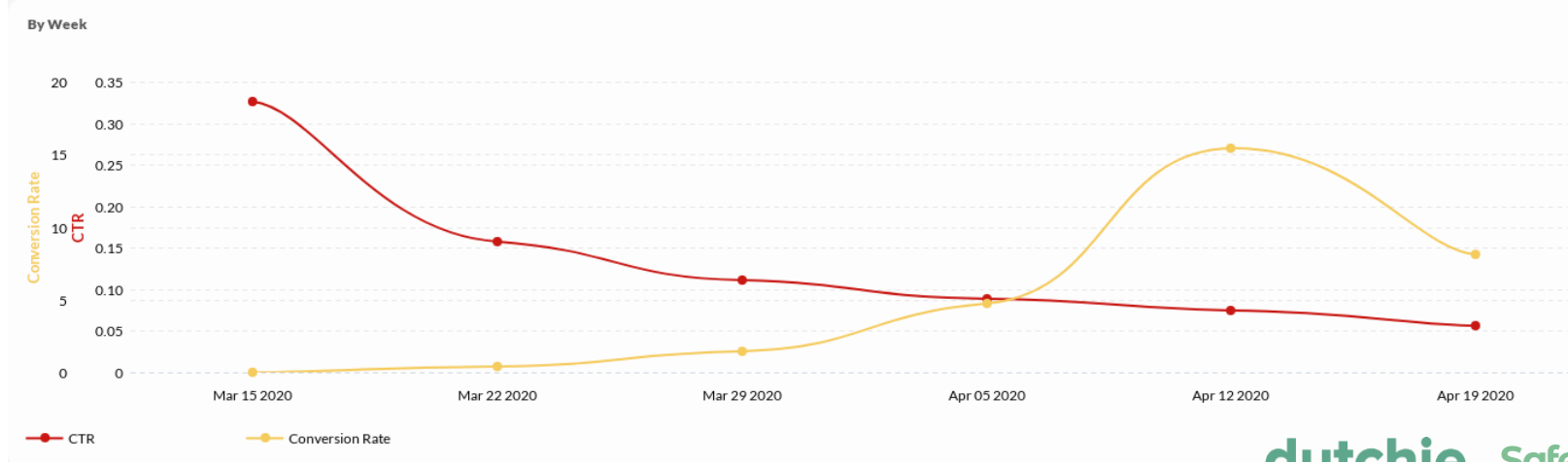
**+371%**



# Metrics That Matter: Putting Data To Work

Safe-Reach + Dutchie conversion tracking enables **data driven shift** of media delivery

Media dollars are focused on reaching users more likely to complete a your desired KPI. Our expertise & strategies **focus on the metrics that matter - the ones that impact your bottom line.**





# Who We Targeted With Online Ads

*Track where your new customers are coming from.*

<b>Tactic</b>	<b>Delivered</b>	<b>Clicks</b>	<b>CTR</b>	<b>Order Completions</b>
Local Online Cannabis Shoppers	228,321	148	.065%	-
Local Liquor Store Shoppers	310,104	294	.095%	<b>3</b>
Local Dispensary Shoppers	287,847	245	.085%	<b>4</b>
Home Owners in Geo	349,638	349	.100%	-
Campaign Remarketing	128,953	67	.052%	<b>91</b>

Audience Targeting Brings New Uses Into Your Sales Funnel.

Remarketing is proven to be the most effective strategy in converting your shoppers after they leave your site.

# Dispensary Menu Tracking

Safe-Reach can execute full transaction conversion tracking and consumer analytics for:

- Dutchie
- iHeartJane
- olla
- Meadow
- Tymber
- Most custom solutions

\*\* We are regularly working with new menu partners, adding in new partners weekly

\*\* This would be done via a shared Google Tag Manager  
Email address



# Advertiser Types Safe-Reach Supports

- Retail Dispensaries - foot traffic at retail, delivery/pick up, grand openings
- Delivery Services (treated similarly to an eCommerce campaign)
- Product Manufacturers - loyalty programs and hyper-targeted branding campaigns
- eCommerce (CBD)
- Vape Campaigns
- Large Events - Promotion/Ticket Sales, Event Audience Remarketing





## We apply the best CPG ad-tech available to cannabis

- Acquire new customers
- Sell more to your existing customer base
- Increase order size
- Understand the behavior of your site visitors and customers

**Learn More Today**

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**SafeReach**