



## **CASE STUDY**

**Supporting Cannabis Brands Through the  
Programmatic Experience**



audigent®

The premier 1<sup>st</sup> party data platform for  
entertainment, sports and lifestyle.



## Audigent: The Next-Gen DMP & Data Agency

Audigent is a next-generation data management platform and the world's first "data agency" containing some of the most exclusive content-consuming audiences across desktop, mobile and social platforms.

In an age wrought with ad-fraud and a lack of transparency, Audigent is transforming the way data powers the programmatic landscape while putting control directly into the hands of publishers and advertisers.



EXCLUSIVE PREMIUM 1<sup>ST</sup> & 2<sup>ND</sup>  
PARTY DATA



UNIQUE, CUSTOM  
AUDIENCE SEGMENTS



FULL STACK, INDUSTRY  
LEADING TRADE DESK



1-TO-1 AUDIENCE-BASED  
TARGETING



FULLY VERIFIED AUDIENCES:  
PROPRIETARY FRAUD  
PROTECTION TECHNOLOGY



# Challenges Facing Cannabis Brands



# Challenges Facing Cannabis Brands

Digital advertising is still working to establish the ground rules for how to incorporate the rapidly growing cannabis industry.

With the entire industry facing issues like publishers flatly refusing to even serve cannabis-related ads on their network, **cannabis brands need a partner who has experience navigating this complicated landscape.**

## Navigating Legal Review



The rules and laws surrounding the advertising are in constant flux due to the legality of the products in various states. Even states where marijuana is 100% legal can have extremely strict regulations when it comes to advertising.

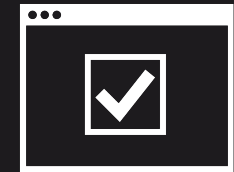
## Finding Your Audience



21+ only

Generic demographic targeting and lookalike models are a thing of the past, reaching people who will be interested in these products requires more than age and gender targeting methods. Also, with such a regulated industry, you do not want your brand's messaging seen by the wrong person (21+ only!).

## Finding the Right Inventory



Cannabis brands are having an extremely difficult time finding publishers and ad networks willing to allow their brand messaging to appear on their properties.

## **How Audigent drove awareness and site visits for a rapidly growing North East dispensary franchise**

# Tailored Audience Strategy

Audigent approaches every campaign with an audience-first strategy. We believe ensuring that reaching the right people, at the right time, on the right devices and platforms should lie at the heart of any comprehensive media strategy.

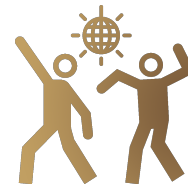
Audigent specializes in creating tailored audience strategies based on content-consumption behavior and 1:1 deterministic insights. This means that every dollar spent goes towards reaching specifically designed audiences, creating efficiency while driving performance.



Health News  
Consumers



Concert & Festival  
Attendees



Nightlife  
Enthusiasts



Outdoors  
Lovers

## Advanced Geotargeting Capabilities

Audigent used highly focused geotargeting methods in order to reach our custom audiences within a 15 mile radius of eight dispensary locations in order to drive awareness, and more importantly, **site visits**.



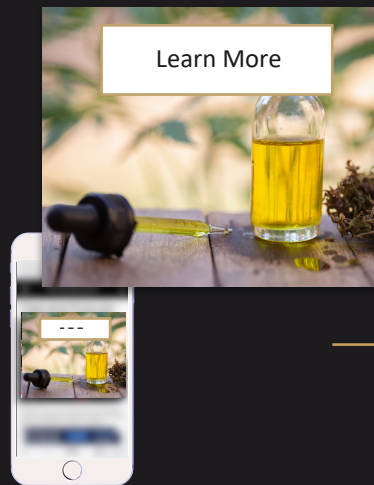


# Media Investment (Owning) vs. Media Spend (Renting)

Imagine buying a house in full, but then still having to pay your contractor monthly rent. Ridiculous? Well that is the overall state of media buying. Even worse than buying bad data, is having to buy it over and over again.

**This is exactly what happens when using 3<sup>rd</sup> party data providers.**

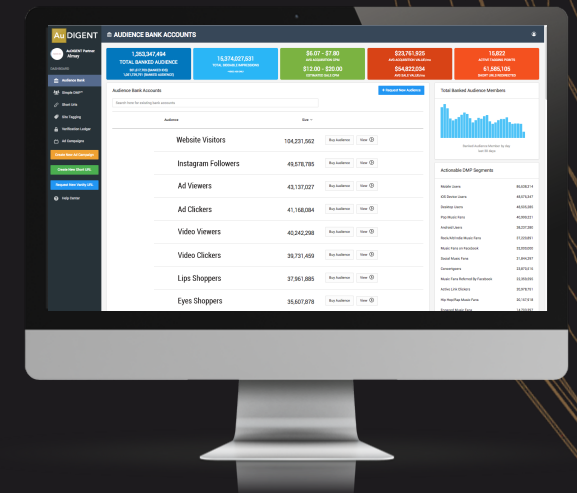
Audigent built an audience of over **1,300,000 device IDs** for this cannabis brand which became an indispensable asset when it came to optimizing and driving engagement throughout the campaign. Now, this brand owns their audience and can reach them across the programmatic landscape instead having to buy them from platforms like Facebook and Instagram.



Person is served ad on preferred platform



Ad is clicked and Audigent code captures the device ID on owned web properties



Audience is collected on the Audigent platform and is used to optimize current and future campaigns



## Navigating the Creative Approval Process

Not only do states each have their own laws surrounding cannabis advertising, but so do DSPs and SSPs, and they are all different!

Audigent has built a network of preferred exchange partners and have trading specialists who are experts when it comes to navigating this constantly evolving terrain – ensuring that your campaign gets approved and runs smoothly from start to finish.

### Audigent Helps Cannabis Brands Get Their Creative Approved for Flight



Where are our ads allowed to be displayed?



Which CTAs can we use?



What imagery will be flagged?



What products can be shown?

# The Results

Audigent used our audience strategy, preferred network partners, and cannabis content trading expertise to drive awareness for the brand, create an owned audience asset, and deliver valuable consumer insights - **all while surpassing KPI benchmarks throughout the campaign.**

Territory	Impressions	Clicks	CTR	Site Visits
Massachusetts	1,280,796	1,446	0.11%	1,028
New York	3,394,358	2,316	0.07%	2,194
Maryland	2,226,607	918	0.04%	509
Total	6,901,761	4,680	0.07%	3,731



