

# CASE STUDY: CANNABIS & CBD

CBD company ran a campaign designed to get users to take a quiz and then convert.

Included multiple display ad sizes.

**CBD Company ran a national campaign encouraging targeted audience to take an interactive quiz and complete a purchase.**

Targeting tactics included site retargeting, as well as utilizing private deals in order to reach CBD users on high quality sites. Focus was to encourage viewers to be compelled to complete an interactive quiz and make a purchase

Creatives: Multiple display ad sizes.

**High Impact CBD  
Private  
Marketplace  
Placements**

**1,380**  
On-site  
purchases

**\$50K**  
Tracked Revenue  
In 1<sup>st</sup> month