

DIGITAL STRATEGIES FOR SCALABLE & SUSTAINABLE GROWTH

LOCAL **CANNA** GUIDE

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Key Challenges in the Cannabis Industry



Scaling Your Brand /
Haphazard Spending



Google's Increasing
Algorithm Changing Market



Compliance, Privacy &
Data-Sharing Risks



Increased Market Competition
& Diversification of Products



Advertising + 280e Tax
Regulations



Brand Consistency,
Authority & Value Alignment

Transforming Cannabis Industry Challenges into Solutions



PII Compliant Audience Data Management Platform



Fully Transparent Revenue Attribution



Self-Service Insights Dashboard



Omni-Channel Publisher Network



Largest Cannabis Approved Publisher Network in the World



CRM Onboarding

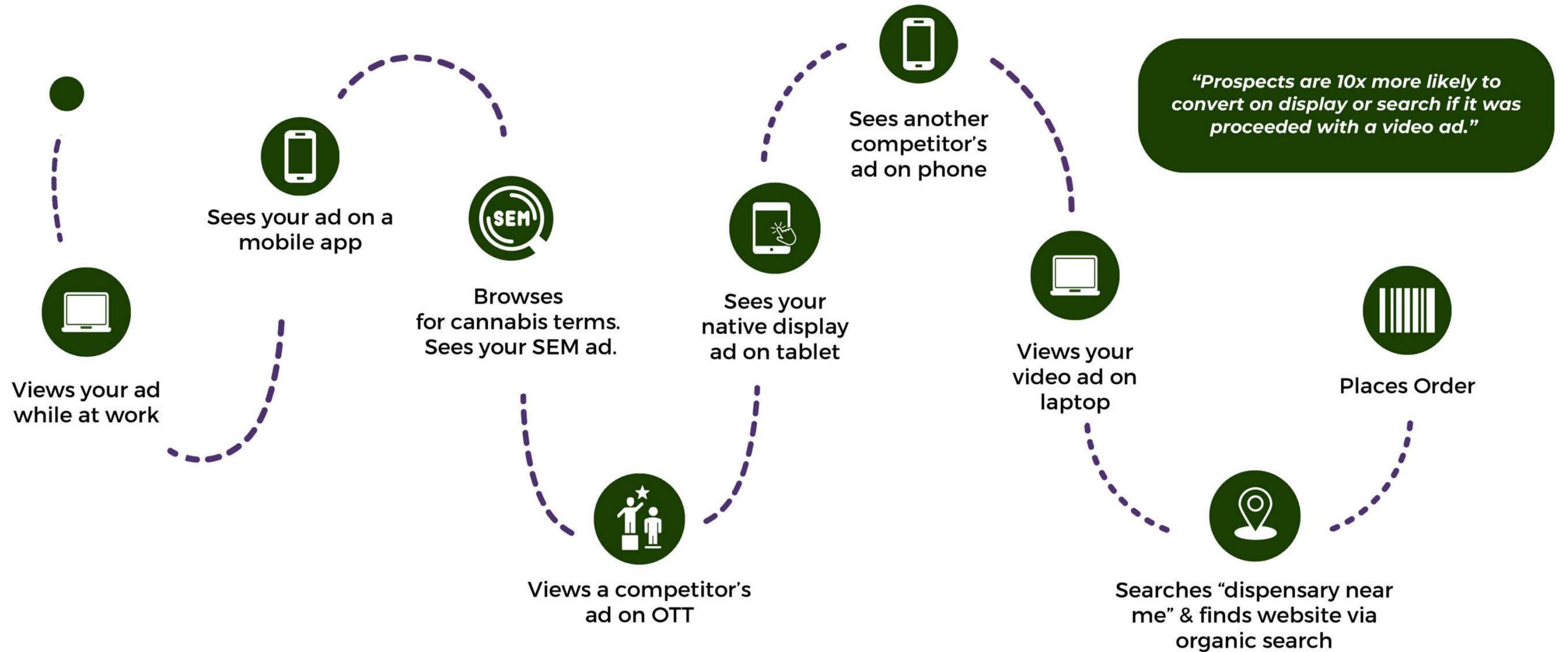


Precision Audience Targeting



Propriety Audience Graph

Control The Buyer's Journey



Local Canna Guide Platform

**All-in-One Advertising
Platform for Regulated
Industries**



Attribution

**Track Every Dollar from
Impressions to Revenue**



DemoGraph

**Compliant Audience
Builder with Deep
Behavioral Insights**



Auction Plus

**Transparent Media
Buying for Maximum
Value**



Attention Signals

**Bridging the gap
between consumer
attention and action.**



EACH TOOL FILLS A SPECIFIC NEED IN THE ADVERTISING JOURNEY

*Post-campaign
conversion and revenue
insights.*

*Audience segmentation,
insights, and compliant
targeting.*

*Cross channel campaign
execution and compliance.*

DOOH • CTV • OLV • Display

*Media buying efficiency
and scale.*

*Advanced analytics and
editorial content insights.*

Competitor Differentiators

EQUATIV **PubMatic**
nexxon



DemoGraph

DemoGraph Audience Builder is designed to empower controlled sectors to reach compliant target audiences, accelerate revenue generation, and optimize advertising impact through advanced data and compliance tools.

- CRM enrichments
- Lookalike audiences
- Third-party data prospecting
- Consumer insight development
- 90% LDA threshold
- Government-verified 21+ data



Marketing Attribution Dashboard

Local Canna Guide's Multi-Touch Attribution Dashboard offers an unparalleled level of transparency for your ad campaigns. No other platform provides insights into ad impression-driven sales and the customer journey.

Effortlessly monitor KPIs such as:

- Impressions
- Clicks
- CTR%
- Sign-ups
- ROAS

Additionally, you gain valuable insights into the multi-touch buyer's journey by viewing device, publication, and impression counts, shedding light on each customer's conversion path.



Gain offline attribution insight when we tap into your POS system.

Better understanding of influenced sales as we can track online and offline sales.



Adelaide

Adelaide Attention Units

Shift spend from low to high-quality AU placements with a greater likelihood of attention and impact.

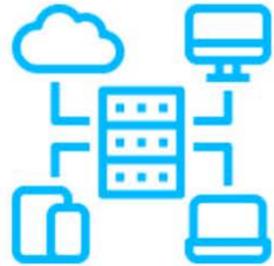
We get priority placement within the buying waterfall = Better access to inventory.

Numerous competitors in the market rely on intermediaries, incurring additional costs that result in reduced monthly impressions.

Choose Local Canna Guide and your investment translates into extended reach and enhanced value for your ad spend.

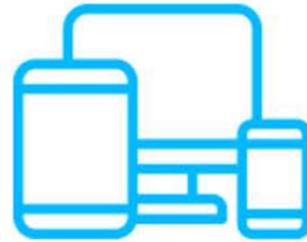
Get The Most For The Money You Spend

Benefits of Programmatic



DATA CAPTURE AND MAPPING

Intelligent pixels prepare your data for the cookie-less future



CROSS-DEVICE TARGETING

From mobile to laptop to connected tv, we know your audience



PRECISION GEOFENCING

Safely serve ads using highly targeted geofencing and location data



AUDIENCE RETARGETING

Keep audiences engaged and customers loyal



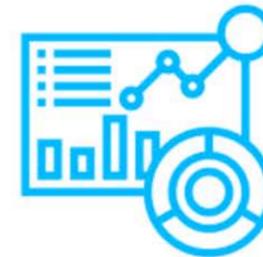
OMNICHANNEL ADVERTISING

Reach consumers across activities and throughout the day



PRIVATE AD MARKETPLACE

Exclusive inventory for high-quality traffic and ad placement



SELF-SERVICE DASHBOARD

Real-time metrics and actionable data at your fingertips



MULTI-TOUCH ATTRIBUTION

Better analysis helps your team make better business decisions

2-STEP RELATIONSHIP PROCESS

STEP 1

TO LAUNCH A DIGITAL MARKETING CAMPAIGN.

Glean insights and drive revenue from existing success.

STEP 2

ASSESS RESULTS, OPTIMIZE, AND COLLABORATE.

Shaping the future of your specific brands marketing.



OUR PLEDGE

- **To Understand** - That each partner has different goals, operates in different markets, and has their own unique relationship with their customers.
- **To Be Flexible** - Tailoring our operational support, resources, education, and technology to suite your specific marketing needs.
- **To Innovate** - To focusing on driving future success we must be constantly evolving our capabilities and staying ahead of the curve, so our partners do as well.

THE WHY

TRANSPARENCY

We won't just give you campaign results; we'll transparently show them and help optimize for better outcomes.

LONG-TERM FOCUS

Our approach is akin to the saying, "Give a person a fish, they eat for a day; teach them to fish, they never go hungry."

We prioritize your long-term success and growth.

UNIQUE OFFERING

Our commitment to being alongside you makes our services unique and beneficial for sustained success in your business endeavors.

Building a Full-Funnel Media Plan

Start with *who* first, then determine which channels are best to reach and engage them

How To Define *Who*:

- Find audiences through planning tools that index high for propensity to be interested in your Brand
- Keep a running list of timely relevant events to capitalize on key audience conversations
- Look at your website and creatives - as they are today, who do they speak to? Video gamers? The Coachella Fashionista?
- Who do you want to steal market share from? From those who have visited competitive dispensaries? Those who are actively researching for cannabis or dispensaries?

PERSONA
Video Game Victor

Interests
LIVE STREAMING

Demographics
25 Single
Male Software Developer
Los Angeles, CA \$70k/year
BA in Computer Science

Channels
Twitch Discord
Spotify Gaming Blogs
Reddit
Youtube

Biography
Victor resides in Los Angeles, California, and has a deep passion for video games. With a degree in Computer Science, he works as a software developer, merging his technical skills with his love for gaming. Victor is always on top of the latest gaming technology, from consoles to high-end PCs and accessories. He is actively involved in the e-sports community, both as a fan and a participant in online tournaments. Victor also enjoys streaming his gameplay and creating content for platforms like Twitch and YouTube, where he engages with a community of fellow gamers.

Motives
Effectiveness
Performance
Community
Engagement
Superior Quality

Frustrations
Connectivity Issues
Limited Access
Expensive Hardware

Segments
01 > Video games > Action Games
Desktop Gamers Geek culture
02 > Gaming geeks Hardcore gamers Gaming brands Online Games
03 > Gamers Technology > Gaming Console Interest Gaming

Premium Brand Affiliation
Nintendo NVIDIA EPIC GAMES

Personality
Introvert Extrovert

What We Know about Illinois Cannabis/Dispensary Researchers

Behaviors

- * Likely to read and listen to news
- * Whiskey and Sparkling Water Interests
- * Invests in skincare and haircare necessities
- * Health and wellness enthusiasts

Strong *dispensary near me* and *cannabis near me* search interest

Gender
Female 46% Male 54%

Age

Age Group	Percentage
18-24	12%
25-34	23%
35-44	25%
45-54	12%
55-64	15%
65+	13%

Audience	Index	Audience	Index	Audience	Index
1. q885online.com	1534x	Whiskey Enthusiasts	14.01x	Women Subscription Box Shopp...	12.87x
2. vlt.com	16.73x	Sparkling Water Enthusiasts	13.69x	Mens Shaving Products Shoppers	11.99x
3. wgradio.com	15.60x	Healthy Diet Recipe Researchers	12.84x	Hair Loss Prevention Researchers	11.90x
4. mykiddst.com	15.40x	Healthy Eaters	12.79x	Sun Protection Shoppers	10.34x
5. 970kickin.com	15.33x	Pet Health and Nutrition Research...	12.74x	Curly Hair Care Shoppers	8.91x

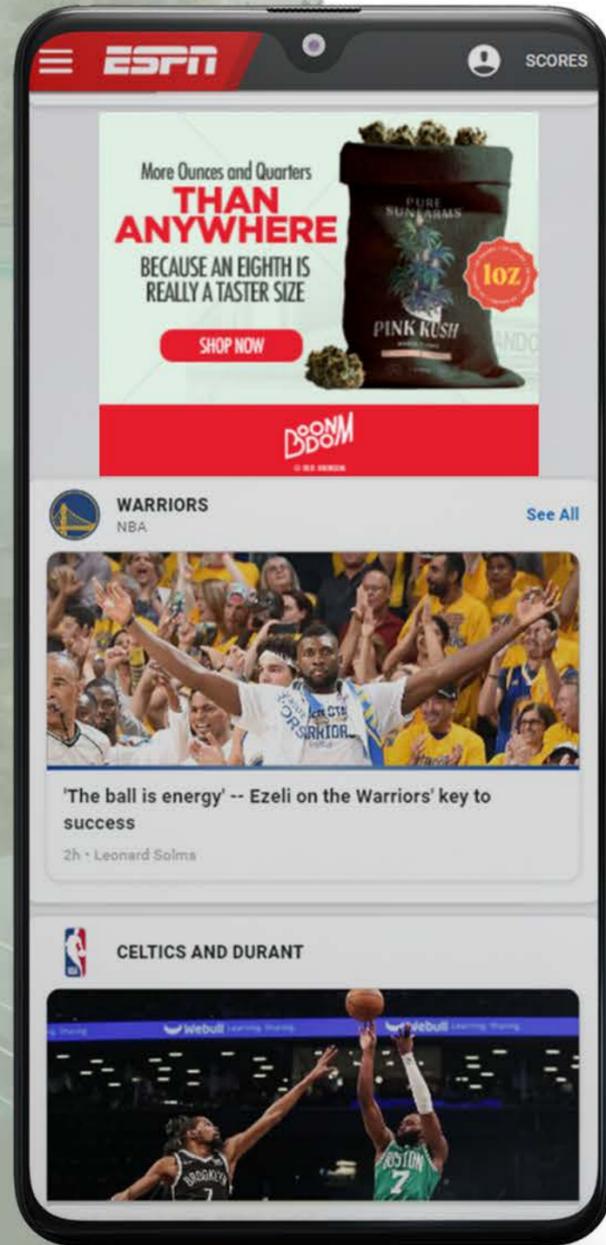
Timely Ideas Example

- New Year, New You
- 4/20
- Annual Awards Ceremonies
- Illinois Marathon
- Return of College Sports
- Back To School
- Green Wednesday
- Music Festivals & Concerts
- Local County Fair

MEDIA & CREATIVE SERVICES

LOCAL **CANNA**  **GUIDE**

Display Ads



Display ads are visually engaging banner advertisements placed on brand-suitable publisher websites in the header, footer, content, or page's sidebar.

Utilize contextual targeting and third-party data segments to effectively reach your target audience with banner ads.

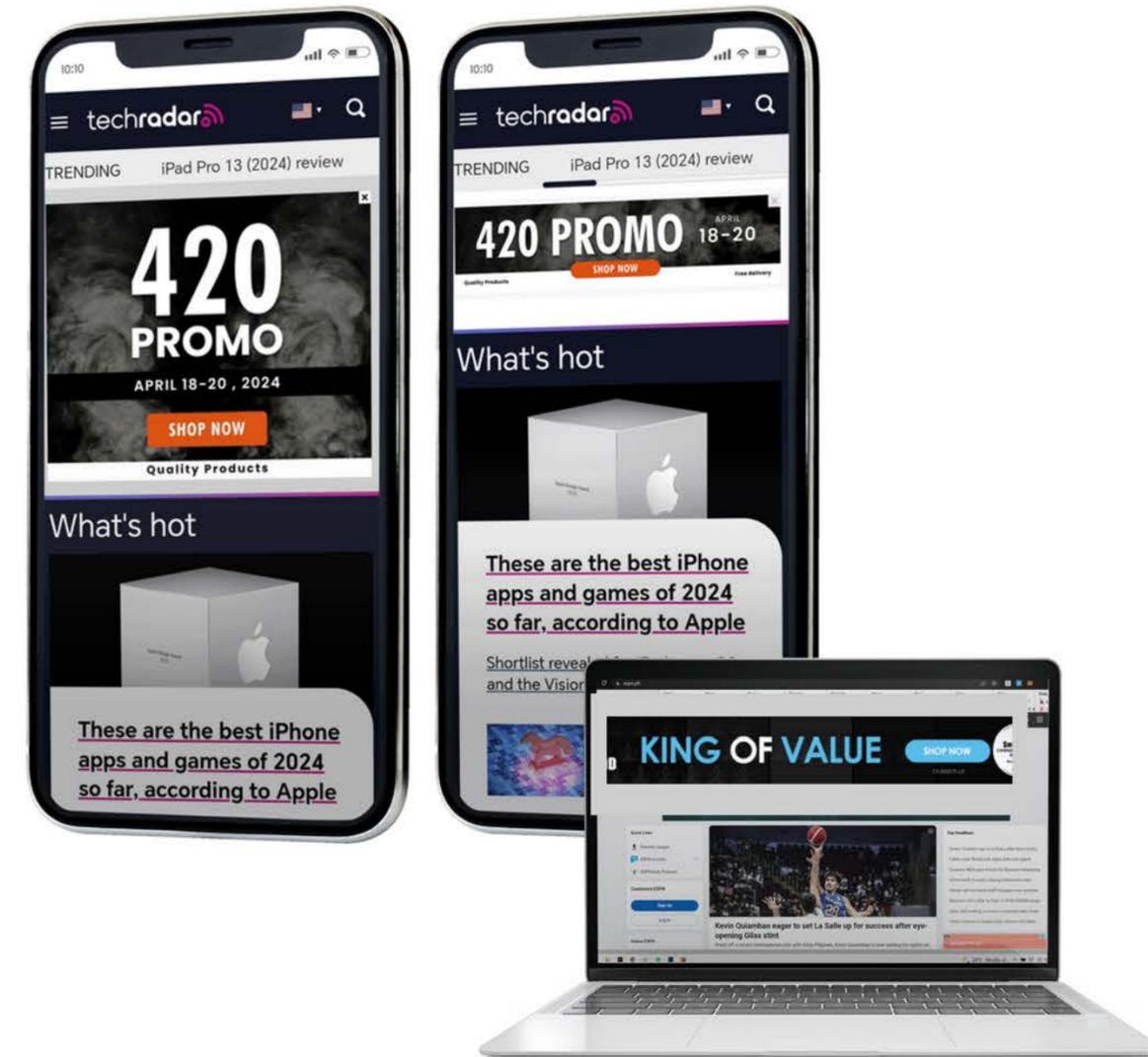
PRO TIP:

The most successful display ads have a clear CTA (call to action).

Standard ad dimensions (in pixels) are as follows:

- 970x250
- 320x50
- 320x480
- 336x280
- 300x50
- 300x600 Half Page
- 728x90 Leaderboard
- 300x250 Medium Rectangle
- 160x600 Wide Skyscraper

File Size: under 500 KB
File Type: GIF, PNG, or JPG
***Animated GIF recommended**



Display Ad KPIs:

Average CTR

ROAS

Advertise Cannabis on 175K+ Publishers

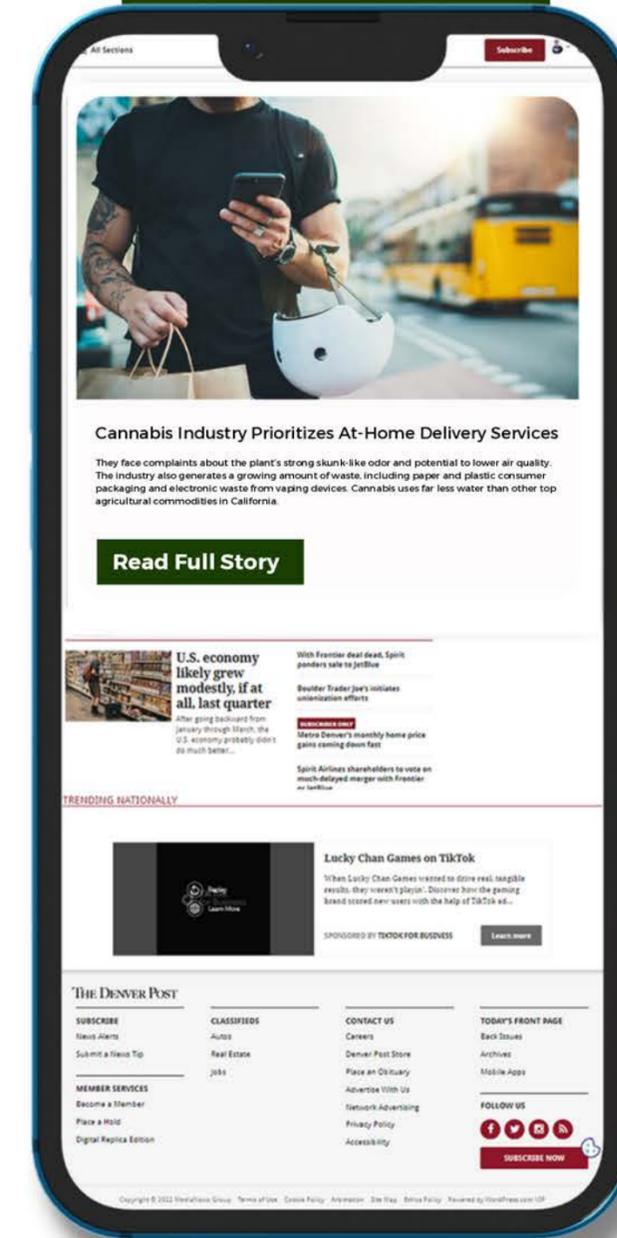
Cannabis businesses can compliantly advertise on over 175k pre-approved 21+ network of publishers and data sources. Cannabis companies now have a seat at the advertising table like any other mainstream brand or retailer. Every ad served provides valuable insights into the publications that drive sales and the devices that convert.



Semantic Contextual Targeting

Reach receptive audiences across contextually relevant inventory. Deliver ads to cannabis consumers based on the context of the webpage they are visiting. Using page content, metadata, and keywords as clues for ad placements, semantic contextual targeting identifies pages that match search intent and places ads relevant to the page content.

- 01 Scan
- 02 Keyword Extraction
- 03 Categorize
- 04 Serve



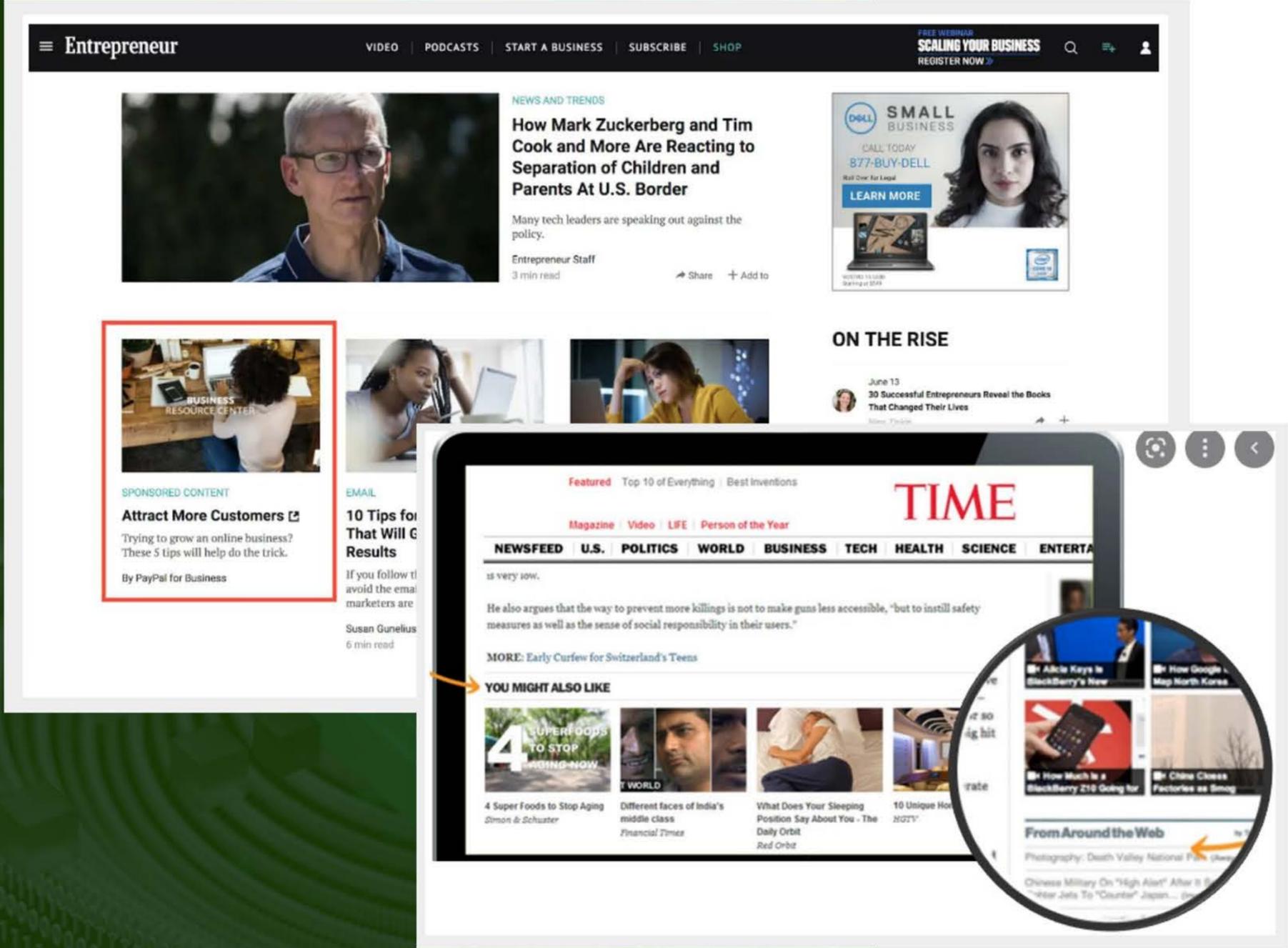
Analyze the page and source (i.e. titles, editorial)

Detection of key images

Detection of keywords

Assess brand safety score and relevance

Cannabis Industry Prioritizes At-Home Delivery Services



Native Ads

Your brand can also utilize native ads in your programmatic strategy. Native ads are sponsored advertisements that blend in with the natural editorial content of the publisher's website.

Designed to be aesthetically pleasing, they blend into the blog or article section of any website or app. The intention is not to interrupt the user experience but instead to draw attention to your content naturally while promoting your brand or product.

Content is king if your marketing goal is to build trust and nurture audiences to visit your brands website for information

Native Ad KPIs



AVERAGE CTR



ROAS



IMPRESSIONS

High Impact Native: Canvas Video

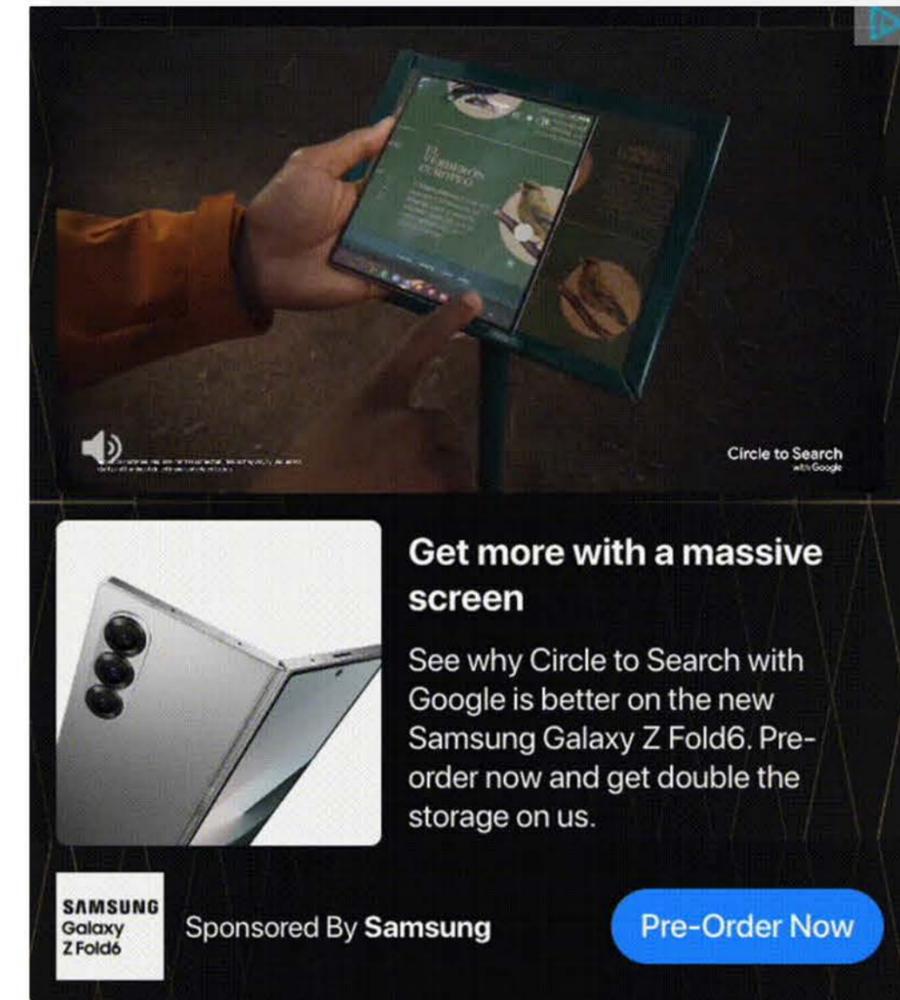
Drive upper-funnel metrics like brand awareness, brand favorability and purchase intent

Key Features

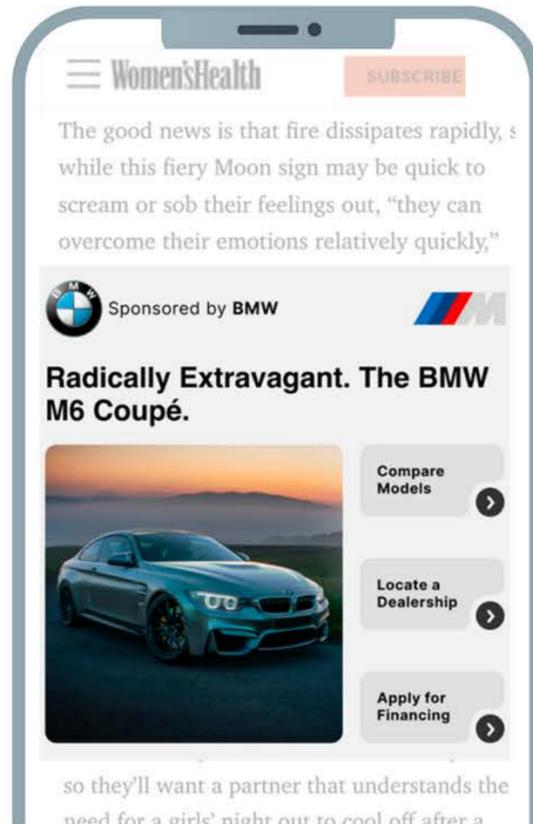
This video format prominently features a product image, headline, caption, logo, Call-to-Action, and surrounding canvas image.

Assets

- Video - 16:9 VAST or MP4
- 1 product image - 1:1
- 1 background image - 9:5, dark colors
- Logo - 1:1 to 3:1 aspect ratio, light or white
- Advertiser Name - <30 characters
- Headline - <50 characters
- Caption - <100 characters
- Click Tracker



High Impact Native



Multi-Action

Drive to multiple destinations to highlight landing pages of your choice

- 1:1 image, Headline, logo, advertiser name
- 3 URLs & CTAs



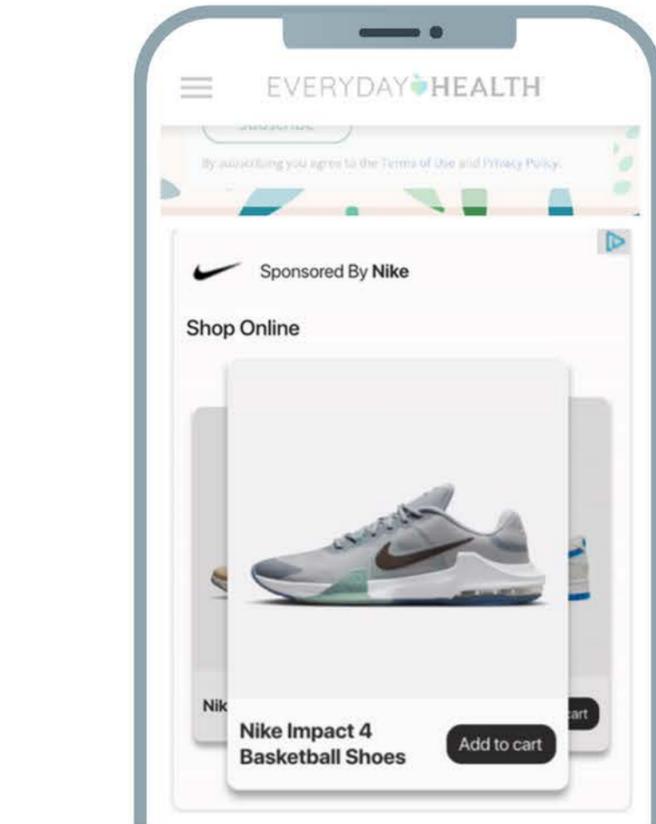
Collection

Create shoppable experience by showcasing products in a collection

- Hero image (1:1) or vertical video (9:16)
- 3 featured products
- Headline, logo, advertiser name, CTA



Vertical Video



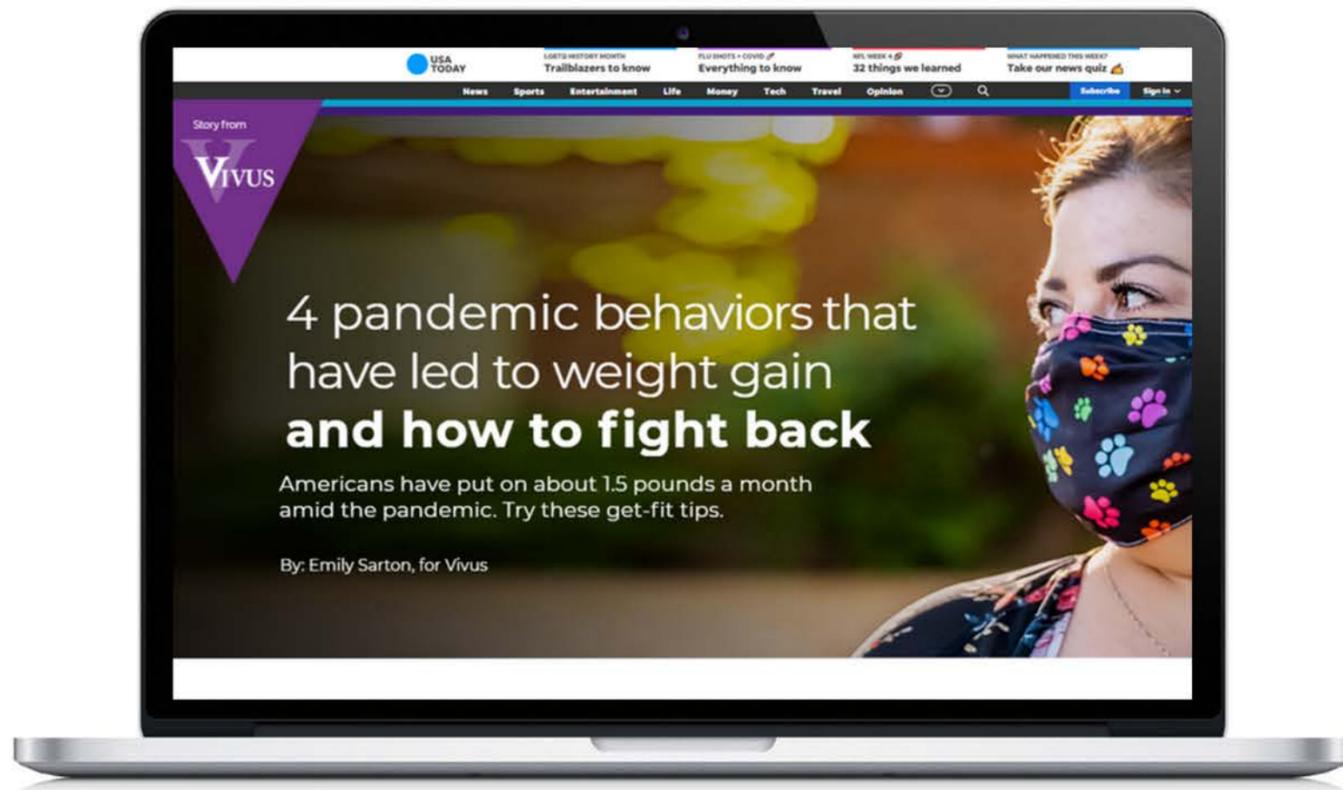
Flipbook

An elevated take on carousel with swipeable cards to feature several products

- Up to 7 product images with associated product detail and CTA
- Headline, logo, advertiser name

SITE DIRECT ARTICLES

with article amplification



Example [Here](#)

Rockford Register Star



Partner with local news sites that are highly regarded and trusted by their readers

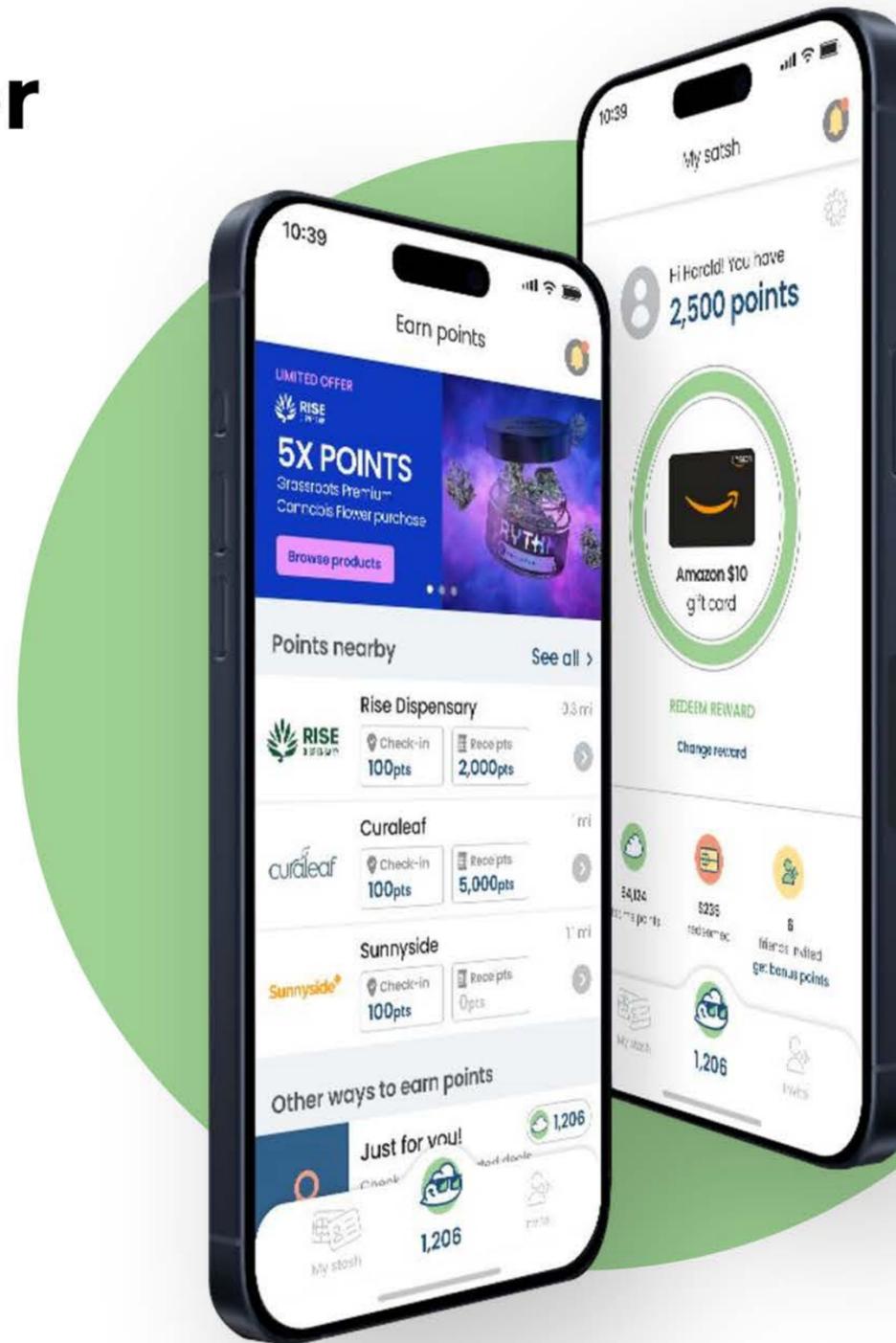
Packages will include:

- Articles produced by publisher that features brand integration through sponsorship
- Articles with 100% SOV Display Banners directing traffic to you
- Amplification across cannabis-eligible paid and owned channels that drive traffic to the article, including:
 - Native ad placements
 - Social (Facebook, LinkedIn)
 - Display Banners
 - Email

Curated Cannabis Shopper Segment Opportunity

Exclusive Data through HighRewards

- Segment based on Product Category Purchased
- Segment based on AOV
- Segment based on Purchase Frequency
- Segment based on Purchase Loyalty
- Target Shoppers at Competitor Dispensaries
- Retarget Shoppers at your Dispensaries



Proof is in the numbers...
Growth / User Engagement



30K+ Users
1700%+ MoM Growth



15,500+
Store visits & growing



10.1
Average sessions per use per month (good > 1.6)



56%
7-day activated user retention rate (industry benchmark 10%)



46%
14-day activated user retention rate (industry benchmark 5-8%)

OLV - Online Video

Visual storytelling that captures attention and gives your audience a multi-sensory experience **on CTV, OTT, Display, and YouTube networks.**



Spark emotions like excitement, relaxation, or inspiration with engaging videos.



Capture attention and keep viewers exploring your brand.



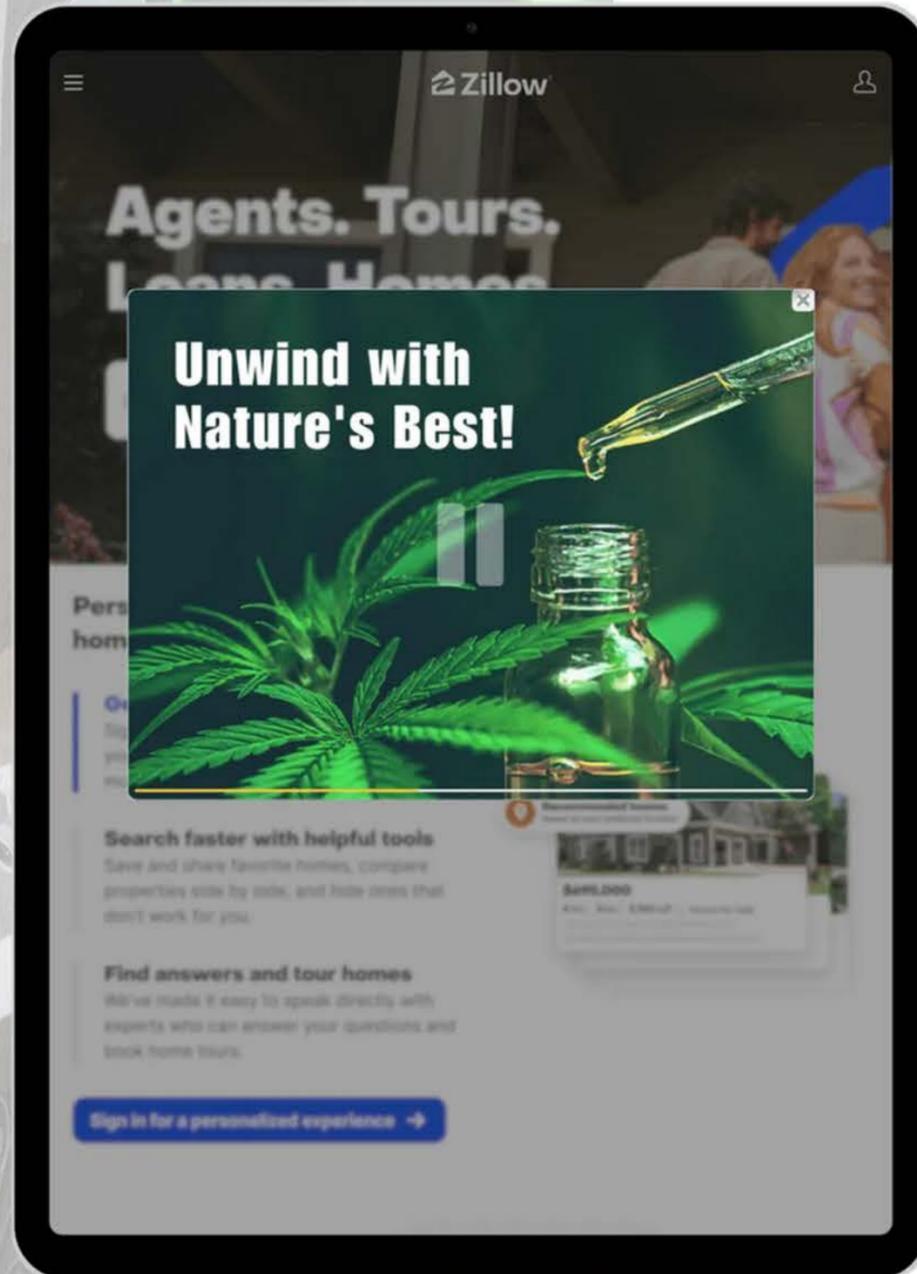
Build a narrative that fosters community and shared values.



Measure and optimize video ad performance for impact.



Align video ads with your marketing strategy to boost reach, sales, and recognition.



Benefits of CTV Ads for Cannabis Marketers

1 Targeting

CTV allows for precise targeting based on viewer demographics, interests, and behaviors. This means cannabis marketers can reach a more relevant audience, ensuring better ROI.

2 Viewability

Ads are delivered full-screen, so there are no other distractions and eliminates 'below the fold' ads that other media allows

3 CTV Ad Completion

Average completion rate of CTV ads is 98%!

4 Integration with Digital Campaigns

CTV ads can be integrated with other digital marketing campaigns, allowing for a cohesive and unified marketing strategy across platforms.

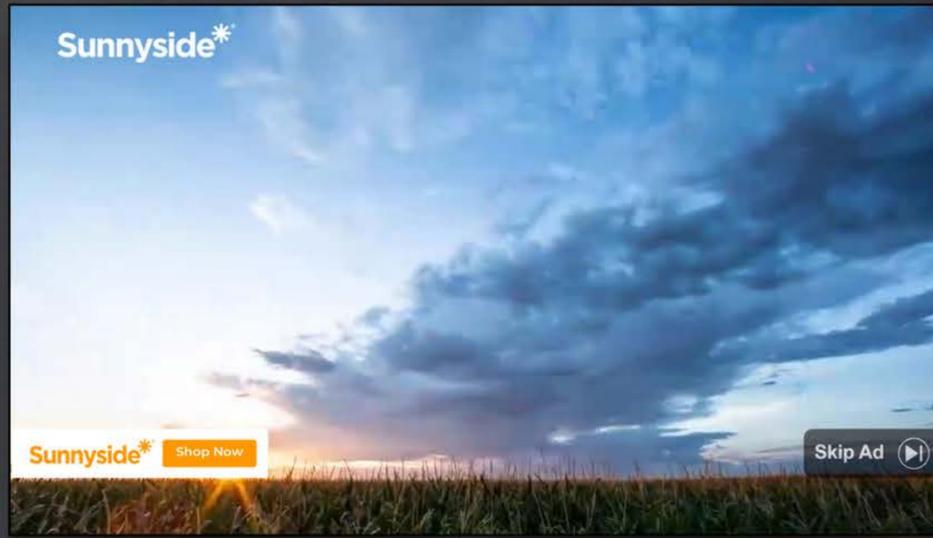
5 Connecting with Right Fit Audiences

Gen Z and millennial audiences are more likely to use CTV vs. linear TV.

6 Budget

While CTV ads have high CPMs, the ability to reach valuable, and engaged audiences compliantly can result in much higher ROI.

CTV



Type: **In-Stream**

Source: **FAST & AVOD Apps**

Platforms: **Smart TV, Set Top Box, Gaming Console**



Reach the right users

addressable audience segments by geography, device platforms, demographics, and 3rd party matching



Gain incremental reach

across devices and curated categories on the most Premium OTT publishers and broadcast networks



98% or higher completion rates

By delivering high resolution, brand-safe and fraud-free ads



Over 700+ CTV publishers

Approved for cannabis ads

GET BIG RESULTS FROM THE BIG SCREEN

Reach Targeted TV Audiences At Scale

Put **Premium** long and short form content at the brands fingertips in a **non-skippable, high-definition** environment

Traffic :06, :15, :30, :60 and even **120 seconds** creative units

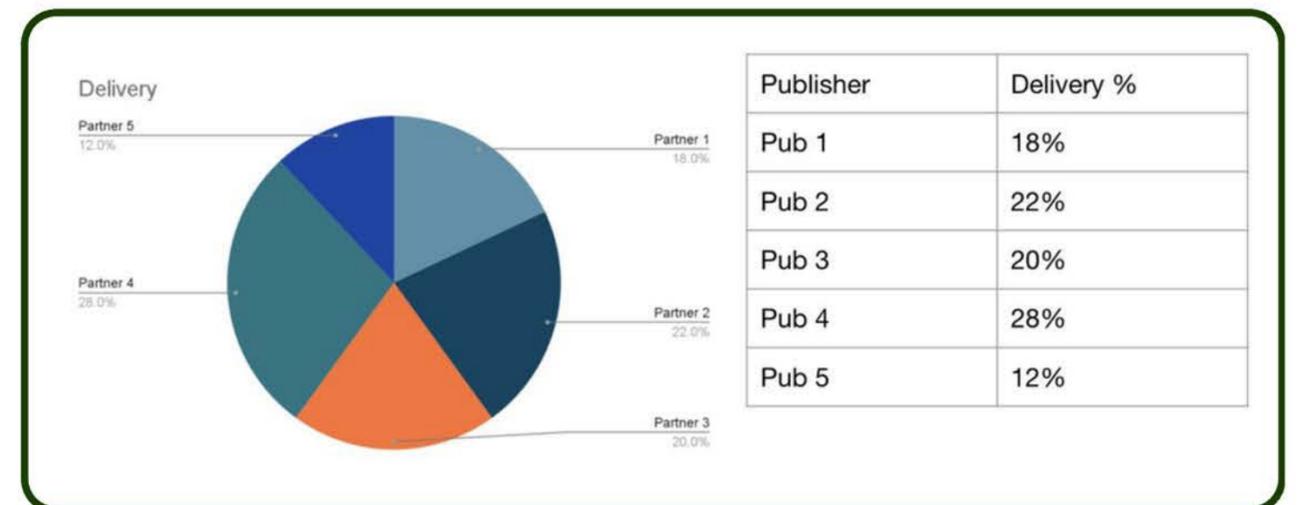
Capabilities to **Retarget** audiences with sequential messages help to drive purchase intent

Onboard **1st party** and **3rd party** data to refine segmentation and audience targeting

Understand on a **granular level** where and how often messages reached consumers and drove results



Post Campaign Reporting



WATCH YOUR CANNABIS BRAND ON TV

3 Types of Compliant CTV Ads for Precise Targeting.

Best Practice:

We recommend CTV campaigns minimum duration to be at least 1 month long. For best results an always on approach is ideal.

We recommend running :15 and :30 creative lengths for scale

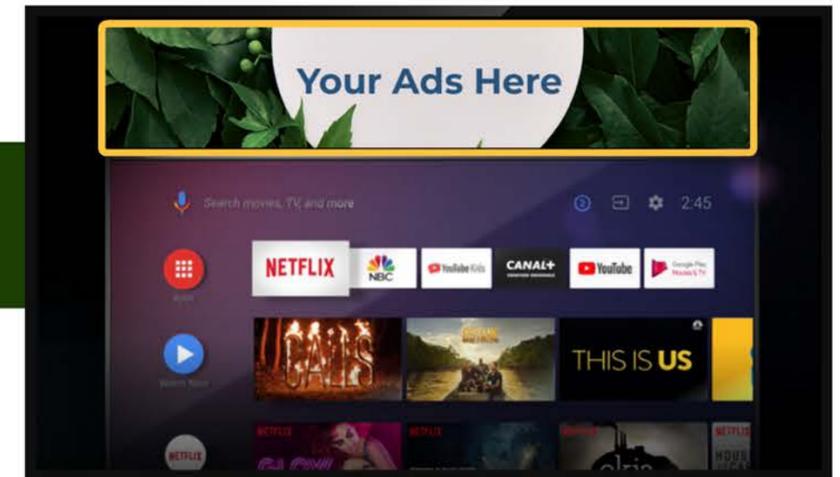
In-stream video ads

15-30 second unskippable ads that play before the show or during run time.



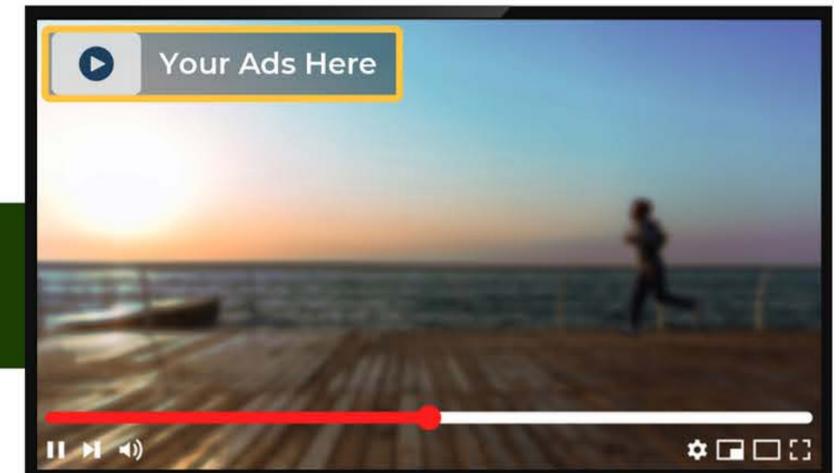
Home screen placement

Display your ads on the home screen. With static images, animated gifs, or video.



Interactive pre-roll ads

Interactive ads offer scannable QR codes directing back to a website.



OVER 700+ CTV PUBLISHERS ELIGIBLE FOR CANNABIS ADS

High Performing & Brand Safe Content



Devices &
Apps



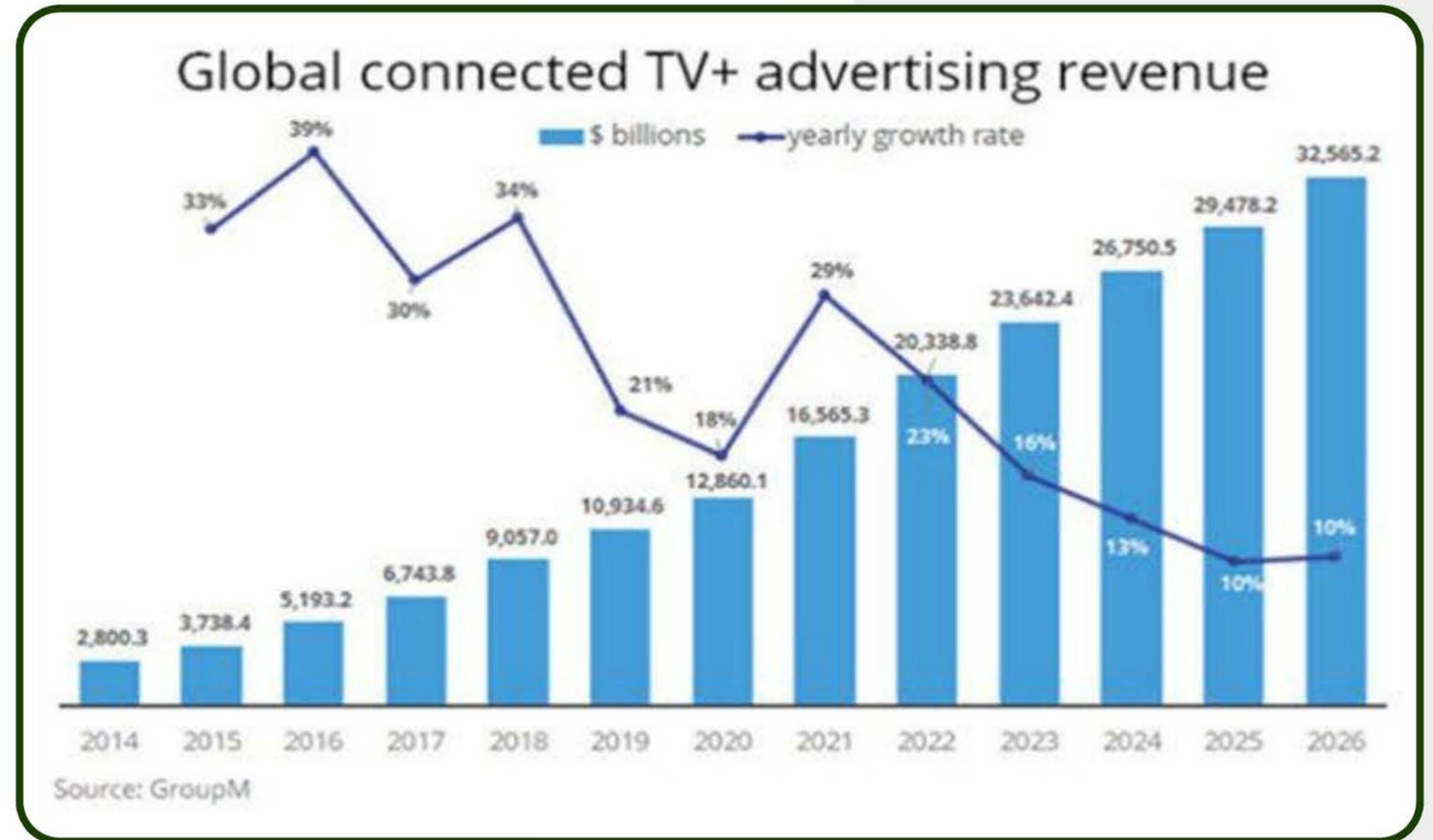
GROWTH OF CTV ADVERTISING

Are you leading or falling behind?

Global CTV Ad Spending is expected to hit and likely exceed **\$20.3B** this year, +23% yearly growth
Subscription fatigue is extremely prevalent,
AVOD is projected to surge and surpass SVOD.

Reinforced by strong double digit declines in TV ratings year after year, TV **ratings erosion** means brands must augment their planning to ensure overall reach with their intended audience.

Opportunity is here in CTV will your brand **capitalize?**



Cannabis DOOH

Turn public screens into profit machines with programmatic DOOH targeting.

Even though digital out-of-home advertising screens are publicly viewable, DOOH targeting is surprisingly precise.

Activating signage in elevators, gyms, airports, office buildings, point of purchase stations - even the big screens in Times Square – we share your message everywhere your customer spends time.



Benefits



Ads in high traffic areas ensures maximum exposure to a diverse audience



Eye-catching, animated, and interactive ads that capture attention



Location-based targeting increases the relevance and impact of messaging



Real-time creative updates, allowing for timely promotions, or adjustments based on performance



Controlled environments ensure compliance with local regulations and guidelines specific to cannabis advertising maintaining brand integrity and safety.



DEMOGRAPH AUDIENCE BUILDER

**NEXT-LEVEL COMPLIANT
AUDIENCE TARGETING**

Targeted Audience Segments

Our Data. Your Competitive Advantage

Connect, engage and convert high-value cannabis audiences using a combination of first and third-party data to generate **loyalty, brand recall, and repeat visits.**

Layer third-party data for customer acquisition campaigns to expand campaign reach, increase new user web traffic and brand awareness, and pinpoint audiences likely to convert.

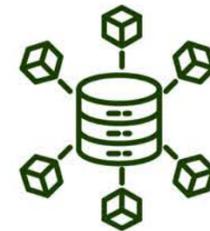


First Party Data

First-Party Data is a company's most valuable asset because it collects information directly from customers.

Examples of first-party data:

- Name, email, phone number
- Website Visitors, Purchase history
- Product and content interests,
- Support history, cart abandoners
- Loyalty program info



Third Party Data

Third-Party Data is information collected from various sources, not directly connected to the user.

Third party data originates from websites or social media networks where users input personal information. Their activity is then collected and aggregated by third parties to sell as part of an offer.

Verified Age Targeting

Designed specifically for the regulated industries, **DemoGraph goes beyond the standard industry approach of predicting age to verifying age** using government data.

Our database, with more than **196MM individuals, updates monthly** to include new 21-year-olds, giving you a constant stream of new prospects and the peace of mind of knowing you're only reaching your intended audience.

Cannabis Interest

Dispensary Visitor

Product Type

Cannabis Archetypes

Enthusiastic Spenders

Name

Age

Census Data (e.g. Race, Ethnicity)

Commercial Data(e.g. Consumer Habits)

Historical IDs (e.g. Previous addresses)

Contact Info

Gender

Predictive Models and Scores

Socio-Economic Scores

Specialty Data (e.g. Veteran, Business Owner)

STATARA

ACXIOM

/LiveRamp

Adelaide

NXTeck

dstillery

invisibly

GREEN CHECK

Lookalike Modeling

Cannabis brands & retailers are sitting on treasure-trove of first-party data. Combined with the power of DemoGraph and customer first party data, Statara can utilize Identity Insights data & build “look-alike” models for additional customer acquisition & engagement.

Review Data: Collect relevant first-party data and match it to Statara Identity Insights file.

Build Model: Analyze CRM first party data combined with Statara data to identify significant data predictors

Predict Outcomes: Apply models to identify the best potential targets in specific geographic areas.

Precision Delivery

Our technology allows us to geofence relevant businesses, competitor locations, and delivery zones identifying mobile devices by radius.

We then utilize this data to serve mobile ads to individuals visiting these locations who are likely to be interested in your products.

Geotargeting

Delivers ads to users in real-time based on their current geographic location, ensuring content is relevant to their physical environment.

Geoframing

Geoframing captures and analyzes data from mobile devices within a specific geographic area during a past time frame to create targeted audiences.



Radius Targeting:

Target consumers within a certain radius of your dispensary or delivery area.



Competitor Targeting:

Lure customers away from the competition by targeting competing retailers to gain market share.



Landmark Targeting:

Like competitor targeting, you draw a polygon on a map around the high-traffic tourist areas you want to target.

Audience Intelligence, Redefined

DemoGraph pulls from a vast library of behavioral and contextual audience targets and compares that to site visitors and purchasers.

Build audience profiles of demographics, top content/sites visited, predictive outputs on location interests, and behavioral segments.

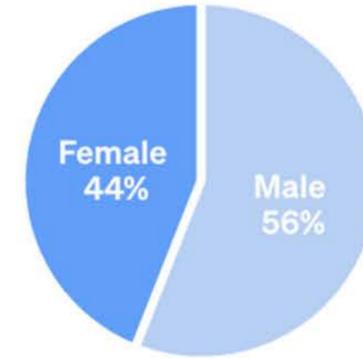


Age: 28
Location: Michigan
Income: 100,000+
Product Preference: Edibles

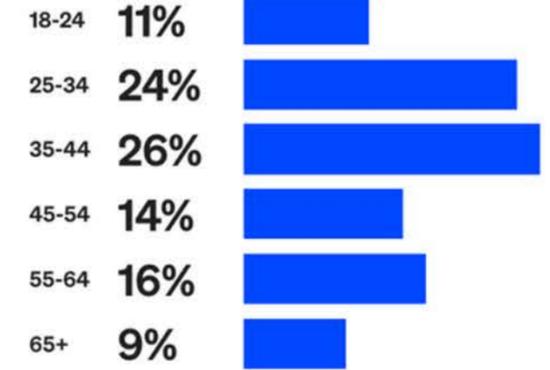


Age: 67
Location: California
Income: 65,000+
Product Preference: Topicals

Gender



Age



Food Behavioral Audience		11.87x
Audience	Index	
Whiskey Enthusiasts		28.52x
Craft Spirits Enthusiasts		24.45x
Sparkling Water Enthusiasts		23.22x
Wine Lovers		22.33x
Online Alcohol Shoppers		20.82x

Lifestage Behavioral Audience		11.23x
Audience	Index	
Masters in Management Research...		17.59x
Wedding Content Readers		15.50x
Engagement Ring Shoppers		14.19x
Military Benefits Researchers		14.15x
Wedding Registrants		13.46x

Music Behavioral Audience		10.80x
Audience	Index	
Grateful Dead Fans		17.74x
Live Concert Fans		16.49x
Streaming Radio Listeners		16.23x
Jamband Fans		15.91x
Jazz Music Fans		15.37x

Elderly Behavioral Audience		10.78x
Audience	Index	
Retired Government Employees		20.62x
Retirees		16.50x
Grandparents		16.09x
Senior Living Center Researchers		8.49x
Retirement Planners		6.98x

Home Behavioral Audience		10.73x
Audience	Index	
Luxury Second Home Owners		19.65x
Home Design and Living Publicati...		19.48x
Country Home Decorators		19.27x
Home Heating and Cooling Resea...		17.74x
Mattress Shoppers		17.48x

Age Demographics		10.35x
Audience	Index	
35-44		17.24x
25-34		15.69x
55-64		9.05x
65+		7.08x
45-54		6.75x

Popular Cannabis Consumers

Savvy Connoisseurs

Savvy Connoisseurs are young, frequent cannabis consumers who spend significant amounts of money on their supply and influence their social circles. They consume all forms of cannabis at higher rates than average cannabis consumers and are more likely to use cannabis for a variety of motives.

Demographics:



Male | Female
56.0% | 43.0%



Aged 25-34
Avg Age - 36



Median income:
\$50000-\$74999



39.0%
Spend over \$100

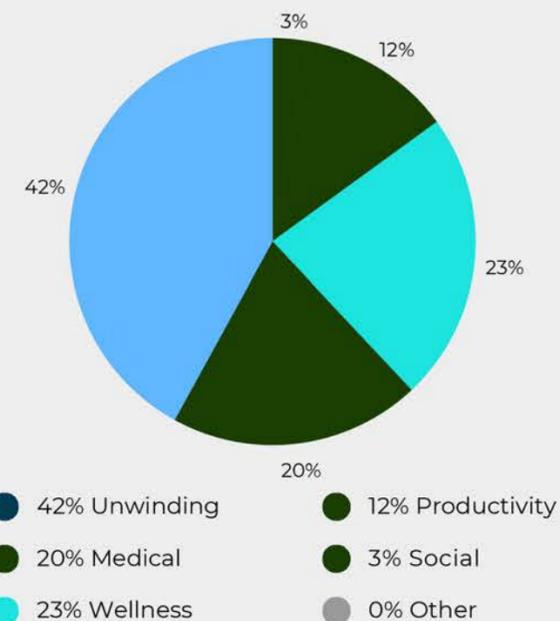


57% Use Cannabis
Multiple Times a day

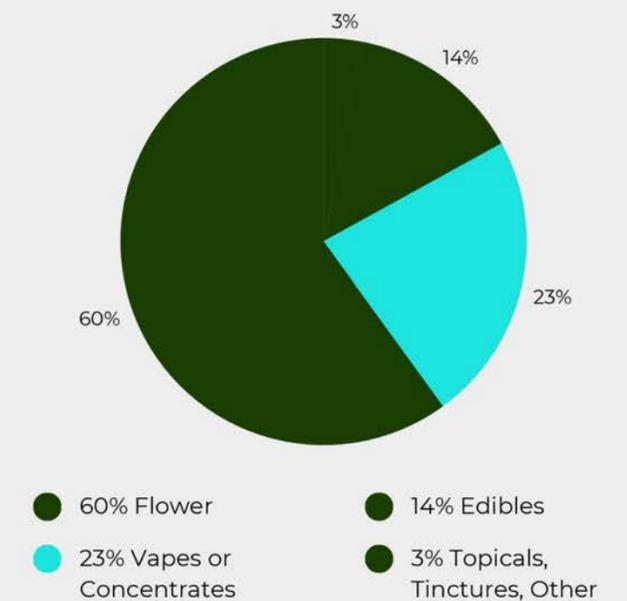


Preferred media:
Social/Digital Media, Texts/Phone

Primary Reason for Use



Most Frequently Used Forms



UNPARALLELED MARKETING ATTRIBUTION & ANALYTICS

— The Strategy behind optimizations

LOCAL **CANNA**  **GUIDE**

Unparalleled Marketing Attribution & Analytics



Measurement & Tracking Opportunities

Access to Mainstream Media Markets & Advertising Channels

Sample KPIs:

- Transactions
- Influenced Sales
- No of Customers
- Impressions
- CTR + CPM



Transparent Reporting

- Multi-touch attribution connects conversions across the entire customer journey
- Easily tie impressions to transactions and ROAS, with flexible attribution windows between 1 and 30 days
- Live insights into top-performing inventory and creatives



Proactive Client Support

Weekly or biweekly calls with our clients to review:

- Campaign Strategy
- Reporting
- Performance
- Creatives
- Recommendations

Multi Touch Attribution

Implementing our eCommerce adapters allows us to correlate impressions served during your campaigns with purchases from your online storefront.

Integrated with:



Identify and create **personalized audiences** for future campaigns



Understand digital media **impact on in-store visits and purchases**



Optimize ad targeting with **enriched consumer data**



Analyse dispensary **competitive positioning and market share by state**



Influence repeat **in-store visits and longer dwell time**



Create memorable **consumer experiences to grow your brand**



IDENTITY MATCHING

In general we match impressions to transactions using 1 of the following four techniques.

1

Using a third party cookie given by our collector - Deterministic.

Effective when the user sees an impression and makes a purchase using the same browser.

2

Using the combination of the full user-agent and IP address. (Probabilistic)

Effective when the user sees an impression and makes a purchase using the same browser. (Effective when cookies are blocked or unavailable)

3

Using the combination of the device portion of the user agent and IP address. (Probabilistic)

Effective when the user sees an impression in Mobile Apps and makes a purchase using the same device. Mobile Apps are not accessed using a web browser so we discard the browser portion of the user agent leaving us with the device model, operating system, operating System version and screen dimensions.

An IP address only

Effective for household matches and cross device scenarios where users saw an ad on a different device than they made the purchase. For IP only matches, 2 filters are applied.

A. Filter that discards known hotspots and cell towers discarding IP addresses with high frequency.

B. Filter that discards potential in store kiosks. We discard any IP address that makes more than 15 transactions in a 30 day period. These IP addresses come directly from the Advertisers transactions tables.

4

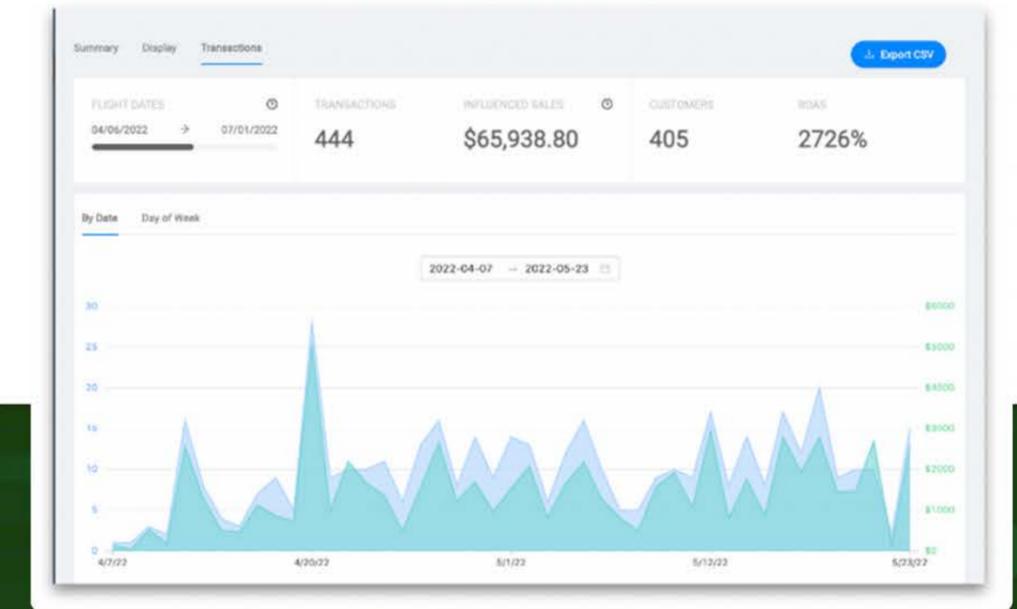
Fully Transparent Reporting Tools

In-store and eCommerce attribution. We give you personal access to our reporting platform where you can check your campaign's performance and KPIs in real time.

We are happy to work with you to achieve all your tagging needs and have partnerships with the following:



Order	Last Impression	Impressions	Ordered on	Total
96042306	04/14/22 02:45	2	05/05/22 15:08	\$300.00
Impression served - 04/14/22 02:45:40.134-07:00				
Served on - Jigsaw Puzzles for Adults Application HD Published by - tappx.com				
Impression served - 04/08/22 16:51:44.789-07:00				
Served on - TMZ Application Published by - InMobi				
93602232	04/14/22 18:50	9	04/20/22 13:44	\$115.00



Industry Leading Brand Safety

Peace of Mind When You Need It.

Approved and restricted keyword lists: allow 'news', block 'car accident'

Traffic Quality

Compliance

Non-human traffic Spoofing
Illegal sellers/arbitrage
Poor content-click-bait
Utility apps

Ad Quality

Brand safety
Intrusive creatives
Malicious creatives
Ad compliance

Compliance

Explicit publisher permissions for CBD and cannabis advertisement

Policy & Actions

Publishers' audits
IP blocking
Fraudscore control
Embracing market standards

Ad categorization
Creative scanning
Creative blocking

LDA(21+) Targeted
Explicit block for COPPA Publishers

Fraud Prevention Partners

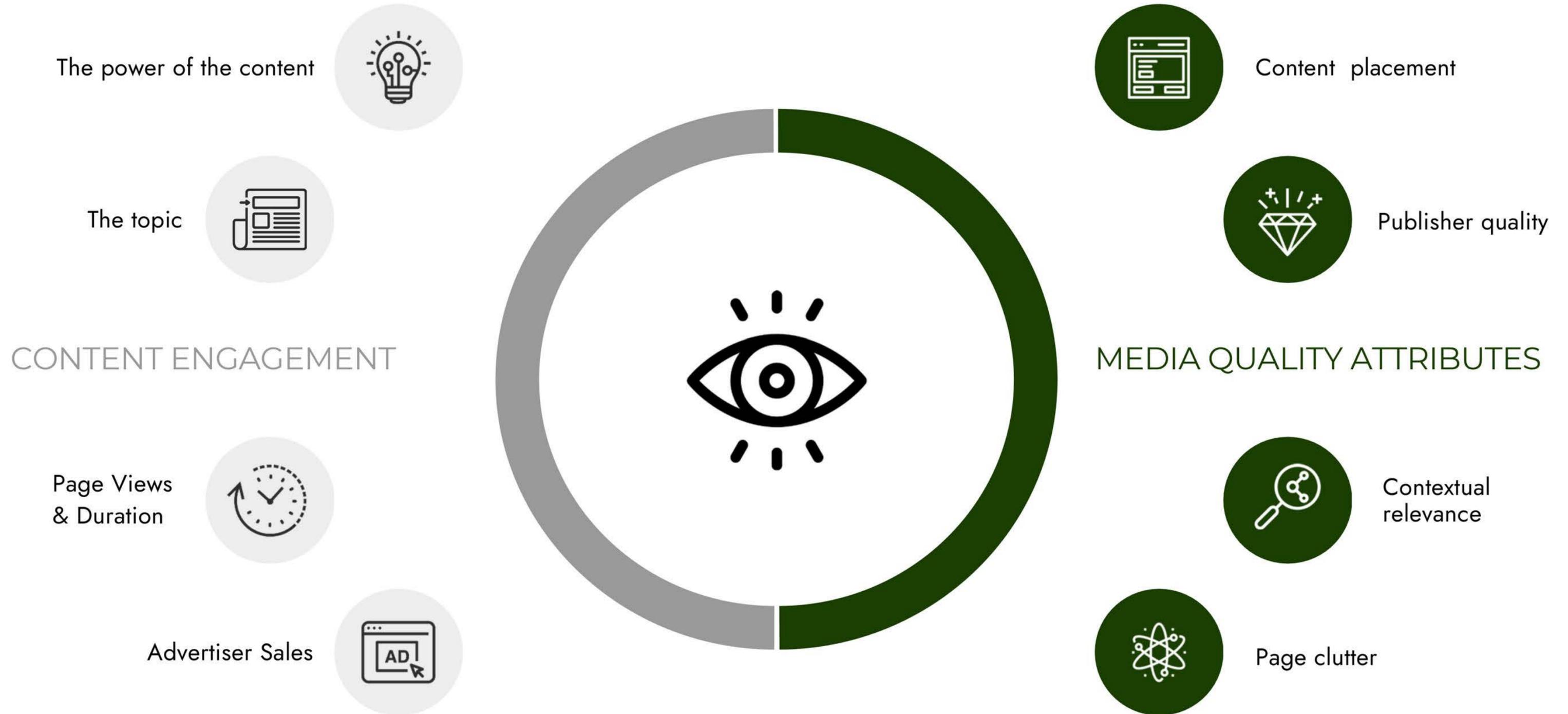


ATTENTION TO RESULTS

— The Strategy behind optimizations

LOCAL **CANNA**  **GUIDE**

What Attracts Attention



More Attention - Better Performance

Understand true quality of media and make smarter media decisions with Adelaide attention metrics

Metric: Attention Unit (AU)

eye-tracking data

attention signals

machine learning algorithms



Campaign measurement & optimization



Proven to predict outcomes

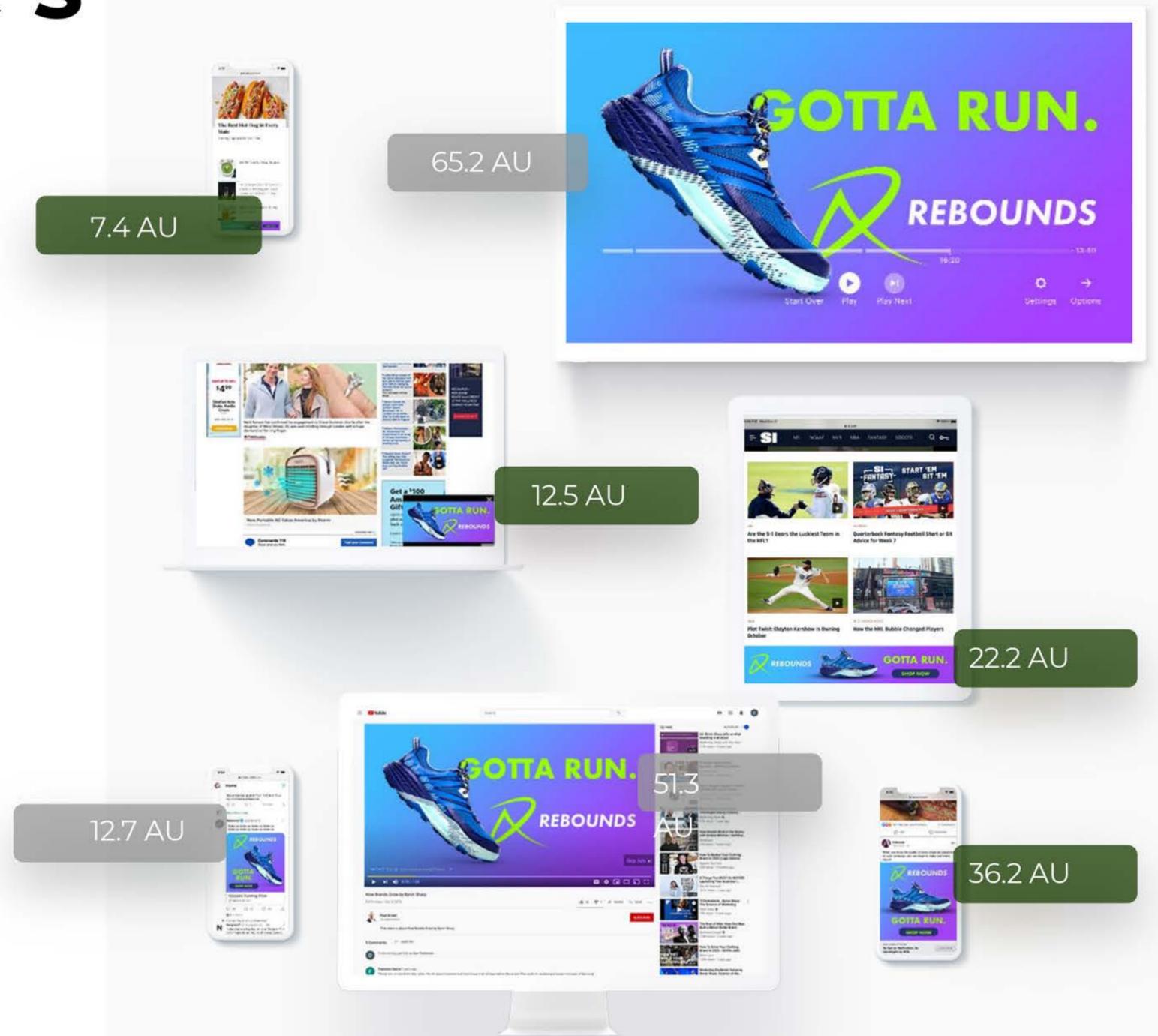


A consolidated omnichannel quality metrics

Introducing Adelaide's AU Metric

AU rates the quality of a media placement by predicting the probability of attention independent of the creative and audience.

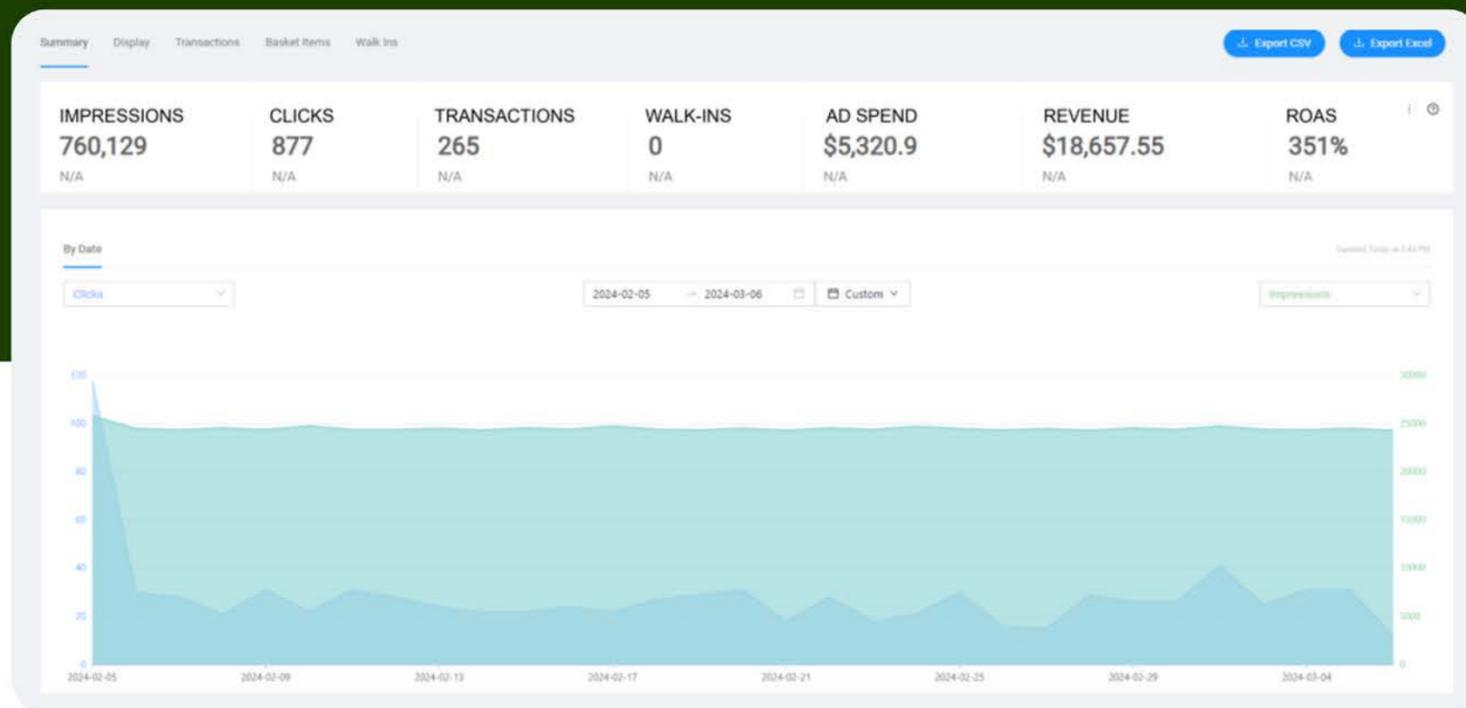
- 0-100 score rates placement quality
- Proven to predict outcomes
- Apples-to-apples across all media



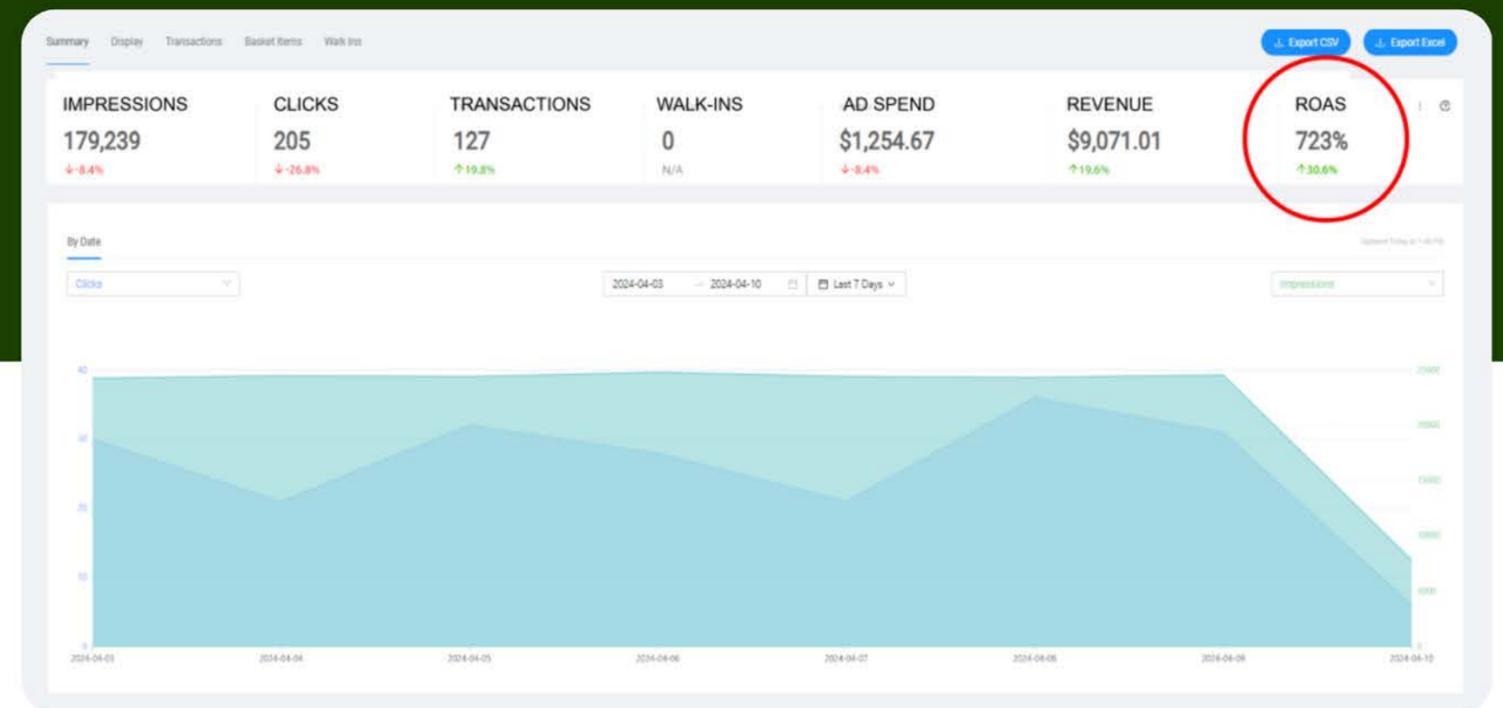
CASE STUDIES — & PERFORMANCE

LOCAL  **CANNA GUIDE**

How We Generated 351% ROAS In The First 30 Days (687% over 3 months) For Our New Dispensary Client



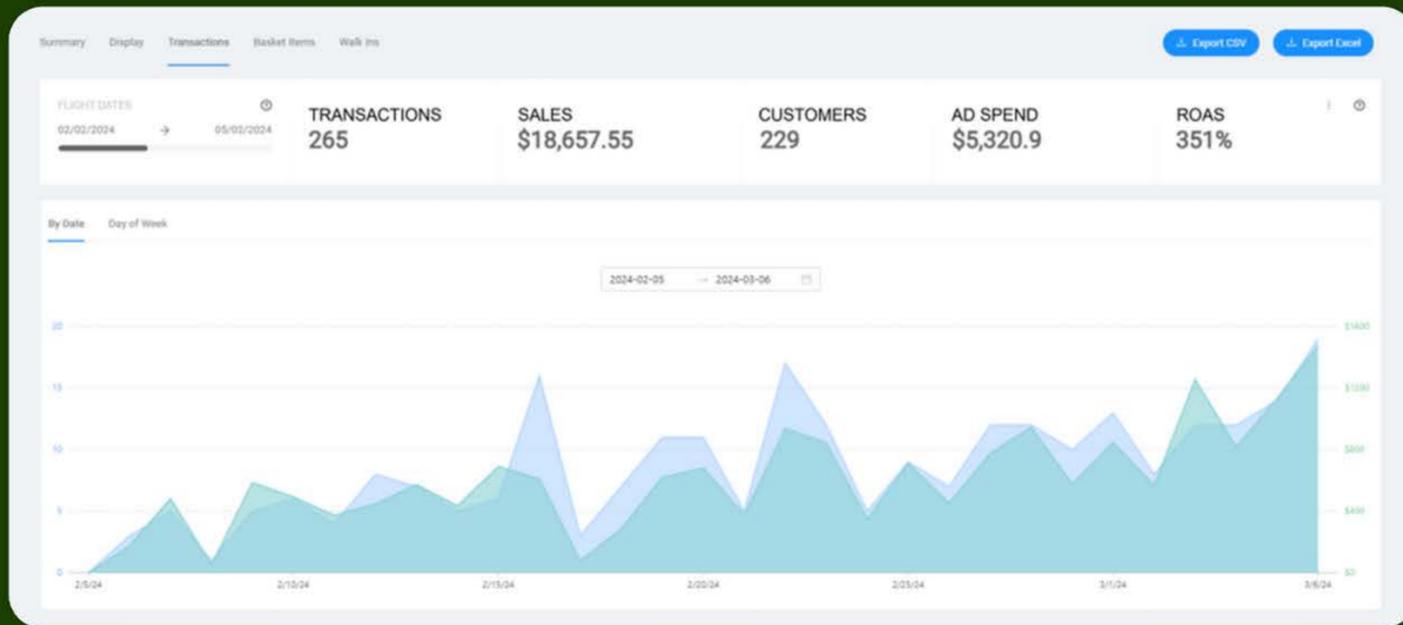
1st Month



Last 7 Days

Analyzing Campaign Metrics: Clicks, Impressions, CTR, Sign-Ups, Transactions

We diligently track comprehensive campaign metrics, including clicks, impressions, click-through rates (CTR), sign-ups, and transactions. This detailed data provided us with a thorough understanding of user engagement, conversion rates, and overall campaign effectiveness.



Order	Last Impression	Impressions	Ordered on	Total
bc6b00f3-faf0-484c-8191-ccc61a4143ba	02/19/24 20:46	3	02/20/24 19:28	\$62.1
 Impression served - 02/19/24 20:46:45.339-06:00	Windows Computer	Served on - Thesaurus Visit Application	Application Published by - FireArc Technologies	
 Impression served - 02/19/24 20:28:21.818-06:00	Windows Computer	Served on - Thesaurus Visit Application	Application Published by - FireArc Technologies	
 Impression served - 02/19/24 20:28:21.818-06:00	Windows Computer	Served on - Thesaurus Visit Application	Application Published by - FireArc Technologies	

Enhanced Consumer Insights with Pixel Tracking

By adding our pixel to the website and ecomm platform, we can track impressions and capture the customer journey. This allows us to see which creatives were served, the devices the ads were seen on, and the inventory that led to purchases.

Why is this beneficial? It reveals where your customers spend time online, enabling us to optimize campaigns based on inventory, and creative performance.

Identifying Top-Selling Products for Campaign Optimization

Product Name	Revenue	Quantity
Journeyman Beverage Tart Lemonade 100mg	\$276	23
Journeyman Beverage Berry Lemonade 100mg...	\$240	20
Journeyman Beverage Tropical Lemonade 10...	\$240	20
High Supply Single Slurricrasher 1g	\$234	18
Good News Gummies (10ct) Friyay Watermelon...	\$222	14

We wanted to identify which specific products are selling online and which are not. This information is crucial for refining our strategy and optimizing the campaign creatives and audiences for better performance.

WEEK 1

IMPRESSIONS	CLICKS	TRANSACTIONS	WALK-INS	AD SPEND	REVENUE	ROAS
123,634	228	14	0	\$865.44	\$1,295.82	150%
N/A	N/A	N/A	N/A	N/A	N/A	N/A

WEEK 2

IMPRESSIONS	CLICKS	TRANSACTIONS	WALK-INS	AD SPEND	REVENUE	ROAS
195,811	204	57	0	\$1,370.68	\$4,212.82	307%
↑97.3%	↑3.6%	↑533.3%	N/A	↑97.3%	↑494.1%	↑201.1%

WEEK 3

IMPRESSIONS	CLICKS	TRANSACTIONS	WALK-INS	AD SPEND	REVENUE	ROAS
269,403	255	95	0	\$1,885.82	\$5,954.72	316%
↑0.1%	↓-9.9%	↑43.9%	N/A	↑0.1%	↑21.0%	↑20.9%

WEEK 4

IMPRESSIONS	CLICKS	TRANSACTIONS	WALK-INS	AD SPEND	REVENUE	ROAS
171,350	192	88	0	\$1,199.45	\$6,676.21	557%
	↑22.3%	↑18.9%	N/A		↑33.0%	↑33.0%

Campaign Optimizations

By analyzing campaign metrics such as clicks, impressions, click-through rates (CTR), sign-ups, and transactions, we gain valuable insights into our audience behavior and the effectiveness of our display ad campaign.

Leveraging this data, we can identify high-performing strategies and channels, optimize ad creatives to improve CTR and engagement, refine audience targeting to maximize conversions, and reallocate budget towards campaigns yielding the highest ROAS.

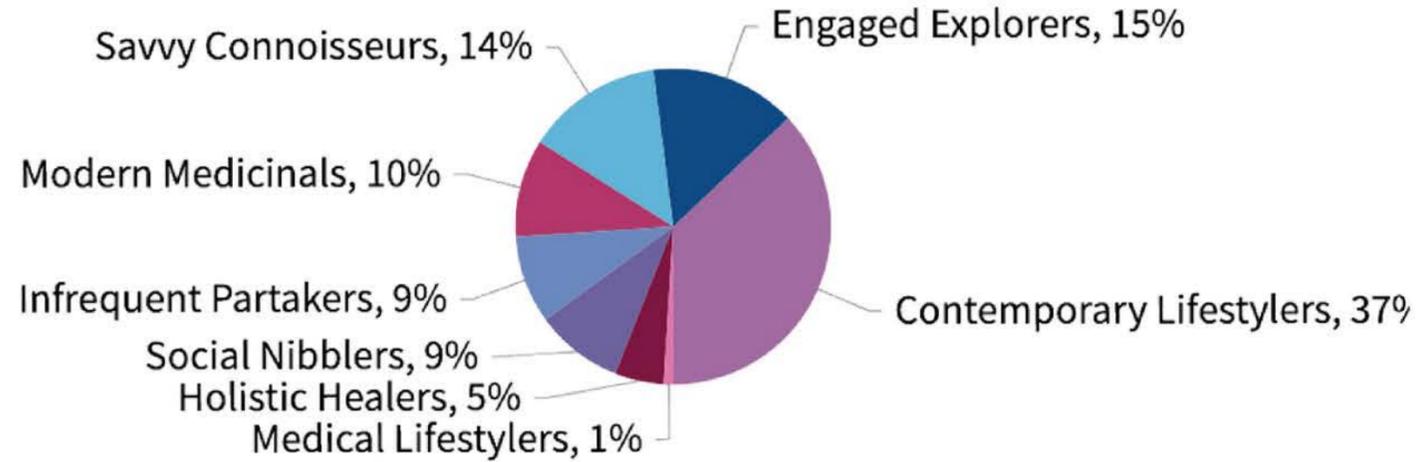
Additionally, understanding which products or services resonate most with our audience allows us to tailor messaging and promotions effectively. This iterative approach ensures that our campaigns are continuously refined and optimized to drive sustainable growth.

Leveraging Consumer Insights for Campaign Success

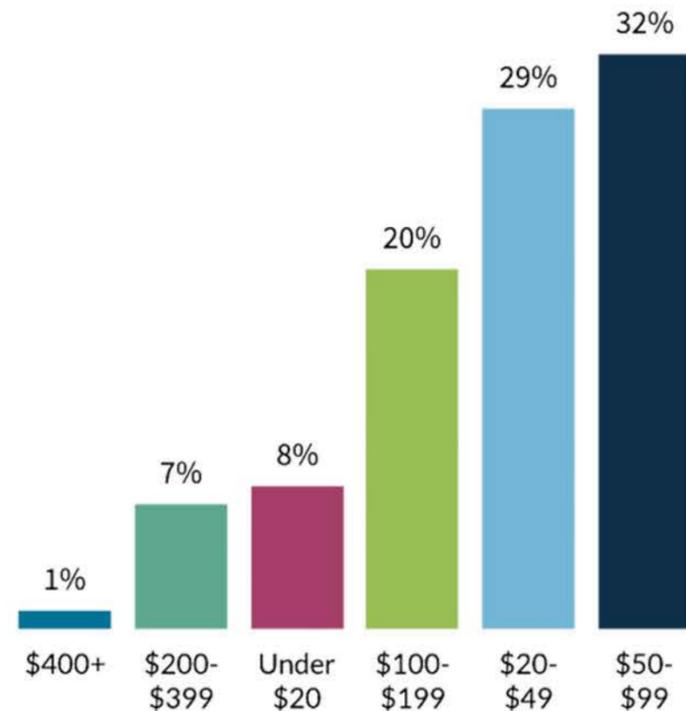
We harnessed market data to tailor campaigns, optimize targeting, and maximize ROAS

Leveraging consumer insights for a successful advertising campaign involves understanding your audience and using that knowledge to tailor your strategies. Identifying key demographics and behaviors to create targeted, personalized content. Optimize the timing and channels to reach your audience effectively. Refine your messaging to address specific pain points, and continuously test and iterate to improve performance. Monitor feedback and focus on retention by highlighting what keeps customers returning. Track key metrics to measure success and inform future campaigns. This approach ensures your ads resonate, engage, and drive better results.

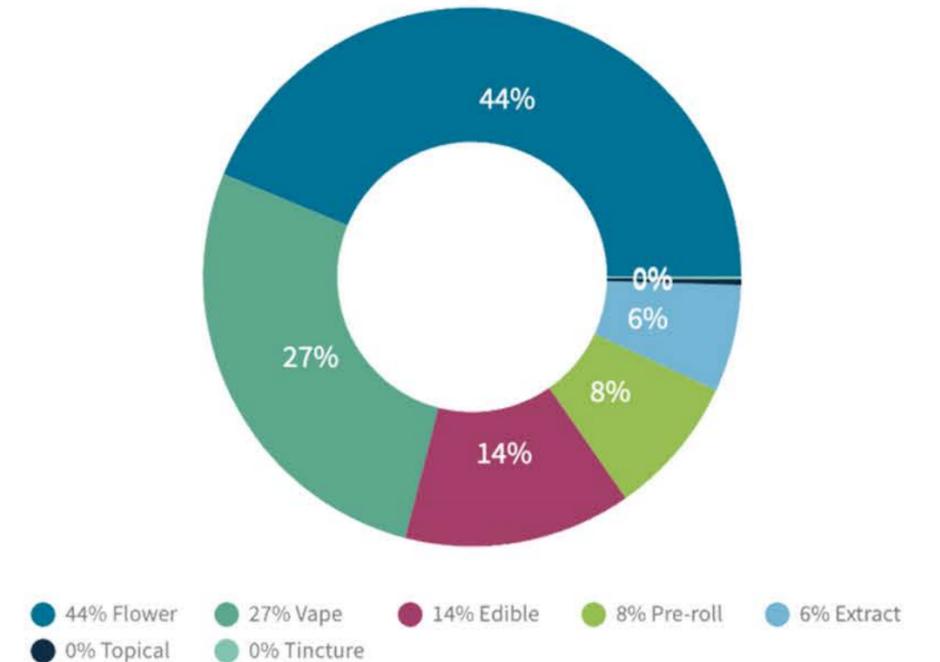
Cannabis Consumer Archetypes



Average Spend Per Purchase



Product Sales Index





CASE STUDIES | HIGH REWARDS: NEW CUSTOMER ACQUISITION

MSO operates **stores** across 6 states including **Florida, Illinois, Ohio, and Pennsylvania.**

Problem

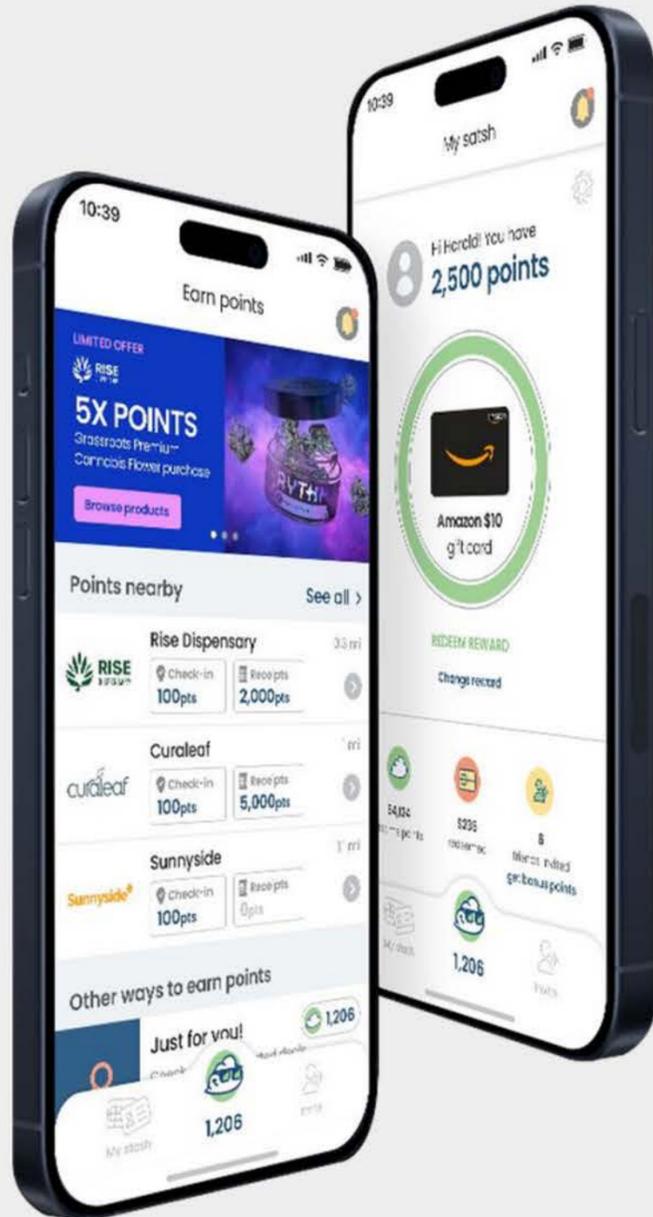
Acquiring new customers at their Illinois locations is difficult due to limited marketing channels and high upfront costs, with no guaranteed results.

Solution

HighRewards implemented a pay-per-performance campaign with no upfront costs, using increased reward points, video, and banner ads to drive store visits.

Impact

- 185+ Customers driven to their 10 IL stores
- 500+ wholesale product conversions across IL, FL, PA, OH, and MI
- ROI: \$13.14 per \$1 spent



Co-Marketing Campaigns BRAND + RETAILER

\$105K

Revenue

1,117

Orders

.22%

CTR

6:1

ROAS



\$101K

Revenue

661

Orders

.30%

CTR

27:1

ROAS



\$176K

Revenue

661

Orders

.20%

CTR

10:1

ROAS





CASE STUDY | **DISPLAY: CO-MARKETING CAMPAIGN**

New Jersey Retailer + Brand

In the newly legal New Jersey market, a cannabis retailer and a brand specializing in concentrates came together to set a new standard for premium offerings. The retailer was eager to attract connoisseur customers, while the brand sought to make a strong first impression in the state's emerging cannabis scene. This partnership represented a mutual investment in shaping consumer perceptions of quality and exclusivity.

The campaign leaned heavily on programmatic advertising to drive awareness while supporting in-store traffic. The campaign garnered **\$55K revenue** from **529 orders**, achieving a **0.26% CTR** and a **10:1 ROAS**, demonstrating the power of strategic partnerships in building a robust cannabis market from the ground up.

Revenue

\$55K

Orders

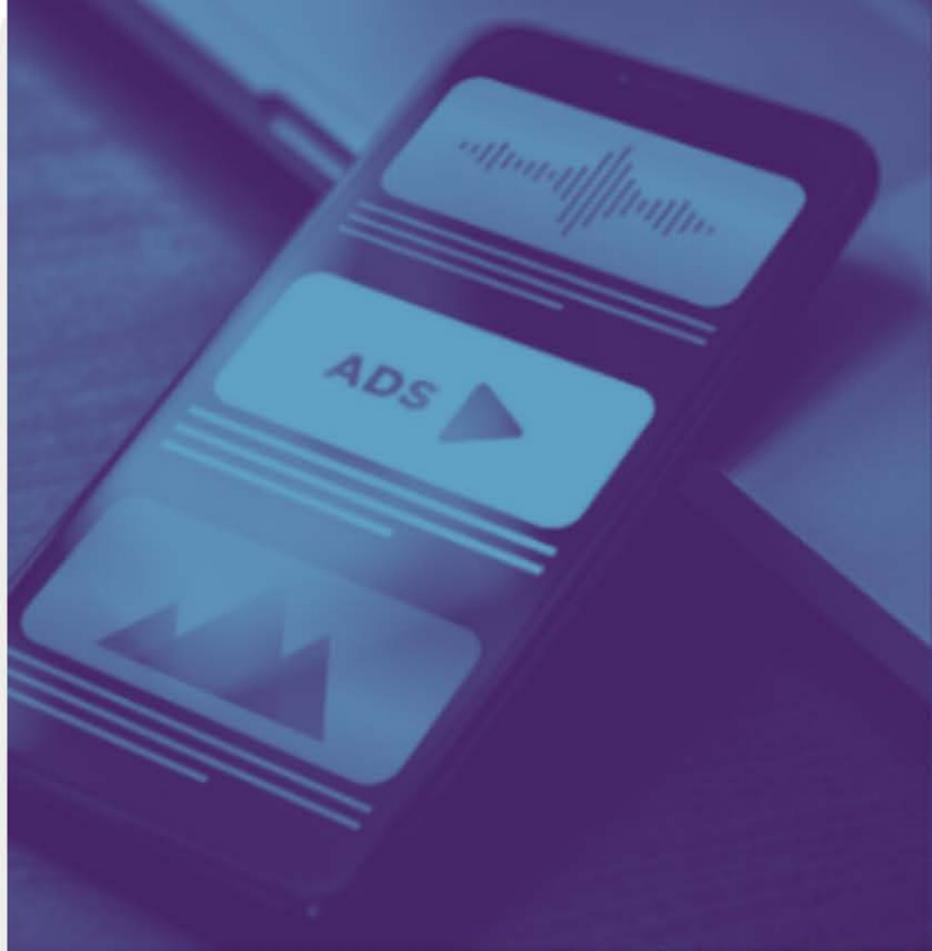
529

CTR

.26%

ROAS

10:1



CASE STUDIES | **DISPLAY: TOP OF MIND**

Cannabis Dispensary MSO

Problem

Vireo wanted to engage both new and existing customers and drive additional traffic to their New York locations. With more dispensaries popping up, they needed to stay top of mind and ensure that people knew about their delivery service and their different locations.

Solution

Local Canna Guide ran targeted display ads in multiple NYC neighborhoods surrounding Vireo's dispensaries. Using our programmatic advertising network, which includes a variety of cannabis-friendly sites and apps used by of-age adults, those ads resulted in 963 orders being placed and had a return on ad spend of \$7.92 for every dollar spent.

Impact

In just 1 month, Vireo's display ads returned an **8x ROAS** (return on ad spend), grossing \$108,730 with an investment of just \$13,728.

Online
Orders
963

Revenue
\$108K

AOV
\$20.04

ROAS
\$13.7K



CASE STUDIES

California Delivery Service

Problem

A delivery service wanted to establish brand recognition in their local market with a programmatic prospecting campaign to increase website traffic and net new customers.

Solution

Local Canna Guide identified the zip codes and devices where display ads would have the most impact for their service.

Impact

With just a \$16k budget, Local Canna Guide generated over \$176k in revenue with 1,791 orders and an average order value of \$98. For every \$1 spent, this campaign generated \$10.

Online
Orders
1,791

Revenue
\$176K

AOV
\$98

ROAS
1046%