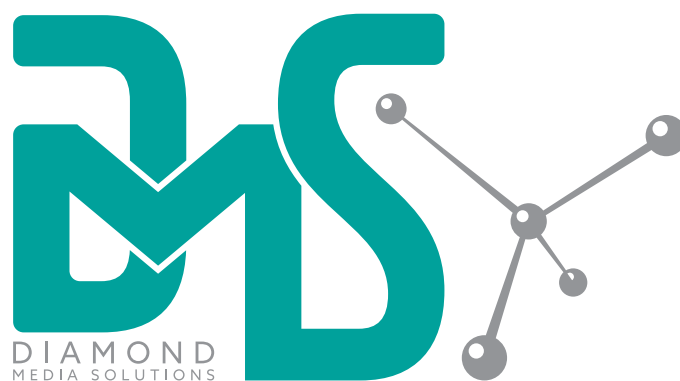




**2022**  
**Case Studies**



CBD and Cannabis



The cannabis industry and its available marketing capabilities are changing. Diamond Media Solutions has over 20 years of experience helping clients find their next customer using unique strategies and best in the industry creative.

Diamond Media Solutions works with clients of all sizes, from aggressive start-ups looking to expand their brand awareness, to large international corporations with celebrity spokespeople. No matter where your company is at, we are here to help.

Here are some of our great success stories doing just that.

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# Abandoned Visitors

CBD and Cannabis Online Brand

## Objective

Improve the effectiveness of the clients' website traffic by providing additional, previously anonymous, visitor traffic and increasing their website conversion with the goal of increasing their organic and direct website traffic 20% in the first 120 days.

## Tactic

Capturing the data of previously anonymous website traffic and using that contact information to reengage with them through a custom sequence of 16 emails over 75 days from their very first visit to the website.

## CTA

Driving website reengagement and in-store purchases through product-specific emails.

## Results

Previously Anonymous Visitor  
Contact Information: 7,502  
Follow-Up Emails: 37,670

**7,502**  
**New Brand**  
**Contacts**

# Targeted Email

CBD and Cannabis Brand

## Objective

Driving website traffic by creating a specific target audience based on the buyer personas of the particular products.

## Targeting

**Cosmetics/Skincare:** Women who have purchased skin care or face masks in the last 6 months

**Sleep Aid:** Age 40+, interest in Sleep Aid or Anxiety Aid

**Pain Relief:** Age 40+, Interest in Pain Relief or purchased pain relief products

**Dog Treats/Dog Food:** Purchased dog food or treats in last 6 months

## CTA

Links to product pages on website

## Results

### CBD Cosmetics/Skincare

- Total Deployed: **250,000**
- Total Clicks: **4,925**
- Total Opens: **46,683**
- Percent Clicks: **1.97%**
- Open Rate: **18.67%**

### Cannabis Sleep Aid

- Total Deployed: **960,000**
- Total Clicks: **16,015**
- Total Opens: **151,846**
- Percent Clicks: **1.67%**
- Open Rate: **15.82%**

### Cannabis Pain Relief

- Total Deployed: **672,133**
- Total Clicks: **12,781**
- Total Opens: **120,759**
- Percent Clicks: **1.9%**
- Open Rate: **17.97%**

### CBD Dog Treats/Dog Food

- Total Deployed: **500,000**
- Total Clicks: **9,361**
- Total Opens: **89,092**
- Percent Clicks: **1.87%**
- Open Rate: **17.82%**

# Display Advertising

CBD and Cannabis Brand

## Objective

A CBD retailer wanted to drive sales of its products both online and in its physical stores in the Dallas/Fort Worth, Wichita, and Kansas City areas.

## Tactic

Various tactics including:

- Geo-fencing with Conversion Zones to track in-person store visits
- Keyword Search Retargeting
- Category Contextual targeting
- Site Retargeting for both normal website visitors and cart abandoners

## Results

We achieved a CPA of \$7.43, which was more than 13 times lower than the campaign's goal.

**46,825**  
**In-Store Sales**

**\$7.43**  
**Cost Per Sale**

## Objective

Increase website traffic of in-market shoppers.

## Targeting

Audience targeting of in-market consumers searching for pain, anxiety, and sleep relief to their geographic marketing area.

Geotargeted using zip codes.

## Scrolling Message

"20% off this weekend only! Tap now & shop our site!"

## Tap Action

"Tap now & shop our site!"

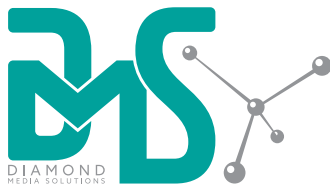
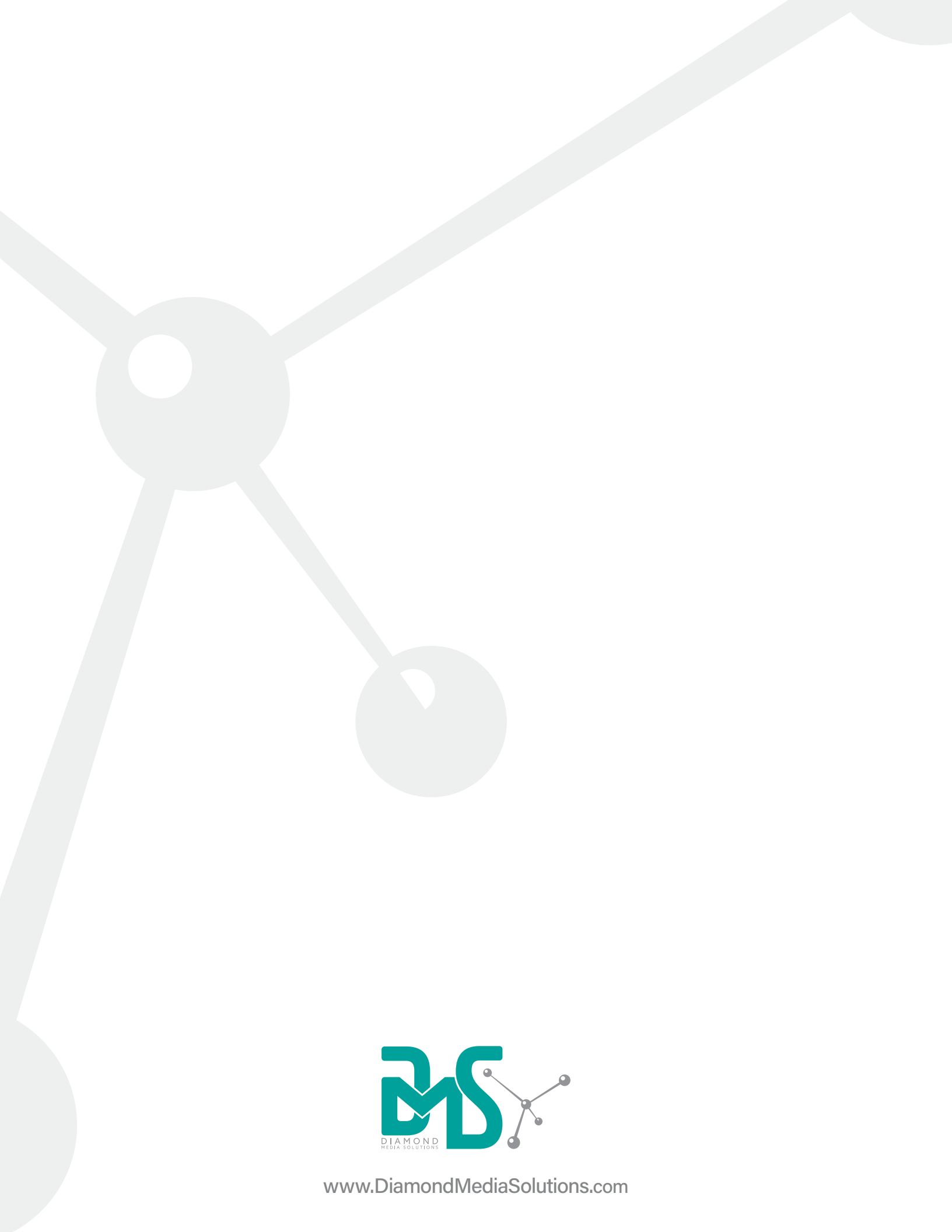
## Results

Impressions Delivered: 3,781

Total Clicks: 113

Click-Through Rate: 2.99%

**113**  
New individuals  
shopped on the website  
in a single weekend!



[www.DiamondMediaSolutions.com](http://www.DiamondMediaSolutions.com)